

james.owens@marshall.usc.edu

EXPERIENCE

USC—MARSHALL SCHOOL OF BUSINESS, Los Angeles, CA

2003 – Present

Associate Professor of Clinical Management Communication

Write, develop, and teach classes to undergraduate and graduate students on topics including business writing; written and oral presentations; interpersonal skills; teamwork; ethics; and leadership. To date, classes have included sections of GSBA 502, GSBA 523T, BUCO 533, GSBA 542, BUCO 490, BUCO 590, WRIT 340 and BUAD 302 (in the full-time MBA, PM MBA, MACC, MBT, and undergraduate programs, as well as Executive Education Programs—achieved consistently high student ratings across programs).

- Coordinated GSBA 502 between 2 academic departments, the Program Office, and 6 faculty members for 275+ students.
- Faculty Advisor to Distinguished Speaker Series Off-Campus (2003-2007); 2,000+ students attended ~400 events through 20+ member organizations to listen to prominent speakers and network with business leaders.
- Developed classes and assignments based on research and analysis of different academic audiences. Developed and wrote assignments focused on a wide variety of topics ranging from business and non-profits, to ethics.
- Committee work includes: APR Committee, Industry Liaison Task Force, CMC Corporate Advisory Board, New Faculty Hiring Committee, POPP, and PR Committee
- Taught in Executive Education Programs for USC with consistently high ratings for multiple corporations.

Associate Director MBA CRC

1996 – 2003

Advised 400+ students per year on all aspects of the career search process. Organized events and successfully managed programs with budgets of up to \$35,000.

- Initiated and designed “International Careers” workshop series (cover letters, resumes, interviewing, networking, etc.).
- Initiated and designed CRC’s international website, mentioned in *Foreign MBA* as top 10 resource for international students.
- Proposed, developed, and managed highly successful “Off-Campus Distinguished Speaker Series.”
- Co-wrote *Fitting the Pieces Together* (printed and distributed to 7,000+ students).

The World is Just a Book Away, Los Angeles, CA and Sidoarjo, Indonesia and Chihuahua, Mexico

Founder, CEO, and President

Launched non-profit organization based on my anthology of same title featuring 70+ of the world’s most prominent people discussing how books and reading have influenced them. Launched 50+ libraries and 27 parent libraries, including those named in honor of prominent people in anthology including Dr. Muhammad Yunus, Dr. Jane Goodall, Yo-Yo Ma, and Queen Noor of Jordan and two mobile libraries. Library programs will serve 27,000+ children with 50,000+ books.

MEDIA CONSULTANT

1994 – 1996

Consulted on media projects including movies and Disney CD ROM. Managed independent film office, staff of 12, all scheduling, \$1 million budget and operations. Read scripts and wrote coverage.

BAIN & COMPANY, Paris, France

1993 & 1994

Consultant: Researched and analyzed politics, economy and market as team member on major European and Saudi Arabian projects including multi- billion dollar conglomerate.

AGFA-GEVAERT AG, England & Germany

1989 – 1992

Communications Manager (1989-1992): Managed communications projects for division and 28 countries with \$2 million budget including marketing and PR. Wrote press releases, advertising materials and brochures in conjunction with PR agency and advertising agency. Youngest person promoted to position.

- Wrote or edited 10+ brochures. Translated 20+ brochures and advertisements from German to English.
- Wrote, edited, managed and tracked Direct Mail Campaign launched in 19 countries. Produced *Agfa DigiPrint* (documentary film).

Marketing Executive (1988-1989): Developed and executed strategic marketing plan for UK. Developed multi-million dollar budget. Promoted in 1 year. Managed team of 3. Chaired team to develop new international image. Developed proposal for Board of Directors, resulting in new international image.

- Wrote/Edited bi-annual newsletter. Wrote advertising copy and managed production of marketing collateral.
- Organized award-winning exhibit at largest photographic trade show of the year.

