

# Cameron Conaway

## *Curriculum Vitae*

Pennsylvania State University, Smeal College of Business  
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### EDUCATION

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Ph.D., Business Administration, University of North Carolina at Greensboro	Expected 2029
Executive M.B.A., University of San Francisco	2018-2020
M.F.A., Creative Writing, University of Arizona	2007-2009
B.A., English, Pennsylvania State University	2003-2007
B.A., Criminal Justice, Pennsylvania State University	2003-2007

### TEACHING POSITIONS

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Teaching Faculty of Management, Penn State Smeal College of Business	2025-present
Adjunct Professor, MBA and MAPC Programs, University of San Francisco	2020-present
Adjunct Professor, Writing & Literature, Ottawa University	2009-2016
Adjunct Professor, Business Communications & Writing, Penn State University	2014-2015
Adjunct Professor, English Composition, Everest College	2009-2014
Educator, Writing, Johns Hopkins Center for Talented Youth	2008-2010
Educator, Writing, H.S. Poet-in-Residence, University of Arizona	2007-2009

### INDUSTRY POSITIONS

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Cisco, Head of Growth Marketing at Cisco Networking Academy	2022-2025
Cisco, Head of Content Marketing at Webex	2021-2022
Solace, Director of Marketing Communications	2018-2021
Forbes Magazine Communications Council	2017-2020
Reflektion, Director of Content	2018
Journal of Modern Slavery, Editorial Board	2013-2017
Klipfolio, Head of Content Marketing	2017
Flow, Content Marketing Lead	2015-2016
The Good Men Project, Contributor and Executive Editor	2011-2014

### SELECTED ARTICLES / PUBLICATIONS

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Conaway, C. (2025, June). Regulating Skill Games: Worth the Gamble? (Business Ethics Quick Case). *Harvard Business Review* / *Harvard Business Impact Education*

Conaway, C. (2024, June). To Develop Career-Ready Graduates, Make Sure They're Fluent in Feedback. *Harvard Business Publishing Education*.

Conaway, C. (2024, February). Reap the Benefits of Case Teaching—Without All the Prep. *Harvard Business Publishing Education*.

Conaway, C. (2023, May). Never Taught with a Simulation? Start Here. *Harvard Business Publishing Education*.

Conaway, C. (2022, June). The Right Way to Process Feedback. *Harvard Business Review*.

Conaway, C. (2020, January). Editorial Leadership In The Age Of Content Marketing Automation. *Forbes*.

Conaway, C. (2019, September). As The Workforce Transforms, Creativity Must Take Priority. *Forbes*.

Conaway, C. (2019, August). Mindfulness In The Age Of Remote Work Communications. *Forbes*.

Conaway, C. (2019, August). Three Creativity Exercises To Spark Employee Innovation. *Forbes*.

Conaway, C. (2019, July). Creativity Is Courageous: The Role Of Courage In Managing Creative Teams. *Forbes*.

Conaway, C. (2018, October). Organizational Frontlines: Why Marketing Communications Leaders Must Evolve With The Field. *Forbes*.

Conaway, C. (2018, October). Managing Makers: Three Ways To Unleash Your Team's Creative Capacity. *Forbes*.

Conaway, C. (2018, September). Three Ways to Keep Your Content Marketing Team Sharp. *Forbes*.

Conaway, C. (2018, September). How to Establish Your Content Tilt. *Forbes*.

Conaway, C. (2018, August). How to Align Your Content Marketing and PR Strategies. *Forbes*.

Conaway, C. (2018, August). How To Conduct Pre-Research For SEO Keywords. *Forbes*.

Conaway, C. (2018, July). Branded Content Studios: Five Steps To Choosing The Right One. *Forbes*.

Conaway, C. (2017, December). Journalism and Content Marketing Need Each Other. *The Huffington Post*.

Conaway, C. (2017, May) How to Build a High-Performance Content Marketing Team. *Content Marketing Institute*.

Conaway, C. (2016, October). Shadows in the Golden Land. *Moment Magazine*.

Conaway, C. (2016, Summer). Impact Within Reach. *Stanford Social Innovation Review*.

Conaway, C. (2015, September). The River of Death. *Newsweek*.

Conaway, C. (2015, Fall). Back to School. *Stanford Social Innovation Review*.

Conaway, C. (2015, June). Solving Complex Social Problems Through Collaboration. *Harvard Business Review*.

Conaway, C. (2015, June). Rejuvenating the Ganges: bridging the gap between conservation and religion. *The Guardian*.

Conaway, C. (2015, May). Going dry: The Ganges River needs a new story. *Thomson Reuters Foundation*.

Conaway, C. (2015, February). A Working Malaria Vaccine That Can't Get Money. *Newsweek*.

Conaway, C. (2013, December). Climate change and slavery: the perfect storm?. *The Guardian*.

Conaway, C. (2013, May). Anti-slavery: collaboration begins to come of age. *The Guardian*.

Conaway, C. (2011, June). Never To Be Sold Again: Breaking the Cycle of Child Sex Slavery. *The Good Men Project*.

Conaway, C. (2011, April-June). Teaching the Teacher: A nine-part series. *TEACH Magazine*.

Conaway, C. (2011, February) A mind/body workout at Xtreme Couture. *ESPN*.

