

Brian Moriarty

The Darden School
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EDUCATION

University of Virginia, Charlottesville, VA

Ph.D. in Religious Studies (2015)

Major: Religion and Literature; Theology, Ethics, and Culture

Dissertation: Dante's Theory of Signs and the Warping of Language

Wake Forest University, Winston-Salem, NC

Master of Arts in Religious Studies (1997)

Major: Religion and Literature Thesis: Walker Percy's New Anthropology

Boston College, Chestnut Hill, MA

Bachelor of Arts in Political Science and English (1990)

Majors: Political Science and English Minor: Irish Studies

University College Cork, Cork, Ireland

Junior Year Abroad Program of Boston College (1988 - 1989)

TEACHING EXPERIENCE

Assistant Professor of Business Administration

Darden School of Business, University of Virginia

2017 - present

- Serve as Course Head for the First Year required course in Leadership Communication in the residential MBA program. During the COVID-19 pandemic, I designed and taught a compressed version of the course, which integrated multiple technologies to enhance virtual delivery.
- Teach in MBA, MS in Business Analytics, EMBA, and Executive Education programs. Courses include Leadership Communication, Strategic Communication, Corporate Communication, and Leadership When It Really Counts.
- Executive education programs include The Next Chapter, AARP LeadUP, U.S. Customs and Border Protection Leadership Institute, TSA, U.S. Department of Commerce, NAVSEA, Freddie Mac, CoStar Group, GEICO, Bureau of Indian Education, Partnership for Leadership in Education, Nordgold, Global Business Travel Association, Servant Leadership Program, The Executive Program (TEP), Darden Core Online, and Managing the Corporate Aviation Function.
- Conduct research, author articles, and design curriculum materials for business education.
- Part of a Darden team that developed and serves as instructors of the University of Virginia PhD Plus program's Business in Society skills series. The series helps students with terminal degrees to thrive in non-academic careers.
- Developed, organized, and hosted the Communications Jumpstart Program for Darden Class of 2022 residential-format MBA students. This workshop series helped new students to acclimate to the Darden classroom and prepare for virtual recruiting interviews amidst the COVID-19 pandemic.
- Led the Business and Economics Working Group for the University-wide Initiative on Religion, Politics, and Conflict.

- Serve as a member of Darden's MBA Program Committee, which oversees the curriculum and policies for the residential MBA program.
- Co-designed the communication curriculum for the MS in Business Analytics program in partnership with colleagues from the University of Virginia McIntire School of Commerce.
- I helped establish and lead Darden's first Worldwide Course to Ireland.

Lead Editor, Giving Voice to Values Book Series 2022 - present
Routledge

- Review and select manuscripts for the Giving Voice to Values series, a collection of books on Business Ethics and Corporate Social Responsibility that brings a practical, solutions-oriented, skill-building approach to the salient questions of values-driven leadership.

Curriculum Director, Giving Voice to Values 2022 - present
University of Virginia Darden School of Business

- Curate the Giving Voice to Values Case (GVV) collection for Darden Business Publishing. Guide authors on structuring their work to fit GVV guidelines and determine which cases to include in the collection.

Lecturer, Management Communication 2010 - 2017
Darden School of Business, University of Virginia

- Teach Management Communication courses in the residential MBA program. Our teaching team achieved the highest student evaluations in the history of the course.
- Delivered modules for Executive Education's Leadership Development and Managing the Corporate Aviation Function programs. Led sessions of Global Business Exchange programs.

Reputation Leadership Program Faculty 2011 - 2014
Reputation Institute

- Deliver live online modules to senior executives responsible for the brand and reputation of large multinational companies. This program was part of the Reputation Institute's program on developing a world-class reputation management approach.

Teaching and Technology Support Partner 2000 - 2002
Carter G. Woodson Institute of Afro-American and African Studies, University of Virginia

- To enhance classroom pedagogy, I created digital materials and Web-based collaborative tools in partnership with cross-disciplinary faculty, including the late civil rights icon Julian Bond.

Teaching Assistant 1997 - 1999
Religious Studies Department, University of Virginia

- Led discussion sections, graded papers and exams, delivered lectures, advised students and created and maintained course websites and email lists in a top-tier religious studies program.
- Courses taught: *Evil in the Twentieth Century*, *History of American Religion After 1860*, *Religion and Modern Fiction*, and *Hebrew Scriptures*.

PROFESSIONAL EXPERIENCE

Principal 2017 - Present
Moriarty Consulting, LLC

- Design and provide customized training sessions for corporations, non-profits, and think tanks. Deliver executive coaching to leaders.
- Clients include BP America, GEICO, Access Holdings, First Solar, Korea Economic Institute of America (KEI), Monticello/The Thomas Jefferson Foundation, and CornerStone Partners.

Director 2014 - 2017
Institute for Business in Society, Darden School of Business, University of Virginia

- Led an initiative to redefine the organization's strategic objectives and goals. Authored quarterly update reports for the Institute Advisory Council.
- Created intellectual capital and delivered thought leadership to executive audiences through publications and presentations. Gave speeches and participated in interviews on behalf of the Institute.
- Oversaw organizational communications and messaging.
- Established and led the Institute's internship program. Hired, on-boarded, managed, and evaluated teams of three to six interns annually.
- Forged a partnership with the Council of Better Business Bureaus, which led to a joint conference on self-regulation practices.

