

Aryca Peay Woodson

Updated: December 2024

apwoodso@purdue.edu

EDUCATION

Purdue University West Lafayette, IN
Ph.D., Social Psychology Expected May 2029
Advisor: Dr. Franki Y.H. Kung

Indiana University-Indianapolis Indianapolis, IN
M.A., Public Relations May 2010

Purdue University West Lafayette, IN
B.S., Management May 2003

Licenses/Certification

GE Change Acceleration Process (CAP) Change Agent

Indiana Real Estate Broker License

Certificate of Foundations in College Teaching, College Teaching Development Program, Purdue University

TEACHING

Primary Instructor

Indiana University Kelley School of Business

Business Communication C104- Business Presentations

Primary Instructor

Purdue University Daniels School of Business

MGMT 335 – Strategic Business Writing

MGMT 590 – Executive Presence – Leadership with Empathy (Online MBA)

MGMT 690 – Executive Presence (Online MBA)

MGMT 692 – Managerial Communication Skills (Residential MBA)

MGMT 590 – Communication and Persuasion for MSBAIM program

MGMT 29130 – Executive Presence for Integrated and Business Engineering Majors

Course Coordinator

RESEARCH

August 2024 – Present

Purdue University

Graduate Student

Conflict and Mindset Collaboratory

(Advisor: Dr. Franki Y.H. Kung)

Interests: Cross-racial collaboration, perceptions of professionalism

Research in progress: Navigating Authenticity and Professionalism

INDUSTRY

August 2019 – August 2021

Internal and Executive Communications Manager

Indiana University School of Medicine, Indianapolis, IN

- Led and trained team of direct reports in the development and implementation of effective communication strategies to engage faculty, staff and students with the mission of the school.

July 2019 – August 2019

Communications Consultant

Indiana University School of Medicine, Indianapolis, IN

- Led change management communication efforts for curriculum changes, technology implementations and organizational restructuring.

October 2019 – August 2022

Associate Broker

Keller Williams Indianapolis Metro NE, Indianapolis, IN

- Negotiated sales contracts for residential real estate buyers and sellers

October 2018 – May 2019

Diversity Communications Consultant (contract)

On assignment at Eli Lilly and Company (AllSource PPS), Indianapolis, IN

- Provided strategic communication support for chief diversity officer and global diversity and inclusion office.
- Supported Employee Resource Groups in promoting signature events.

May 2018 – July 2018

Regional Communications Specialist

R1 RCM, Indianapolis, IN

- Developed statewide employee engagement strategy for 1,000 employees transitioned from nonprofit healthcare system to for-profit revenue cycle corporation

October 2017 – February 2018

Internal Communications Associate (contract)

On assignment at Dow AgroSciences (Kelly Services), Indianapolis, IN

- Developed internal messages for employees regarding recent merger with DuPont

March 2012 – October 2017

Senior Communications Specialist – Symphony/Capability Lead

Ascension, St. Louis, MO

- Led Ascension ministries in creating and executing local internal communications plans in support of change management efforts during *Symphony* deployment: a nationwide Enterprise Resource Planning initiative standardizing Supply Chain, Human Resources and Finance functions

June 2011 – February 2012

Communications Specialist

Eskenazi Health/INDIANAPOLIS EMS, Indianapolis, IN

- Implemented internal communications efforts to support the announcement of the hospital renaming after historic \$40-million-dollar private donation in 2011

September 2010 – May 2011

Development Coordinator

Neighborhood Christian Legal Clinic, Indianapolis, IN

- Designed and implemented donor stewardship and cultivation strategies

PRESENTATIONS

Communication Pathways – Diversity, Inclusion and Ethics, Brock-Wilson Center
(October 2022)

Facilitated 1-hour workshop for Krannert undergraduate students

Role of the HRPB in Culturally Competent Performance Evaluations (January 2023)

Facilitated 1-hour workshop for Krannert MSHRM students

Winning Strategies for Communicating Change (March, November 2023)

Facilitated 2-hour workshop for Diversity in Leadership cohort

Executive Presence: Telling Your Story Inside Out (July 2023, 2024)

Facilitated 1- hour workshop for Brock Wilson Center for Women in Management’s Empowering Women in Business Camp

Selling Your Case (July 2023, 2024)

Facilitated 1-hour workshop for Business Opportunity Program’s Future Scholars Camp

Purdue University Daniels School of Business Professional Development Executive Presence Program (October 2023, December 2024)

Facilitated 2-hour workshop on tough conversations as a middle manager and presentation delivery

[*Communicating Change: How Leaders Can Talk About Organizational Movement*](#)

(Aired June 2024)

The Perkins Platform, Podcast

INSTITUTIONAL/COMMUNITY SERVICE

Purdue University, Ascend (Pan-Asian Network for Future Business Leaders)

Faculty Advisor

August 2023 – Present

Purdue University, Daniels School of Business, Center for Business Communication

October 2022, 2023, 2024

Kelley-Daniels Case Competition Coach

Purdue University, Daniels School of Business

Law, Communication and Ethics Search Committee Member

November 2022 – February 2023, 2024 - Present

Purdue University, Daniels School of Business

Real Estate Course Case Competition Coaching

April, November 2023

Carmel Clay Schools Education Foundation

Scholarship Review Committee, Member

April – May 2024

Girl Scouts of Central Indiana

West Carmel Daisy Troop Co-Leader

August 2023 – Present

Awards

2022 Teachers' Excellence – Best Addition to Kelley

April 2022 – Alpha Kappa Psi, Indiana University

Fall 2023 Distinguished Instructor

MGMT 692– Residential Master's, Daniels School of Business, Purdue University