#### SELECTED INVITED KEYNOTES & TALKS

2025 – Qualitative Research Consultants Association, Academic SIG (Feedback Literacy)

2024 – Harvard Business Publishing Education (Webinar on Feedback Literacy)

2023 – Harvard Business Corporate Learning (Feedback Essentials Course Contributor)

2019 – Secular Buddhist Association (podcast)

2017 – National Conservation Training Center

2017 – International Association of Machinists Annual Conference  
2017 – World Affairs Council, Pittsburgh  
2016 – Content Marketing World  
2016 – Austin International Poetry Festival  
2016 – University of Tennessee  
2016 – University of Wisconsin  
2015 – James Madison University  
2015 – American Society of Tropical Medicine & Hygiene  
2015 – Arcadia University  
2015 – Penn State Altoona, Commencement  
2015 – Penn State Greater Allegheny  
2015 – Penn State Harrisburg  
2015 – Mansfield University  
2015 – Penn State Berks  
2015 – Penn State University, Palmer Museum of Art  
2014 – Stanford Social Innovation Review (podcast)  
2014 – University of Richmond  
2013 – Al Jazeera America  
2013 – Dartmouth College  
2013 – Child Labor Coalition  
2013 – HuffPost Live  
2011 – University of Oxford, Mahidol Tropical Medicine Unit

#### AWARDS, GRANTS, FELLOWSHIPS, & OTHER HONORS

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2024 – Top 10 Most-Read Article of 2024 (Harvard Business Publishing Education)  
2022 – Webex Marketing Innovation Award, Cisco  
2020 – Executive MBA Excellence in Scholarship Award, University of San Francisco  
2016 – Daniel Pearl Investigative Journalism Initiative Fellowship  
2015 – Pulitzer Center on Crisis Reporting Grant, India  
2015 – International Reporting Project Grant, Southeast Asia  
2015 – Nominee, National Magazine Award, Newsweek  
2014 – Malaria, Poems named a “Best Book of 2014” by NPR  
2014 – Social Good Fellow, United Nations Foundation  
2014 – HistoryMaker, Rotary International’s End Polio Now  
2014 – Poet-in-Residence Fellowship, Penn State Altoona  
2013 – HistoryMaker, Rotary International’s End Polio Now  
2012 – HistoryMaker, Rotary International’s End Polio Now  
2011 – Wellcome Trust Arts Grant Recipient, Thailand  
2009 – Nomination, Johns Hopkins Center for Talented Youth, Outstanding Instructor  
2007 – Poet-in-Residence Fellowship, University of Arizona  
2007 – Richard Russo Award for Literary Criticism, Penn State University  
2006-2007 – President, Alpha Iota Theta, Sigma Tau Delta

2006 – Richard Russo Award for Literary Criticism, Penn State University

## BOOKS & BOOK CHAPTERS

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Conaway, C. (in-progress). *Feedback-Led Innovation: How Organizations Transform Insight Into Value*.

Conaway, C. (2018). *Man Box: Poems*. Lasting Impact Press.

Conaway, C. (2016). Of Ships and Men. In Jen Hirt & Erin Murphy (Eds.), *Creating Nonfiction: Twenty Essays and Interviews with the Writers* (pp. 195-202). State University of New York Press.

Conaway, C. (2016). Other, Wise. In Julie Dunlap & Susan A. Cohen (Eds.), *Coming of Age at the End of Nature: A Generation Faces Living on a Changed Planet* (pp. 75-81). Trinity University Press.

Conaway, C. (2014). *Chittagong: Poems & Essays*. Iris Press.

Conaway, C. (2014). *Malaria, Poems*. Michigan State University Press.

Note 1: Submitted for Pulitzer Prize by Michigan State University Press.

Note 2: Named a

Conaway, C. (2014). *Until You Make the Shore*. Salmon Poetry.

Conaway, C. (2014). *Bonemeal, Poems*. Finishing Line Press.

Conaway, C. (2011). *Caged: Memoirs of a Cage-Fighting Poet*. Threed Press.

Note: Won Reader Views Literary Award for Best Book of 2012

## TEACHING

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### *Higher Education Courses Taught*

2020-present – University of San Francisco, Graduate (16 credits)

- Talent Management (Fall 2024: 39 MBA students)
- Digital Marketing
- Digital Storytelling

2009-2016 – Ottawa University, Undergraduate (40 credits)

- History of the English Language

- Introduction to Creative Writing
- Shakespeare Capstone Seminar
- Introduction to Literature
- Environmental Literature
- English Composition I

2014-2015 – Penn State University, Undergraduate (6 credits)

- Business Communications
- Creative Writing

2009-2014 – Everest College, Undergraduate (204 credits)

- English Composition I
- English Composition II

## SELECTED MEDIA MENTIONS

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*Harvard Business Review, Podcast* (2023, January). Getting the Feedback You Need.

*Forbes Magazine* (2019, August). Got An Unexpected Reporter Call? 12 Ways To Handle A Surprise Press Interview.

*Forbes Magazine* (2016, March). Empathy Is The Most Overlooked Leadership Skill In The Workplace.

*The Washington Post* (2016, February). What can a poet tell us about the Zika virus?

*World Economic Forum* (2015, April). How to Fight Malaria One Poem at a Time.

*National Public Radio* (2014, November). If You Think You'll Never See A Poem About Malaria, You're Wrong.

## CERTIFICATIONS

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2025 – Ethical Leadership, Harvard Division of Continuing Education

2025 – Human Research 16 Modules (Faculty/Staff), CITI Program

2024 – Equitable Performance Feedback, Textio

2022 – Circular Economy and Sustainable Strategies, Cambridge Judge Business School

2021 – Microsoft Azure Fundamentals of Cloud Computing (AZ-900), Microsoft

2021 – Microsoft Azure Data Fundamentals (DP-900), Microsoft

2021 – Poynter ACES Certificate in Editing

2020 – The Power of Awareness, Mindfulness Training, University of California, Berkeley

2016 – Content Marketing Certification (Content Marketing Institute)

## PROFESSIONAL AFFILIATIONS

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Society for Business Ethics

The Management and Organizational Behavior Teaching Society (MOBTS)

The Association for Talent Development (ATD)

Academy of Management (Organizational Behavior / Social Issues in Management)