Director 2004 - 2017
Business Roundtable Institute for Corporate Ethics, Darden School of Business, University of Virginia

- Led the Institute's Project on Public Trust in Business in partnership with the Arthur W. Page Society to engage leading organizations in developing and implementing a long-term strategy to restore public trust in business. Deliverables included a book, *Public Trust in Business*, from Cambridge University Press, a whitepaper report, a special edition of *Corporate Reputation Review*, and articles in trade publications.
- Negotiated cover stories in key publications such as the *Financial Times* and *Directors & Boards Magazine*. Served as the primary media spokesperson for the Institute. Delivered media training and interview preparation for faculty and staff to communicate key messages in interviews.
- Authored articles, book chapters, editorials, speeches, talking points, and presentations. Managed design and production of Institute publications.
- Founded and managed the Institute's internship program. Interviewed, hired, and supervised over 30 interns.
- Developed and implemented a national public relations and communications strategy that positioned the Institute as a thought leader in business ethics.
- Generated consistent, positive media coverage in leading outlets such as the *New York Times*, *Financial Times*, ABC News, CNBC, *The Washington Post*, *Los Angeles Times*, *CFO Magazine*, NPR Marketplace, MSNBC, ABC News, *Fortune*, and BBC World News.
- Developed search engine optimization strategy for the Institute website, resulting in multiple key terms achieving top five search engine rankings on Google and other search engines.
- Created and managed the Institute's social media presence. Trained and guided team members using these tools to build the brand, interact with stakeholders, and amplify Institute work.
- Established strategic marketing partnerships with conference coordinating organizations, increasing global brand awareness without expending marketing funds.
- Directed marketing efforts and assisted in planning and executing educational programs for Business Roundtable CEOs, senior executives, and boards of directors.
- Principal Organizer for the Ruffin Summit on Public Trust in Business, an interdisciplinary meeting of academic thought leaders in the area of trust. Organized conference papers into a special issue of *Corporate Reputation Review*.

- Conducted interviews of leading academics for the Institute's video series, the *Masters Seminars in Business Ethics* and *Ethics@Darden*.
- Negotiated the Institute co-sponsorship of the Summit on Trust in Business at Fordham University in New York, New York (October 2, 2012) at no financial cost to the Institute. All materials were co-branded for this meeting of 200 leading executives.

Communications Specialist

2002 - 2004

Darden School of Business, University of Virginia

- Led Darden's efforts in planning the Business Roundtable Institute for Corporate Ethics launch in partnership with Business Roundtable, member executives, business school partners, and third-party vendors. The launch garnered significant media attention, including CNBC, *Washington Post*, Bloomberg, and other major outlets.
- Co-authored Darden's strategic communication plan that led to the school's first significant advertising campaign and the Business Roundtable Institute for Corporate Ethics establishment.
- As editor of *Darden Magazine*, I reduced issue costs by 35% while increasing the publication's quality and size. I led the first-ever data analysis of magazine content, categorizing and cataloging every story and every person mentioned for the previous five years, resulting in a renewed strategic approach to content.
- Managed Web site content and consulted with Web developers on design and information architecture. The site was recognized as a top 10 business school Web site.
- Directed survey to identify Darden's brand discriminators among core audiences and assist in focusing key messages for marketing. Benchmarked competitors to identify leading practices.
- Partnered with faculty to establish the Darden European Case Competition, building the Darden brand by attracting over eighty teams from across Europe to compete in the inaugural event.

Research Assistant

1999 - 2001

Virginia 2020 Science and Technology Commission, University of Virginia

- Authored white papers on indirect funding and the impact of seed funding to further the commission's charge to develop a strategy for gaining a recognized leadership position in science and technology.
- Benchmarked peer organizations, analyzed data, and completed research on best practices.
- Contributed to conference planning, bringing together leaders of academic centers among the University's aspiration group.

Webmaster

1995 - 1997

Babcock School of Management, Wake Forest University

- Worked with the Public Relations Director and Chief Technology Officer to apply a standard design to the school's Website, create online versions of marketing materials, and increase brand consistency and usability. I trained faculty, staff, and students on the use of technology.

Administrative Assistant

1993 - 1995

Graduate School of Social Work, Boston College

- Helped plan and market the Annual National Conference on Social Work and HIV/AIDS, the largest conference on HIV/AIDS and social work.
- Managed marketing for the school's continuing education programs.
- Edited and prepared faculty books, chapters, and articles for publication.

Aquatics Director

1991 - 1993

The Clubs at Charles River Park

- My team kept clientele safe with no significant injuries or accidents during my tenure. Hired, scheduled, and managed a group of 14 lifeguards at a busy Boston health club with pools in three locations.
- Managed the aquatics budget and relationships with vendors. Ordered supplies and completed maintenance.

Studio Assistant

1986 - 1990

Boston College Television and Audio

- Assisted Communications faculty by operating studio equipment—television cameras, lighting, audio, control board—for recording student presentations. Trained students on various audio-visual equipment for use in their project assignments.
- Filmed prominent speakers and athletic events for the College. Edited video and audio projects for pedagogical use. Archived historical films belonging to Boston College by transferring them to VHS video.

BOOKS, CHAPTERS, AND ARTICLES, ACADEMIC

Brian Moriarty, "Unleashing Aspirational Capital: Sparking Innovation and Engagement Through Communication," in Nicole Pfeffermann and Monika Schaller (eds.), *New Leadership Communication - Inspire Your Horizon* (Springer Verlag, 2023).

Brian Moriarty, "Stakeholder Theory," in *The Encyclopaedia of Corporate Communication*, Klement Podnar ed. (forthcoming from Edward Elgar Publishing).

R. Edward Freeman, Lisa Stewart, and Brian Moriarty, "Teaching Business Ethics in the Age of Madoff" in *R. Edward Freeman's Selected Works on Stakeholder Theory and Business Ethics*, Sergiy D. Dmytriyev and R. Edward Freeman eds. (Springer, 2023).

R. Edward Freeman and Brian Moriarty, "Viewing Giving Voice to Values Through a Pragmatic Lens," in *Giving Voice to Values: An Innovation and Impact Agenda*, Mary Gentile and Jerry Goodstein eds. (Routledge, 2021).

Jared Harris, Brian Moriarty, and Andrew Wicks, *Public Trust in Business* (Cambridge University Press, 2014). The listing is online at <http://www.cambridge.org/us/academic/subjects/management/business-ethics/public-trust-business?format=PB>.

R. Edward Freeman, Jared D. Harris, Brian Moriarty, and Andrew C. Wicks. "A Note from the Organizers of the Ruffin Summit on Public Trust in Business," *Corporate Reputation Review* 13 (2), 81-8 (2010).

Brian Moriarty, "Creating Thriving Organizations: The Bedrock of Trust and Reputation," in Barbara Brooks Kimmel (ed.) *Trust Inc.: Strategies for Building Your Company's Most Valuable Asset* (Next Decade, Inc.: 2013).

