

# Brian Moriarty

The Darden School  
University of Virginia  
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Charlottesville, Virginia 22906

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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, Communication

2017 - present

Darden School of Business, University of Virginia

- Serve as Course Head for the First Year required course in Management Communication in the residential MBA program.
- Teach in MBA, MS in Business Analytics, EMBA and Executive Education programs. Courses include Leadership Communication, Strategic Communication, Corporate Communication, Management Communication, and Leadership When it Really Counts.
- Conduct research, author articles and design curriculum materials for business education.
- Lead the Business and Economics Working Group for the University-wide Initiative on Religion, Politics and Conflict. The current project focus is "Negotiating Narrative Maps in Conflict."

### 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 for MBA students visiting Darden.

**Reputation Leadership Program Faculty** 2011 - 2014  
Reputation Institute

- Deliver live online modules to senior executives responsible for the brand and reputation of large multi-national companies. 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

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

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

- Led discussion sections, graded papers and exams, delivered lectures, advised students, created and maintained course Web sites and email lists in 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

**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. Delivered speeches and participated in interviews on behalf of the organization.
- 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 that led to a joint conference on best practices in self-regulation.
- Serve as a committee member for the College of Arts and Sciences' Initiative on Religion, Politics and Conflict.

**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 a number of articles in trade publications.
- Negotiated cover stories in key publications such the *Financial Times* and *Directors & Boards Magazine*. Served as 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 the field of business ethics.

- Generated consistent, positive media coverage in leading outlets such as *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 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 on using these tools to build the brand, interact with stakeholders, and amplify Institute work.
- Established strategic marketing partnerships with conference coordinating organizations which resulted in increased global brand awareness without expending marketing funds.
- Directed marketing efforts and assisted in the planning and execution of 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 special issue of *Corporate Reputation Review*.
- Conducted interviews of leading academics for the Institute's video series, the *Masters Seminars in Business Ethics* ([www.corporate-ethics.org/masters\\_seminars.htm](http://www.corporate-ethics.org/masters_seminars.htm)) and the *Ethics@Darden* video series ([http://www.youtube.com/view\\_play\\_list?p=91681CE5A128EBF8](http://www.youtube.com/view_play_list?p=91681CE5A128EBF8))
- 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 major media attention, including CNBC, *Washington Post*, Bloomberg and other major outlets.
- Co-authored Darden's strategic communications plan that led to the school's first significant advertising campaign and the establishment of the Business Roundtable Institute for Corporate Ethics.
- As editor of *Darden Magazine* reduced issue costs by 35% while increasing quality and size of the publication. Led 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 Public Relations Director and Chief Technology Officer to apply a standard design to the school's Web site, create online versions of marketing materials, increase brand consistency and usability. Trained faculty, staff and students on use of technology.

**Administrative Assistant** 1993 – 1995  
Graduate School of Social Work, Boston College

- Helped plan and market Annual National Conference on Social Work and HIV/AIDS, the largest annual 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.

**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 a variety of 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 T. Moriarty and R. Edward Freeman, "Viewing Giving Voice to Values through a Pragmatic Lens," in Jerry Goodstein and Mary Gentile eds., *The Future of Giving Voice to Values* (forthcoming 2020).

R. Edward Freeman and Brian Moriarty, "Future Initiatives for Giving Voice to Values," in *Giving Voice to Values: An Innovation and Impact Agenda*, Mary Gentile and Jerry Goodstein eds. (forthcoming in the Fall of 2020).

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

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., in press 2010, to be published in Danish only.

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.

## PUBLICATIONS AND ARTICLES, EXECUTIVE AND MANAGERIAL

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](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&centerId=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/59FQEBR5HC63/>

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/gIQA0qWOIO\\_story.html](http://www.washingtonpost.com/business/case-in-point-to-go-from-worst-to-first-alter-the-business-model/2011/12/06/gIQA0qWOIO_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](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>.

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](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). 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](http://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](http://www.corporate-ethics.org/pdf/csr.pdf).

