

William Ellet

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I can sum up my resume in a single sentence: I love teaching, feel fortunate to be able to do it in classrooms all over the world, and am privileged to work with so many remarkable students and faculty.

I am a Lecturer at the University of Miami School of Business, teaching critical thinking, writing, and speaking. I facilitate Harvard Business Publishing Case Method Training Seminars, teach in the Harvard University Extension Essential Management Skills for Emerging Leaders program, and give webinars on studying cases and giving presentations for Harvard Extension's undergraduate business students. As an independent consultant, I teach workshops on case method teaching and learning and case writing at universities, primarily in Latin America, and for LASPAU, a nonprofit dedicated to improving university teaching in Latin America. I also consult with the Lincoln Institute of Land Policy and the American Association of Physicists in Medicine, helping them build their case libraries for both academic and professional education.

Formerly, I taught Management Communication, a required MBA course at Brandeis University International Business School, presented in the Harvard Business School MBA Program, and, for 25 years, served as a writing consultant and coach for the Harvard MBA Program.

I am an active author and editor. My publications include an online course, a book, cases, and a video, all published by Harvard Business School or Harvard Business Publishing.

University of Miami School of Business

2015-

Lecturer, Department of Business Law, teaching a graduate critical thinking-writing-presenting course and developing new cases.

Formerly, part-time Lecturer, Critical Thinking and Writing and Critical Thinking and Presenting, business communication skills courses, Executive MBA program for artists and professional athletes (primarily NFL players). Included writing and presenting instruction, practice assignments, and individual feedback.

Harvard University Extension

2016-

Webinar Presenter

How to Read a Case, Ten Tips for Presentations, and Advanced Tips for Effective Presentations, Harvard Extension undergraduate management program.

Facilitator and Coach

Essential Management Skills for Emerging Leaders: Communication (EMSEL), Professional Development Programs, one-day workshop, four times/year.

Harvard Business School

1987-

Facilitator, Case Method Training Seminars

2014-

Workshops on teaching with cases delivered at U.S. and foreign universities.

Author and Editor

2007-

Author of *The Case Study Handbook* and revised edition published in 2018; author of Management Communication, an online course for MBA students, including text, interactions, and video and audio scripts, and teaching note; coauthor of two Harvard Business School cases with a third in development; and developmental editor of *Teaching with Cases* by Espen Anderson and William Schiano.

Presenter, Executive Education

2011-2015

Case study workshops for participants in the Advanced Management Program and Program for Leadership Development.

Writing Consultant, MBA Program

1996-2018

Writing coach for MBA students referred by school; presenter, annual sessions for first-year students on how to read a case and how to write a case-based examination; presenter, numerous sessions on case- and writing-related topics; writing course designer and lead instructor, summer PreMBA Program for first-year international students.

Instructor, MBA Program

1987-1989, 1996-1997, 2008-2010

Management Communication, a required course for all first-year MBA students (1987-1989); Writing Workshop short courses (1996-1997); Persuading Business Audiences, a second-year (2008-2010).

George Washington University Executive Education

2012-2014

Visiting Professor, Business Communication, EMBA program for professional and Olympic athletes, artists, and musicians. Included writing and presenting instruction, practice assignments, and personal feedback. Also supervised the writing and presenting of the required Capstone project.

LASPAU

2012-

Facilitator of case method workshops for university faculty in Latin America, most recently in 2019 in Costa Rica.

Independent Consultant

2011-

Workshops and consulting engagements on case teaching and case writing. Includes work with universities in Brazil, Chile, China, Colombia, Ecuador, Guatemala, Honduras, Mexico, Saudi Arabia, and the United States.

Consultant to Lincoln Institute of Land Policy, Cambridge, MA, developing templates for cases, coaching professional staff on writing cases, and providing feedback on case submissions from external professors and professionals.

Consultant to the American Association of Physicists in Medicine, Arlington, VA, developing cases and case-based professional education.