R. Edward Freeman, James Rubin, and Brian Moriarty, "Corporate Communications, Value Creation, and Trust—A Stakeholder Approach," in *Danish Handbook on Public Relations*, Henrik Merkelsen ed., (Samfundslitteratur, 2010).

R. Edward Freeman, Dean W. Krehmeyer Brian Moriarty, and Lisa A. Stewart, "Ethical Leadership," in *Research Companion to Crime and Corruption in Organizations*, Ronald Burke and Cary Cooper eds. (Edward Elgar, 2009).

R. Edward Freeman, Dean Krehmeyer and Brian Moriarty, "Developing and Sustaining an Ethical and Moral Tone in Organizations," in *The Peak Performing Organization*, Cary Cooper and Ronald Burke eds. (Routledge, 2009), pp. 217-233.

R. Edward Freeman, S. Ramakrishna Velamuri and Brian Moriarty, "A New Approach to CSR: Company Stakeholder Responsibility," *Bancaria*, vol. 62, no. 2 (February 2007), pp. 22-27.

SERIES EDITOR

Jones Christensen, Lisa. (Forthcoming) Trauma-Informed Leadership. (Brian Moriarty and Daniel Arce, Giving Voice to Values Series Ed.). Routledge.

Darnell, Michelle. (Forthcoming) Giving Voice to Values in Higher Education. (Brian Moriarty and Daniel Arce, Giving Voice to Values Series Ed.). Routledge.

Cunningham, Peggy and Drumwright, Minette. (Forthcoming) Networks of Empowerment: Collectively Giving Voice to Values and Counteracting Persistent and Pervasive Unethical Behavior. (Brian Moriarty and Daniel Arce, Giving Voice to Values Series Ed.). Routledge.

Lyons, Colleen. (Forthcoming) Leading with Values in a VUCCA World: A Practical Guide to AI Governance. (Brian Moriarty and Daniel Arce, Giving Voice to Values Series Ed.). Routledge.

Aleo, Alberto; Alessandri, Alice; Calderoni, Serena; and Giorgetti, Luca. (Forthcoming) The Nine Values-Based Drivers of Selling. (Brian Moriarty and Daniel Arce, Giving Voice to Values Series Ed.). Routledge.

PUBLICATIONS AND ARTICLES, EXECUTIVE AND MANAGERIAL

Brian Moriarty, "Storytelling in Business: How to Create Engaging Stories," *Forbes India* (May 2022). This article is available online at <https://www.forbesindia.com/article/darden-school-of-business/storytelling-in-business-how-to-create-engaging-stories/76315/1>

Brian Moriarty, "Storytelling in Business: How to Create Engaging Stories I," *Darden Ideas to Action* (15 April 2022). This article is available online at <https://ideas.darden.virginia.edu/storytelling-in-business-engaging-stories>. This was one of the top five most downloaded articles for 2022.

Brian Moriarty, "Storytelling in Business: How to Create Engaging Stories II," *Darden Ideas to Action* (26 April 2022). This article is available online at <https://ideas.darden.virginia.edu/storytelling-in-business-tell-an-engaging%20story>

Michael Blanding, with insights from R. Edward Freeman and Brian Moriarty, "Giving Voice to Values: Pragmatism and Practice," *Darden Ideas to Action* (18 May 2021). This article is available online at <https://ideas.darden.virginia.edu/GVV-pragmatism-and-practice>

Barie Carmichael and Brian Moriarty, "How Coca-Cola Came to Terms with Its Own Water Crisis," *Washington Post* (May 31, 2018). This article is available online at https://www.washingtonpost.com/news/business/wp/2018/05/31/how-coca-cola-came-to-terms-with-its-own-water-crisis/?noredirect=on&utm_term=.e731e212f5b4.

Barie Carmichael and Brian Moriarty, "Anticipating Business Risk in the New Social Landscape," *The Conference Board* (June 2018). This publication is available online at <https://www.conference-board.org/publications/publicationdetail.cfm?publicationid=7908¢erId=11>

Brian Moriarty and Maggie Morse, "Nourishing the Future in Central America: A Public-Private Partnership," *Darden Ideas to Action* (September 2017). This article is available online at

<https://ideas.darden.virginia.edu/2017/09/care-cargill-partnership-nourishing-the-future-in-central-america-a-public-private-partnership/>.

Brian Moriarty and James Rubin, "The Coke Bottle: The Plan to Use a Plant to Help the Planet," *Darden Ideas to Action*, (April 26, 2016). This article is available online at <http://ideas.darden.virginia.edu/2016/04/the-coke-bottle-the-plan-to-use-a-plant-to-help-the-planet/>

Brian Moriarty and James Rubin, "Case in Point: Disruption Inside the Bottle," *Washington Post* (April 17, 2016). The article is available online at <http://thewashingtonpost.newspaperdirect.com/bookmark/59FQEER5HC63/>

Brian Moriarty, "Nurturing Tomorrow's Business Leaders Today: What it Takes," *The Global Analyst* (January 2014)

Brian Moriarty, "Beating the Slowdown Blues: How Prepared are Global B-Schools" *The Global Analyst* (November 2013).

Brian Moriarty, "Global B-Schools: India Calling," *The Global Analyst* (September 2013).

Brian Moriarty, "Is India Inc. Facing a Leadership Crisis?" *The Global Analyst* (July 2013)

Brian Moriarty and R. Edward Freeman, "Case in Point: To Go from Worst to First, Alter the Business Model," *Washington Post* (December 10, 2011). The article is available online at http://www.washingtonpost.com/business/case-in-point-to-go-from-worst-to-first-alter-the-business-model/2011/12/06/gIQA0qW0LO_story.html.

Brian Moriarty and R. Edward Freeman, "Case in Point: The Wisdom of Managing Trust as a Critical Asset," *Washington Post* (May 29, 2011). The article is available online at http://www.washingtonpost.com/todays_paper?dt=2011-05-29&bk=G&pg=2.

Brian Moriarty, "Building a Community of Trust," *2009 Compliance and Ethics Forum: Leading Thoughts and Practices*, Business Roundtable Institute for Corporate Ethics (July 2010).

R. Edward Freeman, Lisa Stewart, and Brian Moriarty, "Teaching Business Ethics in the Age of Madoff," *Effective Executive* (2010).