## PRESENTATIONS

Brian Moriarty, presenter, Management Communication Association (MCA) annual meeting, "Rehearsing the Future: Teaching Scenario Planning," Vanderbilt University. Presentation, Invited. (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, 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 and 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 which was 40% of total for the University of Virginia.

Brian Moriarty, interactive workshop, *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 35<sup>th</sup> 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, 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, *Ethical Leadership*, presented as part of the 2013 Staff Judge Advocate Course, The JAG School, Charlottesville, VA (June 3, 2013).

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

Brian Moriarty, *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 was the highest rated talk in the history of the Association.

Brian Moriarty, *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), Michael Greenberg, Warner Burke, and Aneil Mishra, *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 in Congress Free Markets and the Culture of Common Good, Pontificia Università della Santa Croce in Rome (October 15-16, 2010).

Jared Harris, Brian Moriarty and Andrew C. Wicks, *The Dynamics of Public Trust in Business*, presented at Darden School Reunion in Charlottesville, Virginia (April 23, 2010).

Andrew C. Wicks and Brian Moriarty, *Ethics, Business & You*, online discussion for the Darden Alumni Webinar Series (February 11, 2010)

Brian Moriarty and Roger Bolton, *Business Ethics and Corporate Trust*, presented at the Tuck Symposium on Communications held in New York, NY (June 2, 2009).



Patricia Harned (Chair), Brian Moriarty, 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 and 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

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, *Things Stories Do*, Darden Business Publishing (forthcoming, 2020).

Brian Moriarty, *Public Speaking: Tips for Getting Started*, Darden Business Publishing (forthcoming, 2020).

Brian Moriarty, *Delivering Effective Group Presentations*, Darden Business Publishing (forthcoming, 2020).

Brian Moriarty, *Charting Your Growth as a Communicator*, Darden Business Publishing (forthcoming, 2020).

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).

Brian Moriarty, *Zappos! Mini-Case* (Darden Business Publishing, 2011).

#### SELECTED MEDIA CITATIONS

**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](http://www.business-standard.com/article/specials/know-where-to-draw-the-line-116103000481_1.html)

**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>

**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).

**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).

## PROFESSIONAL SOCIETIES

|   |                |
|---|----------------|
| 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 |
| Theta Alpha Kappa National Honor Society for Religious Studies, lifetime member | 1997 - present |
| Golden Key National Honor Society, lifetime Member                              | 1990 - 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

|   |                |
|---|----------------|
| Judge, Arthur W. Page Society Case Competition  | 2019           |
| Judge, Better Business Bureau Torch Awards  | 2019           |
| Judge, USA Facts Data Visualization Competition                                       | 2019           |
| Judge, Amazon Case Competition at Darden  | 2018           |
| Member, Darden MBA Program Committee  |                |
| 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 - present |
| 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:

|  |                |
|--|----------------|
| Carson Raymond Foundation, Board Member & Youth Baseball Director                  | 2009 - present |
| Seadogs Baseball, Coach  | 2015 - 2017    |
| Cal Ripken Little League Baseball Certified Coach, lifetime member                 | 2008 - present |
| 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

|   |           |
|---|-----------|
| 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      |
| 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                         | 1997-99   |
| Wake Forest University Scholarship  | 1995-97   |
| Boston College Scholarship  | 1986-90   |
| Massachusetts General State Scholarship   | 1986-88   |
| Commonwealth Scholar, Massachusetts   | 1986      |
| Cum Laude National Latin Award  | 1986      |
| Academic All-American   | 1986      |
| National Merit Scholar Commendation   | 1986      |
| National Science Merit Award  | 1985      |
| USAA National Leadership and Service Award  | 1985      |

## RESEARCH AREAS

- Narrative mapping of communal identities
- Strategic communications and semiotics
- Narrative, values and organizational change
- Public trust in business
- Signaling difference and the violence of erasure
- Dante studies
- Poetry and leadership
- Communications and multi-sector collaboration