Brandeis University International Business School **2011-2018**

Adjunct Professor, Management Communication, a required course for MBAs and popular elective for. Included both writing and presenting skills, with emphasis on persuasion and argument.

Training Media Review **1995-2012**

Publisher, editor, and reviewer, Training Media Review, an online publication providing practitioner reviews of corporate training materials and technology. Business began as a paper newsletter and shifted to a subscription website in 1997.

Earlier in My Career **1975-1995**

Editor, Harvard Business Publishing. I launched a series of books that collected the best Harvard Business Review articles on management topics. The expanded series continues to be published and is highly profitable. With an editorial team, originated a series of books based on HBR articles for use in college classrooms; variants of this series are still being published. Earlier, I was an acquisitions editor for textbooks on writing in the College Division of Houghton Mifflin Company.

Writing and Editing

Editor, "Implementing Cone Beam CT in a Community Hospital," case, American Association of Physicists in Medicine, 2019.

The Case Study Handbook: A Student's Guide, Revised Edition, Harvard Business School Press, 2018. (First edition published in 2007.)

Stephen Greyser and William Ellet, "Big Bang Beverages: Fight or Flight?" Brief Case, Boston: Harvard Business School, in progress. (Brief Case study)

Stephen Greyser and William Ellet, "DRW Technologies," Harvard Business School, 2015. (Brief Case study)

Stephen Greyser, William Ellet, and Nelson Gayton, "Peter Guber: The 'Me' vs. 'We' Brand," Harvard Business School, 2014. (Case study)

Developmental editor, *Teaching with Cases* by Espen Anderson and William Schiano, Harvard Business Publishing, 2014.

How to Read a Case, video, MBA Program, Harvard Business School, 2015

Management Communication: Writing and Presenting in Business, 20-hour online course, Harvard Business Publishing, 2013.

"Putting Persuasion to Work," Harvard Business Review blog, 2011.

Editor, *Critical Guide to Management Training Media*, Harvard Business School Press, 1997.

Numerous product reviews for Training Media Review.

Seminar Facilitation, Workshops, and Presentations **2000-**

American Association of Physicists in Medicine

The Case Study: a Valuable Leadership Development Tool, presenter and discussion facilitator, Orlando, Florida, March 2019.

Beijing Institute of Technology

Reading and Discussing Cases, presentation, presenter, Beijing, China, November 2007.

Brandeis University International School of Business

Why Study Management Communication? workshop, presenter, Waltham, Massachusetts, August 2013, August 2014.

Central University of Finance and Economics

Reading and Discussing Cases, presentation, presenter, Beijing, China, November 2007.

Dalian University of Technology

Teaching with Cases, presentation, presenter, Dalian, China, November 2007.

Giving Voice to Values Conference

Using GVV Cases for Writing Assignments, presenter, Babson College, Wellesley, Massachusetts, June 2013.

Harvard Business School

MBA Program, How to Read a Case, presenter, 2000-2018.

MBA Program, How to Write a Case-based Exam, presenter, 2000-2018.

Program for Leadership Development, Reading Cases workshop, facilitator, Boston, Massachusetts, September 2012, October 2013, October 2014, October 2015.

Advanced Management Program, Reading Cases workshop, facilitator, Boston, Massachusetts, September 2011, September 2012, September 2013.

Harvard Business Publishing Case Method Teaching Seminars

San Diego State University, facilitator, San Diego, California, February 2014.

ITAM, Mexico City, facilitator, Mexico, March 2014.

Texas A&M University, facilitator, Houston, Texas, September 2014.

Southern Methodist University, facilitator, Dallas, Texas, October 2014.

FGV (Getulio Vargas Foundation), facilitator, Rio de Janeiro, Brazil, March 2015.

Universidad de los Andes, facilitator, Bogota, Colombia, April 2015.

University of San Francisco, facilitator, San Francisco, California, August 2015.

UNIS, Guatemala City, Guatemala, facilitator, September 2015.

Pontificia Universidad Catolica de Chile, facilitator, Santiago, Chile, May 2016.