Brian Moriarty, "Why Everyone Distrusts Both Business and Government," *Forbes.com* (April 26, 2010). The article is available online at <http://www.forbes.com/2010/04/26/business-government-trust-leadership-citizenship-ethisphere.html>.

Dean Krehmeyer, Michael Lenox, and Brian Moriarty, "Sustainability Strategy as Corporate Strategy," *Ethisphere* (2010).

Dean Krehmeyer, Michael Lenox, and Brian Moriarty, "Sustainability Must Be Central to Corporate Strategy Now," *Forbes* (June 2010). This article is available online at <https://www.forbes.com/2010/06/16/sustainability-corporate-strategy-leadership-citizenship-ethisphere.html>

Brian Moriarty, R. Edward Freeman, Roger Bolton, Laura Nash and Jared Harris, *The Dynamics of Public Trust in Business—Emerging Opportunities for Leaders*, (Business Roundtable Institute for Corporate Ethics, 2009). Available online at http://www.corporate-ethics.org/pdf/public_trust_in_business.pdf.

R. Edward Freeman, Lisa Stewart and Brian Moriarty, "Teaching Business Ethics in the Age of Madoff," *Change* (November-December 2009). Available at: <http://www.changemag.org/Archives/Back%20Issues/November-December%202009/fullteaching-business-ethics.html>

Brian Moriarty, "The Burning Issues in Corporate Ethics: Trust and Short-termism," *IPRA Frontline* (October 2009). <http://ipra.org/frontline/10/2009/trust-and-short-termism>

Brian Moriarty, "A New Hero for the Story of Business," Arthur W. Page Society Blog (October 2009).

R. Edward Freeman and Brian Moriarty, "Really Getting Out of the Mess: Putting Business and Ethics Together Once and For All," *Darden e-report* (2009). The article was also published in Trinity College, Melbourne magazine, *In the Black*, September 2009.

Brian Moriarty, "Public Trust in Business and Government—A New Way Forward," *Ethisphere Magazine* (Q2, 2009). <http://ethisphere.com/ivory-tower-public-trust-in-business-and-government%E2%80%94a-new-way-forward/>

Patricia H. Werhane and Brian Moriarty, *Moral Imagination and Management Decision Making*, Business Roundtable Institute for Corporate Ethics (2009). This article is available online at www.corporate-ethics.org/pdf/moral_imagination.pdf.

R. Edward Freeman, Dean Krehmeyer, Brian Moriarty and Bobby Parmar, "From Outsourcing Manufacturing to Insourcing Trust," *Darden Black Business Student Forum Alumni Newsletter* (January 2008).

R. Edward Freeman, S. Ramakrishna Velamuri, Brian Moriarty, *Company Stakeholder Responsibility: A New Approach to CSR*, Business Roundtable Institute for Corporate Ethics (2006), www.corporate-ethics.org/pdf/csr.pdf.

PRESENTATIONS

Brian Moriarty, invited facilitator, "Leadership Presence", Darden Executive Education and Lifelong Learning Annual Retreat (14 November 2025).

Brian Moriarty, invited facilitator, "Teaching Using the Case Method," University of Virginia School of Continuing and Professional Studies (29 October 2025).

Brian Moriarty, invited facilitator, "Giving Voice to Values Case Writing Workshop," Munster Technological University, Tralee Ireland (7 October 2025).

Brian Moriarty, invited facilitator, "Affectively Communication Your Research Interests," Darden Post-Doc Development Session (22 August 2025).

Brian Moriarty, invited facilitator, "Workshop: Cross-Cultural Communication," East Point Energy (25 June 2025).

Brian Moriarty, invited facilitator, "Developing Leadership Presence," Darden Executive Education and Lifelong Learning Annual Retreat (October 1, 2024).

Brian Moriarty, invited facilitator, "Seminar on Storytelling in Business," Darden Executive Education and Lifelong Learning Annual Retreat (October 1, 2024).

Brian Moriarty, invited instructor, Online Faculty Workshop: Writing Giving Voice to Values Cases, Munster Technological University (MTU), Ireland (30 October 2024). This program includes faculty from across the professional disciplines offered at MTU.

Brian Moriarty, moderator, Senior Corporate Affairs Summit. Moderated group discussions among Chief Communication Officers on social and political challenges, artificial intelligence, digital transformation, and measuring reputation and internal impact (December 5, 2023).

Brian Moriarty, invited instructor, Faculty Workshop: Teaching Giving Voice to Values in an Irish Context, Munster Technological University (MTU), Ireland (6 March 2024). This program includes faculty from across the professional disciplines offered at MTU.

Brian Moriarty, Moderator, Generative AI and the Future of Business Communication, Darden Leadership Communication Council (29 September 2023). Panelists are NorthStar Communication Consulting President Mark Dollins, News Director at Bloomberg Government Angela Greiling Keane, and Microsoft Chief Communication Officer Frank Shaw.

Michael Albert, Brian Moriarty, and Kush Arora, Generative AI Overview, Darden School Faculty Seminar Series (28 July 2023).

Brian Moriarty, presenter, Communication & Building Leadership Presence, International Student Orientation Program, Darden School of Business (27 July 2023).

Brian Moriarty, presenter, Public Speaking Workshop, Thomas Jefferson's Monticello (26 June 2023).

Brian Moriarty, Matt Abrahams, and Amanda McKendree. Panelists, ChatGPT and Generative AI in MBA Education, Management Communication Association (MCA) Annual Meeting. NYU Stern School of Business, New York, NY (May 22, 2023).

Brian Moriarty, moderator, Senior Corporate Affairs Summit. Moderated group discussions among Chief Communication Officers on the future of work and digital transformation (December 6, 2022).

Brian Moriarty, facilitator, Executive Presence Workshop, International Student Orientation Program, Darden School of Business (August 2, 2022).

Brian Moriarty, participant, Arthur W. Page Society 2022 International Exchange, a meeting of 30 Chief Communications Officers from MNCs, Frankfurt, Germany (November 8-10, 2022).

Brian Moriarty, presenter, "Giving Voice to Values Case Studies," Management Communication Association Annual Meeting, University of Notre Dame, South Bend, IN (24 May 2022).