COCA-COLA AFRICA, England & Africa**1988 – 1989**

Marketing Representative: Researched and analyzed African markets to identify opportunities, develop strategies, and manage projects. Coordinated and taught training seminars for 45+. Managed advertising campaigns throughout region’s 23 countries in conjunction with advertising agencies. Managed launch of major promotions in Gabon, Cameroon, and Senegal. Represented company in Cameroon, The Congo, Gabon, Kenya, and Senegal. Organized sponsorship of “Cameroon National Games” (staff of 200 and media coverage including national television, radio and newspapers).

EDUCATION**UNIVERSITY OF SOUTHERN CALIFORNIA, Los Angeles, CA****2015**

- EdD (Doctor of Education Candidate): Educational Psychology

UNIVERSITY OF SOUTHERN CALIFORNIA, Los Angeles, CA**2002**

- MPW (Master of Professional Writing): Non-fiction.

COLUMBIA BUSINESS SCHOOL, New York, NY**1993**

- MBA: Marketing & International Business. Dean’s List. Chazen International Business Scholarship.

BATES COLLEGE, Lewiston, ME**1987**

- BA: History & French. Dean’s List. Year Abroad: Université de Nice (#1 in program—GPA: 4.0).

ADDITIONAL INFORMATION

Articles: Wrote and published 100+ articles in local and national magazines including: *Diversity, Working World, Minority MBA, Black MBA, Black IT, Minority Nurse, Black Collegian, MBA Diversity, Equal Opportunity, Leitrim Observer, Workforce Diversity, and Marshall Magazine*. Interviewed Fortune 500 Presidents, CEOs and Chairmen (UPS, Dell, Cisco, Lloyds of London, Old Navy, Boeing, Staples, etc).

Languages: Fluent in French and German. Basic knowledge of Spanish, Indonesian, and Mentawai.

Travel: Traveled in 50+ countries on 4 continents.

Board Member: Served on board of “The Story Project” an LA-based literacy foundation benefiting inner-city youth (2005-2007). And “MBA Enterprise Corps” National Advisory Board (2006–Present).

Founder: The World is Just a Book Away (www.justabookaway.org)

TV Interview: *CNN* segment on immigration (10/18/00). *NBC4 TownHall* panel on the Presidential Debates. The History Channel “America’s Secret Slang.”

Feature Article: Featured in “Booked for Future Travel,” *Los Angeles Business Journal*, July 6, 2009.

Author: *Walk into the Stone Age* and *The World is Just a Book Away* (represented by Sterling Lord Literistic, NY).

PUBLICATIONS

Wrote and published 100+ articles in local and national publications including, but not limited to, the following:

- Owens, James J. "Cracking the Dress Code." *Diversity: Career Opportunities & Insights* 2002-2003:
- Owens, James J. "The Job of Your Dreams." *Workforce Diversity for Engineering and IT Professionals* Winter 2002/2003.
- Owens, James J. "Target Your Resume: It's Not Self Expression. It's Marketing." *Working World* January 13, 2003)
- Owens, James J. "7 Steps to Writing the Ideal Cover Letter." *Working World* (February 3, 2003).
- Owens, James J. "8 Easy Steps: Network Your Way to a Job." *Working World* (February 24, 2003).
- Owens, James J. "3 Cornerstones of Interviewing: Research, Preparation, and Practice." *Working World* (March 17, 2003).
- Owens, James J. "You Got the Offer: Now What." *Working World* (April 7, 2003).
- Owens, James J. "The MBA in Japan: Stretching Your Limits." *Black MBA Magazine* (Fall 2003).
- Owens, James J. "Corps Business: The MBA Enterprise Corps." *Minority MBA* (Spring 2003).
- Owens, James J. "Time for a Career Change? Are you doing the job you were born to do? If not, are you at least reasonably happy?" *Career Training Magazine* (August 18, 2003).
- Owens, James J. "E-Mail that Works." *Working World* (August 11, 2003).
- Owens, James J. "Career Fairs: A Little Preparation Goes a Long Way." *Minority MBA* (Fall 2003).
- Owens, James J. "Changing Jobs." *Working World* (October 13, 2003).
- Owens, James J. "Anatomy of the Job Interview—Part I—Research." *Working World* (April 5, 2004).
- Owens, James J. "Anatomy of the Job Interview—Part I—Practice." *Working World* (May 17, 2004).
- Owens, James J. "Anatomy of the Job Interview—Part III—Execution & Follow Up." *Working World* (June 28, 2004).
- Owens, James J. "Job Market Projections for Graduating MBAs." *Black MBA Magazine* (Spring 2004).
- Owens, James J. "Opportunities to the South." *Minority MBA Magazine* (Spring 2004).
- Owens, James J. "Working for America: Opportunities in Government." *Black MBA Magazine* (Fall 2004).
- Owens, James J. "The Road Less Traveled: Career Assignments Abroad." *Black MBA Magazine* (Fall 2004).
- Owens, James J. "Careers in Telecommunications: Behind the Firewall." *Black IT Professional* (Fall 2004).
- Owens, James J. "Lottery Ticket or Life Plan? Your Choice." *Working World* (January 17, 2005).
- Owens, James J. "Hooray for Hollywood—Careers in Tinseltown...." *Minority MBA Magazine* (Spring 2005).
- Owens, James J. "Space—The Next Frontier for IT Professionals." *Black IT Professional* (Spring 2005).
- Owens, James J. "Exploring the Oil Industry." *Black MBA Magazine* (Spring 2005).
- Owens, James J. "Make Your Career Bloom." *Working World* (March 21, 2005).