FGV (Getulio Vargas Foundation), facilitator, Sao Paulo, Brazil, May 2016.

Universidad del Pacifico, facilitator, Lima, Peru, October 2017.

Harvard University Extension

How to Read a Case, webinar presenter, 2016-present.

Ten Tips for Presentations and Advanced Tips for Effective Presentations, webinar presenter, 2016-present.

Teaching with Cases workshop for faculty, facilitator, January 2017.

Essential Management Skills for Emerging Leaders: Communication, one-day workshop, facilitator, and follow-up webinar, 2018 to present.

ITESO

Teaching and learning workshops for faculty and students, facilitator, Guadalajara, Mexico, July 2017.

King Saud University

Using, Discussing, and Writing Cases workshops, facilitator, Riyadh, Saudi Arabia, May 2014.

LASPAU

Case Method Teaching, presentation, presenter, International Conference on Education: Academic Innovation, Salvador, Brazil, March 2013.

Case Method Teaching workshop, Universidad Diego Portales, facilitator, Innovative Teaching for Deeper Learning, Cambridge, Massachusetts, April 2013

Case Method Teaching workshop, Strengthening Teaching and Learning, facilitator, Universidad del Bio Bio, Concepción, Chile, March 2014.

Case Method Teaching workshop, STEM Consortium, facilitator, Lorena, Brazil, May 2015.

Case Method Teaching workshop, Costa Rica Consortium for Teaching and Learning, San Jose, Costa Rica, June 2019.

Lincoln Institute of Land Management

"Case Teaching and Writing for Planners," presentation, co-presenter, Association of Collegiate Schools of Planning, Denver, Colorado, October 2017.

Management Communication Association

"Overview of Harvard Business Publishing Online Management Communication Course," presenter, Northwestern University, Chicago, Illinois, May 2013.

"To Lie, You Need to Know the Truth. But What If You Don't Care about the Truth?" presenter, Cornell University, June 2017.

Organization for Economic Cooperation and Development (OECD)

"What Is the Case Method?" Meeting of the Working Party of Senior Public Integrity Officials, presenter, Paris, France, November 2016. Facilitated case discussion of "Ingraining Honesty, Changing Norms: Government Ethics in Brazil," Meeting of the Working Party of Senior Public Integrity Officials, facilitator, Paris, France, November 2016.

Pontificia Universidade Católica do Paraná

Case Teaching and Learning workshop, facilitator, Devising21 Conference, Curitiba, Brazil, August 2016.

Stanford University School of Business

How to Read a Case, presentation, presenter, Palo Alto, California, September 2010 and 2011.

Tsinghua University

Reading and Discussing Cases, presentation, presenter, Beijing, China, November 2007.

Universidad de Chile

Case teaching workshops for faculty, facilitator, Santiago, Chile, January 2017.

Universidad de Especialidades Espíritu Santo

Teaching and learning workshops for faculty from multiple departments, facilitator, Guayaquil, Ecuador, March 2017 and July 2018.

Universidad del Istmo and Universidad del Valle de Guatemala

Teaching and learning workshop for faculty, facilitator, Guatemala City, Guatemala, February 2018.

Universidad Rafael Landívar

Teaching and learning workshop for faculty, facilitator, Guatemala City, Guatemala, March 2019.

UNIS and Universidad del Valle de Guatemala

Teaching and learning workshop for faculty, facilitator, Guatemala City, Guatemala, June 2018.

Universidad Tecnológica de Honduras

Teaching and learning workshops for faculty and students, presenter and facilitator, San Pedro Sula, Tegucigalpa, La Ceiba, and Roatán, 2010, 2011, 2012, 2016.

University of Miami

Teaching with the Case Method: Why Use It? How Can You Use It?, organizer and facilitator, Coral Gables, Florida, January 2018.

Teaching with the Case Method, Business Law faculty seminar, facilitator, Coral Gables, Florida, December 2019.

Education

BA with honors from the University of Chicago and an MA from the University of California at Berkeley.