Brian Moriarty, facilitator, Communication Workshop, International Student Orientation Program, Darden School of Business (September 3, 2021).

Brian Moriarty, facilitator, Finding Your Classroom Voice, Communication Jumpstart Program, Darden School of Business (September 2, 2021).

Brian Moriarty, moderator, Senior Corporate Affairs Summit. Led group discussions among Chief Communication Officers on the following topics: Diversity, Equity, and Inclusion: Milestones and Metrics; Replenishing Employees and Purpose During Purpose-Fatigue; and Resources and Resourcefulness (Doing More with Less) (December 7, 2021).

Brian Moriarty, presenter, "Using AI Tools to Improve Public Speaking Skills," Darden Teaching Faculty Debrief (February 5, 2021).

Brian Moriarty, panelist, "A Return to Campus," PageConnect Education Webinar, Arthur W. Page Society (July 7, 2020).

Brian Moriarty, facilitator, Case Discussion, Annual BBSA and HAND Conference, Darden School of Business (September 18, 2020).

Brian Moriarty, presenter, "Finding Our Classroom Voice," Communication Jumpstart Program, Darden School of Business (August 27, 2020).

Brian Moriarty, co-facilitator with Marc Modica, J-Days Orientation Session Two, University of Virginia Darden School of Business (November 10, 2020).

Brian Moriarty, moderator, Senior Corporate Affairs Summit. Led group discussions among Chief Communication Officers on the following topics: Leading Authentically (two sessions), A Year of Change, and Lessons Learned in the COVID-19 Crisis (December 1, 2020).

Brian Moriarty, moderator, "Special Forum on Chief Communications Officer Challenges and COVID-19," Senior Corporate Affairs Summit (April 17, 2020).

Brian Moriarty, co-presenter with Lili Powell and Marc Modica, "Darden's COVID-19 Shift to the Virtual Classroom," Darden Leadership Communication Council (November 6, 2020).

Brian Moriarty, presenter, Management Communication Association (MCA) annual meeting, "Rehearsing the Future: Teaching Scenario Planning," Vanderbilt University (June 2019).

Brian Moriarty, moderator, "Structuring the Corporate Affairs Function" at the Senior Corporate Affairs Summit, an annual event for Fortune 200 Chief Communications Officers, New York (December 2019).

Brian Moriarty, moderator, "Integrating Technology in Corporate Affairs" at the Senior Corporate Affairs Summit, an annual event for Fortune 200 Chief Communications Officers, New York (December 2019).

Brian Moriarty, moderator, "The Future Role of Communication in the MBA Curriculum," Darden Leadership Communication Council October 1, 2019).

Brian Moriarty, discussion leader for "Structuring the Corporate Affairs Function" at the Senior Corporate Affairs Summit, an annual event for Fortune 200 Chief Communications Officers, New York (December 2018).

Brian Moriarty, discussion leader for "Engaging the Future," at the Senior Corporate Affairs Summit, an annual event for Fortune 200 Chief Communications Officers, New York (December 2018).

Brian Moriarty, "Building Communication Confidence and Effectively Communicating in the Classroom and Beyond," Darden School of Business International Student Orientation (August 16, 2018).

Brian Moriarty, co-facilitator with Yael Grushka-Cockayne, "Resilience Week Faculty Fireside Chat," Darden School of Business (October 26, 2017).

Brian Moriarty, Workshop Leader, "Building Trust Through Communication," for the Conscious Venture Lab, University of Virginia, Darden School of Business (October 24, 2017).

Brian Moriarty, "The Power of Recognizing the Potential of Others," Darden Stories Speaker Series, Darden School of Business, Charlottesville, VA (April 26, 2017).

Brian Moriarty, "Storytelling in Business," at the Nelson County Schools Day at Darden, Darden School of Business, Charlottesville, VA (March 24, 2017).

Brian Moriarty, "Introductory Remarks Welcoming Nobel Laureate Jerry White), University of Virginia, Darden School of Business (February 20, 2017).

Brian Moriarty, Moderator, "Panel: Opportunities and Available Support for Small Business Leaders," at the 2016 Business and Economic Resilience Conference, University of Virginia, Darden School of Business (June 23, 2016).

Brian Moriarty, “Agenda for Business in Society Research and Activities,” SIR Lunch-and-Learn Speaker Series, Richmond, VA (May 19, 2016).

Brian Moriarty, guest commentator, June West's *Speaking of Business* elective, Charlottesville, VA (May 19, 2016).

Brian Moriarty and Lili Powell, live online video chat on Management Communications and Faculty Research, as part of the Giving to Hoos Day Cold Call series, Darden School of Business, Charlottesville, VA (April 12, 2016). The Darden School Foundation raised \$570,897, 40% of the total for the University of Virginia.

Brian Moriarty, interactive workshop facilitator, “*Storytelling in Business*,” at the Nelson County Schools Day at Darden, Darden School of Business, Charlottesville, VA (February 4, 2016).

Brian Moriarty, keynote address, “The Evolving Role of Business in Society,” at the 35th Annual New Jersey Rotary International Vocational Assembly Edison, New Jersey (October 6, 2015).

Brian Moriarty, panelist, “Champion Brand Today: A New Role for Advocacy?” at the Arthur W. Page Society Insight Forum: Are Relationships the New Business Currency, in Washington, DC (June 17, 2015).

Brian Moriarty, Moderator, “Panel of Resilience Award Winners,” at the 2015 Business and Economic Resilience Conference, University of Virginia, Darden School of Business (March 25, 2015).

Brian Moriarty, keynote address, “Building Reputation & Trust Through Employee Engagement,” at the PRSA Richmond meeting in Richmond, VA (February 25, 2015).

Brian Moriarty, co-panelist with FTC Commissioner Maureen Ohlhausen, EU Director-General Robert Madelin, and Daniel Weitzner, “Panel: Leading Practices in Self-Regulation,” at the BBB Self-Regulation Conference in Washington, DC (June 24, 2014).

Brian Moriarty, “Differentiating Brands Through Trust,” presented at the BP branding team's Discovery Day strategy seminar in Chicago, Illinois (December 5, 2013).