Owens, James J. "Hollywood: The Land of MBA Dreams?" *Minority MBA Magazine* (Spring 2005).

Owens, James J. "From the Rollilng Hills of Leitrim to the Berkshire Hills of Massachusetts...The McManus Family of East Barrs." *Leitrim Observer* (August 5, 2005)

Owens, James J. "MBAs with Disabilities: Another Minority Group." *Minority MBA* (Fall 2005).

Owens, James J. "Power Twins: The MBA and IT." *Black IT Professional* (Fall 2005).

Owens, James J. "Fairest Isle for Work and Play: Business Travelers Find Jamaica Has It All, Close to Home." *Black MBA Magazine* (Fall 2005).

Owens, James J. "The Diversity Pipeline Alliance..." *Black MBA Magazine* (Fall 2005).

INTERVIEWS—Senior Business Executives (Published in “Marshall Asks” and “Marshall Profiles in Business” http://www.marshall.usc.edu/Web/News.cfm?doc_id=5214

James F. Albaugh:	President and CEO, Integrated Defense Systems (Senior Vice President, The Boeing Company)
Sharon L. Allen:	Chairman of the Board (Deloitte)
Stephen L. Baum:	Chairman, President, CEO, and Member of the Board of Directors (Sempra Energy)
Stephen Burd:	Chairman, President, and CEO (Safeway, Inc.)
Philippe Camus:	CEO (European Aeronautic Defense and Space Company—EADS)
John Chambers:	President and CEO (Cisco Systems, Inc.)
Simon F. Cooper:	President and COO (The Ritz-Carlton Company, LLC) *3/17/06
Robert A. Eckert:	Chairman and CEO (Mattel, Inc.)
Mike Eskew:	Chairman and CEO (United Parcel Service)
John E. Gherty:	President, CEO (Land O’ Lakes, Inc.)
Jamie Houghton:	Chairman and CEO (Corning Incorporated)
Bruce Karatz:	Chairman and CEO (KB Home)
J. Terrence Lanni:	Chairman of the Board and CEO (MGM Mirage)
Richard K. Lenny:	Chairman, President and CEO (The Hershey Company)
Lord Peter Levine of Portsoken:	Chairman (Lloyds of London)
Chris McGurk:	Vice Chairman and COO (Metro-Goldwyn-Mayer, Inc.)
Jenny Ming:	President (Old Navy, Inc.)
Philip M. Neal:	Chairman and CEO (Avery Dennison Corporation)
David E. I. Pyott:	Chairman of the Board, President and Chief Executive Officer (Allergan, Inc.)
Kevin Rollins:	President and COO (Dell Inc.)
H. Lee Scott:	President and CEO (Wal-Mart Stores, Inc.)
Dr. Ronald D. Sugar:	CEO and President (Northrop Grumman)
Thomas G. Stemberg:	Chairman of the Board (Staples, Inc.)
Sidney Taurel:	Chairman, President, CEO (Eli Lilly and Company)