

Robert Lyon

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ACADEMIC AND TEACHING:

September 2009 - Present:

Clinical Assistant Professor in Management Communications
New York University Leonard N. Stern School of Business

2007-May 2009:

Adjunct Professor, NYU Stern School of Business
Business and Its Publics (writing instructor): spring semesters 2007-2009
Culture & Commerce (freshman writing course): fall semester 2008

2003:

Creative Writing Instructor, NYU College of Arts & Sciences
Intermediate Creative Writing Workshop, Fiction Writing: fall semester 2003.

PROFESSIONAL WORK:

September 2000 – September 2009

BluntTalk, *Chicago, IL & Chatham, NJ*

- **Freelance writer:** corporate training materials, case studies, academic publications in social sciences.
- **Communications consultant:** Developed on-line training modules for new consultants. Topics included writing, presentation skills, change management, model-based analysis, and Power Point skills. Private tutoring on writing and communications skills.

March 1998–September 2000:

Cancer and Leukemia Group B/University of Chicago (*Research organization*), *Chicago, IL*

- **Publications Manager:** coordinate communications with group membership and general public
- Newsletters, program announcements, brochures, meeting materials, web information, research publications.
- Responsibilities were to write and solicit articles, edit and collaborate with contributors, manage publications database, manage all phases of document production from concept, design, artwork, copy and layout through film separations, printing and fulfillment.

1992-1998:

CMC/Lyon, Inc. (*Boutique marketing communications firm*), *Chicago, IL*

- **Principal creative and project manager:** copywriting, design and layout production
- Clients included American Bar Association, Dearborn Financial Institute, Ibbotson Associates, American Marketing Association, University of Chicago, American Hospital Association, American College of Chest Physicians, Helene Curtis, Foote Cone & Belding, Reflejos Publications.

1988-1992:

Frankel & Co. (*\$30M marketing promotions agency*), *Chicago, IL*

- **Studio manager**
- Responsible for forming and running in-house art production and creative services studio
- Marketed creative and production services to in-house and external clients

EDUCATION:

2002-2004:

MFA in Creative Writing, New York University, New York, NY

1975-1979:

BA, Macalester College, St. Paul, MN

- Double majors in English and German; minor in Journalism
- Editor-in-chief of college weekly newspaper