Brian Moriarty, invited expert, Roundtable on the Effective Management of Africa's Extractive Industries: The Role of Ethics, Regulations and Multinational Corporations in Promoting Equity and Sustainable Development, hosted by the Special Adviser to the President on Ethics & Values for the Federal Republic of Nigeria and Devconia LLC in New York, New York (November 20, 2013).

Brian Moriarty, presenter, “Ethical Leadership,” presented as part of the 2013 Staff Judge Advocate Course, The JAG School, Charlottesville, VA (June 3, 2013).

Brian Moriarty, presenter, “Differentiating Brands Through Leadership and Trust,” online presentation for the Darden Alumni Webinar Series (October 3, 2013).

Brian Moriarty, presenter, “Ethics & the Credit Counseling Profession,” presented at the Association for Credit Counseling Professionals (ACCPros) Annual Meeting held in San Antonio, Texas (June 13, 2013). This talk received the highest rating in the history of the Association.

Brian Moriarty, presenter, “Workshop on Putting Values into Action,” presented at the Association for Credit Counseling Professionals (ACCPros) Semi-Annual Meeting held in Tampa, Florida (November 13, 2013).

Brian Moriarty, moderator, “Panel: Moving from Compliance to Deep Embedding of Ethical Cultures,” presented at the Fordham University Summit on Restoring Trust in Business held in New York, New York (October 2, 2012).

Brian Moriarty, invited participant. Ethics Roundtable on Fostering Ethical Leadership, Cornell University Center for Hospitality Research in Ithaca, New York (April 29-30, 2012)

Brian Moriarty (Chair), Jared Harris, Kirsten Martin, Bidhan Parmar, Adrian Keevil, Earnie Broughton. “Panel: What Do We Know About Public Trust in Business? Theoretical, Empirical, and Practical Perspectives on Public Trust,” Society for Business Ethics Annual Meeting held in San Antonio, Texas (August 13, 2011)

Brian Moriarty, participant at Congress Free Markets and the Culture of Common Good, Pontificia Università della Santa Croce in Rome (October 15-16, 2010).

Brian Moriarty, co-presenter with Jared Harris and Andrew C. Wicks, “The Dynamics of Public Trust in Business,” at the Darden School Reunion in Charlottesville, Virginia (April 23, 2010).

Brian Moriarty, co-presenter with Andrew C. Wicks, “Ethics, Business & You,” online discussion for the Darden Alumni Webinar Series (February 11, 2010)

Brian Moriarty, co-presenter with Roger Bolton, “Business Ethics and Corporate Trust,” at the Tuck Symposium on Communications held in New York, NY (June 2, 2009).

Brian Moriarty, panelist with Patricia Harned), Timothy Munoz and William Senhauser, “Panel on Minimizing the Public Cost of Personal Scandals, Maximizing Personal Trust in Public Institutions,” at the U.S. Chamber of Commerce's Business & Society Forum held in Washington, DC (June 15, 2008).

Brian Moriarty, “Media Relations and the Public Scholar,” Society for Business Ethics Annual Meeting held in Anaheim, California (August 9, 2008).

Brian Moriarty, co-presenter with Laura Nash, “Paved with Good Intentions—New Opportunities for Building Public Trust,” Institute for Public Relations Summit on Corporate Communications, Chicago (June 27, 2008).

Brian Moriarty, Respondent to Rosalee Velloso Ewell, Duke University, “Aesthetic Subversions: The Theology of Resistance in the Works of Mathis Grunewald and Paul Hindemith” at the UVA/Duke Colloquium for Teaching Christian Thought (March 31, 2001).

Brian Moriarty, “Exodus to Where: Naming of African-American Slaves,” at the Southeast Regional Meeting of American Academy of Religion/Society for Biblical Literature, Columbia, South Carolina (March 1996).

CASE STUDIES AND OTHER TEACHING MATERIALS

Anthony Palomba, Brian Moriarty and Elizabeth A. Powell. *Espressivo or Express Exit: Crafting a Data-Driven Pitch at illycaffè (A)*, Darden Business Publishing (forthcoming 2026).

Anthony Palomba, Brian Moriarty and Elizabeth A. Powell. *Espressivo or Express Exit: Crafting a Data-Driven Pitch at illycaffè (TN)*, Darden Business Publishing (forthcoming 2026).

Brian Moriarty, Darden Core Asynchronous Module on Leadership Presence (2025).

Brian Moriarty, Darden Core Asynchronous Module on Storytelling in Business (2025).

Batova, T., Moriarty, B., Murray, M. R., *Tyson Recalls 30,000 Pounds of Frozen Chicken Nuggets (A)*. Case Number: BC-0308 Darden Business Publishing (2024).

Batova, T., Moriarty, B., Murray, M. R., *Tyson Recalls 30,000 Pounds of Frozen Chicken Nuggets (B)*. Case Number: BC-0308 Darden Business Publishing (2024).

Moriarty, B., *A Tale of Two Police Officers (A)*. Case Number: OB-1467 Darden Business Publishing (2024).

Moriarty, B., *A Tale of Two Police Officers (B)*. Case Number: OB-1468 Darden Business Publishing (2024).

Michael Baldwin, Jacqueline Boaks, and Brian Moriarty, *GVV Pillar Six: Voice - An Exercise to Speak to Barry's Challenge* (UVA-OB-1417) 28 February 2023.

Brian Moriarty, *Public Speaking: Tips for Getting Off to a Great Start* (UVA-BC-0298), Darden Business Publishing (2023).

Brian Moriarty, Liliana Lopez-Jiminez, and Isabel Alvarez-Becerra, *The Business Valuation (A)*, Darden Business Publishing (2022).

Brian Moriarty, Liliana Lopez-Jiminez, and Isabel Alvarez-Becerra, *The Business Valuation (B)*, Darden Business Publishing (2022).

Brian Moriarty, Liliana Lopez-Jiminez, and Isabel Alvarez-Becerra, *The Business Valuation (TN)*, Darden Business Publishing (2022).

Brian Moriarty and Mary Gentile, *You Can't Tell Anyone (A)* (OB-1405), Darden Business Publishing (2022).

Brian Moriarty and Mary Gentile, *You Can't Tell Anyone (B)* (OB-1406), Darden Business Publishing (2022).

