

Paul Richard Wesman

Education

Master of Arts, Communication Studies
Emerson College, Boston, MA

Bachelor of Arts, Theatre, Education, English
Principia College, Elsau, IL

Experience

Principia College, Elsau, IL

Assistant Professor, Mass Communication, 2010-Present

Courses taught: Introduction to Mass Communication, Public Relations, Public Relations Writing, Advanced Topics (senior projects), Multi-platform Storytelling, Feature Writing, Public Speaking, Speech Skills for the Media, Photography Fundamentals.

Roles and Responsibilities:

- Department Chair;
- Team leader and writer for departmental program review;
- Past member, Search Committee for Director of Center for Teaching and Learning;
- Past member, Faculty Council and Faculty Leadership Team.

Wesman Corporate Communications, Philadelphia, PA

President-Owner, 2000-2010

Provided editorial and consulting services to corporate and not-for-profit client organizations in support of a variety of communication initiatives, including the following:

- Ghost-wrote/edited five books for businesses and consulting firms, including a 2016 Amazon bestseller.
- Assisted large not-for-profit to research, interview and select a public relations firm.
- Consulted with organization's leadership on re-branding and repositioning in their market.
- Consulted with client's marketing department on communication planning around launch of new products.
- Serve as marketing director and board member to Entrepreneurs' Forum of Greater Philadelphia, contributing to their long-term strategic planning process.
- Assisted senior executives in planning and writing four chapters for the *Talent Management Handbook*, published by McGraw-Hill.
- Co-produced a research publication for The Conference Board, teaming with McKinsey & Co.

Right Management Consultants, Inc., Philadelphia, PA

Director of Corporate Communications, 1993-2000

Managed internal and external communications for a leading human resources consulting firm with 200+ locations and \$300 million in revenues (firm acquired in 2004 by Manpower, Inc.). Wrote CEO articles and speeches; managed research projects and related reports; managed and edited company publications; directed staff and contract writers and designers.

- Managed PR initiatives, developing media relations, placing story ideas, generating interview opportunities. Hired and managed outside PR firms for targeted initiatives; accompanied CEO on media tours.
- Managed international research project on M&A workforce issues, wrote the published study and ancillary communications. Used by senior executives as company image. 20,000 copies in circulation.
- Contributed to strategic planning process, including communication planning, messaging and branding during acquisitions and change initiatives.

Wesman Communication Services, Philadelphia, PA

Principal, 1989-1993

Provided editorial and training services to client organizations. Edited book on history and management philosophy of private foundation, used in fund-raising and employee orientation. Conducted more than 100 workshops for employees of Fortune 500 companies.

The Christian Science Monitor, Boston, MA

Writer-Producer, Newscaster, Radio News and Features, 1987-1989

Wrote and delivered on-air radio newscasts for national news program of The Christian Science Monitor, syndicated over 200 U.S. stations. Produced radio news feature stories for worldwide short-wave broadcasts.

The First Church of Christ, Scientist, Boston, MA

Speech and Editorial Consultant, 1983-1987

Member of consulting team reporting to the Board of Directors, responsible for developing Lecturers for international tours. Conducted workshops to screen candidates; coached selected speakers on content, structure and delivery; provided on-going editorial support.

PUBLICATIONS

On each of the publications listed, Paul Wesman had a lead editorial role—from heavy editing and rewriting to being the sole writer.

The Relationship Engine: Connecting with the People who Power your Business, Ed Wallace, AMACOM (American Management Association), 2017

Summit: Reach Your Peak and Elevate Your Customers' Experience, F. Scott Addis, Greenleaf Book Group Press, 2014

Business Relationships that Last, Ed Wallace, Greenleaf Book Group Press, 2010

Value Prop: Create Powerful I3 Value Propositions to Enter and Win New Markets, Jose Palomino, Cody Rock Press, 2008

Understanding the HR Dimensions of Virtual Team Building, (Right Management) 2005

Why Measuring Organizational Maturity Matters (Primavera Systems, Inc.), 2004

Talent Management Handbook (ghosted four chapters), McGraw-Hill, 2003

Creating Value Through Mergers and Acquisitions, (Right Management) 2003

Global Severance Practices Survey, (Right Management) 2002

Executive Insights: Merging and Acquiring for Growth (The Conference Board), 2001

PROFESSIONAL ORGANIZATIONS

Association for Education in Journalism and Mass Communication, member

Public Relations Society of America, member