

Cameron Conaway

Curriculum Vitae

Pennsylvania State University, Smeal College of Business
Department of Management and Organization
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EDUCATION

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

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

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

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

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

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

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

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

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

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)