Brian Moriarty and Mary Gentile, *You Can't Tell Anyone (TN)*, Darden Business Publishing (2022).

Brian Moriarty, *Storytelling in Business*, Darden Business Publishing (2021).

Brian Moriarty, *Presenting in Teams*, Darden Business Publishing (2021).

Brian Moriarty and Steve Maiden, *Hedge Fund Pitch and Persuasion (A)*, Darden Business Publishing, Case Number: BC-0272 (2019).

Brian Moriarty and Steve Maiden, *Hedge Fund Pitch and Persuasion (B)*, Darden Business Publishing, Case Number: BC-0273 (forthcoming, 2019).

Brian Moriarty, *The Canons of Rhetoric*, (Darden Business Publishing, 2018).

Brian Moriarty, *Leadership Voice and Style*, (Darden Business Publishing, 2018).

James Rubin, Brian Moriarty, and Alison Mehlsak, *Sustainability at The Coca-Cola Company in a New Era of Brand Building* (Darden Business Publishing, 2015).

SELECTED MEDIA CITATIONS

UVAToday – McGregor McCance, "At UVA's Darden School, using AI isn't cheating. It's part of the assignment," (17 November 2025). This article is available online at <https://news.virginia.edu/content/uvas-darden-school-using-ai-isnt-cheating-its-part-assignment>.

WalletHub – "Best Banks for Personal Loans" (18 November 2024). This article is available online at https://wallethub.com/best-banks-for-personal-loans#expert=Brian_Moriarty.

CNN International – "Expert: Other Companies May Follow CVS' Lead" (February 4, 2014). The interview is available online at <http://edition.cnn.com/video/data/2.0/video/business/2014/02/05/qmb-cvs-no-tobacco-brian-moriarty-intv.cnn.html>

Entrepreneur.com – "Better Entrepreneur: Bruce Wayne or Tony Stark?" (December 19, 2008). <http://www.entrepreneur.com/blog/218300>

NPR: Marketplace – "Just Say No to Earnings Predictions" (July 24, 2006). <http://www.marketplace.org/topics/business/just-say-no-earnings-predictions>

Bloomberg News – "Ex-CEO Raines Loses Ethics Institute Post," (March 31, 2005).

The Stakeholder Podcast – "Interview with Brian Moriarty," Ed Freeman host (October 17, 2022), available online at <https://stakeholdermedia.libsyn.com/brian-moriarty>

Livemint (India) - "For Success, Learn to Listen" (12 June 2018). The article is available online at <https://www.livemint.com/Leisure/9ZPeeu3b2nbXIK13Mq35TM/For-success-learn-to-listen.html>.

Business Standard (India) - "Know Where to Draw the Line" (October 30, 2016). The article is available online at http://www.business-standard.com/article/specials/know-where-to-draw-the-line-116103000481_1.html

Virginia Business – "Ammo for the Enemy: Rivals Might Use Indictment to Lure Prospects Away from Virginia" (February 28, 2014). The article is available online at <http://www.virginiabusiness.com/news/article/ammo-for-the-enemy>

All Africa (Nigeria) – "Devconia LLC Convenes a High-Level Roundtable on the Effective Management of Africa's Extractive Industries: The Role of Ethics, Regulations and Multinational Corporations in Promoting Equity and Sustainable Development" (December 5, 2013). The article is available online at <http://allafrica.com/stories/201312050073.html>

Business Ethics Magazine – "'Community of Trust' Confronts Challenge at University of Virginia" (June 25, 2012). The article is available online at <http://business-ethics.com/2012/06/25/1418-community-of-trust-confronts-challenge-at-university-of-virginia/>

Business Ethics Magazine – "You Can't Handle the Truth!" Well, Actually, We Can..." (February 20, 2013). The article is available online at <http://business-ethics.com/2013/02/20/1433-you-cant-handle-the-truth-well-actually-we-can/>

PRNews – "Bankruptcy of Trust: Redefining Values to Safeguard Your Reputation" (June 29, 2009). <http://www.prnewsonline.com/featured/2009/06/29/bankruptcy-of-trust-redefining-values-to-safeguard-your-reputation/>

SHRM Online – "Should Leaders Apologize for Mistakes? (Obama: 'I Screwed Up')" (February 2009).

Brand Stand – "Morality, Where Art Thou?" (February 2009).

PROFESSIONAL SOCIETIES

European Academy of Management	2023 - present
Academy of Management	2022 - present
Diversity Action Alliance (DAA)	2020 - present
Management Communications Association (MCA)	2019 - present
Data Visualization Society	2019 - present
Senior Corporate Affairs Summit	2018 - present
Darden Leadership Communication Council	2017 - present
Arthur W. Page Society, Page-Up Division	2018 - present

Society of Business Ethics	2004 - 2012
Ethisphere Council	2009 - 2011
Corporate Responsibility Officer Association	2008 - 2010
American Academy of Religion	1995 - 2007
Society of Biblical Literature	1997 - 2001
Council for Advancement and Support of Education	2002 - 2004

PROFESSIONAL SERVICE

Chair, Darden Communication Faculty Search Committee	2025-present
Member, Sarah Hollins Award Committee	2025
Member, Darden EMBA Student Awards Committee	2025
Member, Darden MBA Academic Intensity Task Force	2024 - 2025
Book Proposal Reviewer, MIT Press	2025
Member, Darden Program Committee, Program Schedule Assessment Committee	2023 - 2024
Facilitator, Darden Opening Week Case Discussion	2023
Member, Educator Focus Group, Arthur W. Page Society	2022
Book Reviewer, Routledge Communications Studies	2021
Member, Education Steering Committee, Arthur W. Page Society	2020 - present
Committee Member, Darden Communication Faculty Search Committee	2019 - 2025
Committee Member, Darden Scholarships Committee	2019 - present
Graduation Name Reader, UVA MSBA Program	2020
Connection Coach, Arthur W. Page Society Page-Up Group	2020 - present
Facilitator, Darden Opening Week Diversity Case	2019
Judge, Arthur W. Page Society Case Competition	2019 - 2023
Judge, Better Business Bureau Torch Awards	2019
Judge, USA Facts Data Visualization Competition	2019
Graduation Name Reader, UVA MSBA Program	2019
Faculty Section Coordinator	2019 - present
Judge, Amazon Case Competition at Darden	2018
Ethisphere Magazine "World's Most Ethical Companies," Advisory Council	2008 - present
Reviewer, <i>Organizational Studies</i>	2013 - present
Reviewer, <i>California Management Review</i>	2017 - present
Reviewer, <i>Asian Journal of Business Ethics</i>	2018 - present
Member, Darden MBA Program Committee	2018 - present
Member, Darden Mission Review Committee	2018 - 2022
Facilitator, <i>Faculty Fireside Chat</i> , Darden Resilience Week	2017
Facilitator, Darden Be Ready! Presentation Workshops	2012 - 2016
Facilitator, Darden First Year Innovation, Design & Entrepreneurship in Action	2016
Darden Thought Leadership Working Group	2012 - 2015
Darden DC Task Force	2013 - 2015
Co-Chair, Darden Mission Review Group	2012 - 2013
Mission Statement Advisement, Darden Career Advising, and Education Team	2014
Contributor, Darden Prison Entrepreneurship Program	2014
Darden MLK Planning Committee	2013
BB&T Center for Ethical Business Leadership advisement, University of North Georgia	2013
Darden Professional Norms Committee	2011 - 2012
Darden Website Steering Committee	2008 - 2013
Darden Marketing Council	2008 - 2013
David Mathewes Center for Public Affairs, University of Alabama	2009
Pollard Award in Business Ethics	2009
CLIR Council on Library and Information Resources/EthicShare	2008
American Business Ethics Award, Judging Panel	2008
Ethisphere Global Anti-Corruption Quotient™, Methodology Committee	2008
Business Ethics Quarterly, Rankings Working Group	2008 - 2009
Ethisphere Magazine's "100 Most Influential in Business Ethics," Advisory Panel	2007 - 2010
American Business Ethics Award (ABEA), Foundation for Financial Service Professionals	2008

COMMUNITY SERVICE

Secretary, Martha Jefferson House Board of Directors	2025 - present
Board Member & Strategic Planning Task Force Chair, Martha Jefferson House,	2024 - 2025
Charlottesville Tom Sox Foundation, Board Member	2020 - 2024
Carson Raymond Foundation, Board Member & Youth Baseball Director	2009 - 2019
Charlottesville Seadogs Baseball, Coach	2015 - 2017
Cal Ripken Little League Baseball Certified Coach, lifetime member	2008 - 2015
Northside Cal Ripken League Baseball Coach	2008 - 2015
Virginia Basketball Association (VABA), Coach	2011 - 2016
Foundation Baseball, Coach	2013 - 2016
Youth Baseball Association, Founding Member	2013 - 2015
Major League Baseball Pitch, Hit and Run Competition, Local Coordinator	2012 - 2013
Rawlings Total Performance Elite Baseball, Coach	2011 - 2012
YMCA Youth Basketball Coach	2008 - 2010
McIntire Little League Baseball Coach	2007
Board Member, Canterbury Hills Neighborhood Association	2005 - 2007
Member, Darden School Staff Council	2002 - 2004
Participant, International Activities Communications Group, University of Virginia	2003
Member, Children of Abraham Institute	2001 - 2002
Member, Student Union Focus Group, University of Virginia	2002
Graduate Student Representative Virginia2020 Student Experience Task Force	2001
Member, Graduate Student Library Focus Group, University of Virginia	2001
Graduate Student Representative, Young Alumni VA2020 Review Forum	2000
Volunteer Panelist, Religious Studies Seminar in Pedagogy, University of Virginia	1999
Buck Mountain Episcopal Church Newsletter, Co-editor	1999 - 2000
Member, Religious Studies Computing and Technology Committee	1999 - 2000
Graduate Student Representative, University of Virginia All-University Retreat	1999
Research Volunteer, Committee on Academic Policy and the Curriculum	1998 - 1999
Volunteer Staff, Nobel Peace Laureates Conference, University of Virginia	1998
Co-founder, Vice President, Political Science Association of Boston College	1988 - 1990

HONORS AND AWARDS

Top-Five Most Read Article of 2022, Darden Ideas to Action	2022
Deloitte Foundation, Giving Voice to Values, STEM/Ethics Case-Writing Grant	2021
Management Communications Association Rising Star	2019
Top 100 Thought Leaders in Trustworthy Business Behavior, Trust Across America	2014
Contributor to <i>Trust Inc.</i> , which received the Nautilus Book Award	2014
Contributor to <i>Trust Inc.</i> , which received the Eric Hoffer Book Award	2014
Darden Community Service Award, co-Chair of Mission Review Group	2013
Top 100 Thought Leaders in Trustworthy Business Behavior, Trust Across America	2013
Top 100 Thought Leaders in Trustworthy Business Behavior, Trust Across America	2012
Top 100 Thought Leaders in Trustworthy Business Behavior, Trust Across America	2011
Theta Alpha Kappa National Honor Society for Religious Studies, Lifetime Member	1997 - present
University of Virginia, Governor's Fellowship, Graduate School of Arts and Sciences	1999 - 2000
University of Virginia, Marchant Fellowship of the Graduate School of Arts and Sciences	1999 - 2000
University of Virginia, Academic Enhancement Program Fellowship	1997 - 1999
Wake Forest University Scholarship	1995 - 1997
Golden Key National Honor Society, Lifetime Member	1990 - present
Boston College Scholarship	1986 - 1990
Massachusetts General State Scholarship	1986 - 1988
Commonwealth Scholar, Massachusetts	1986
Cum Laude National Latin Award	1986
Academic All-American	1986
National Merit Scholar Commendation	1986

National Science Merit Award
USAA National Leadership and Service Award

1985
1985

RESEARCH AREAS

- Narrative mapping and navigating communal identities
- Strategic communication and semiotics
- Public trust in business
- Moral wounding and aspirational capital
- Dante studies, poetry, and leadership

PERSONAL

- Enjoying activities with my wife, Lauren, and our sons, Connor and Ian
- Trail running, hiking, and exploring outdoor spaces
- Reading across genres and writing fiction
- Playing and coaching sports
- Listening to a variety of music, but Irish traditional is a favorite