VITA
KASIE ROBERSON, PH.D.

SEPTEMBER 2026

Education

Ph.D. 2005	***Purdue University*** Major Area: Public Relations and Issues Management Minor Areas: Political Communication and Political Science Dissertation: *Political Campaign Trail Apologia: A Case Study of the 2004 Presidential Campaign* Major Professor: Charles J. Stewart
M.A. 2001	***Texas Tech University*** Master of Arts in Mass Communications Emphasis: Public Relations Master's Thesis: *Anti-drinking and Driving PSAs: A Content Analysis of Persuasive Appeals and Images Portrayed in PSAs* Major Professor: Roger Saathoff
B.A. 1999	***Texas Tech University*** Bachelor of Arts in Public Relations Minor Area: Political Science

Academic Appointments

Clinical Associate Professor	Purdue University	August 2025 – Present
Clinical Assistant Professor	Purdue University	August 2020 – July 2025
Assistant Professor	Miami University	August 2005 – May 2010
Graduate Teaching Assistant	Purdue University	August 2002 – May 2005
Limited-Term Lecturer	Purdue University	August 2001 – May 2002
Graduate Teaching Assistant	Texas Tech University	August 2000 – May 2001

Administrative Appointments

Co-Director, Business AI Fellows Program	Daniels School of Business	April 2026 – Present
Head, Hayes Leadership Coaching Institute	Center for Working Well (CWW)	August 2025 – Present
Associate Director – Outreach and Coaching	Center for Working Well (CWW)	January 2024 – July 2025
Founding Course Director	MGMT/OBHR 33500 Strategic Business Writing	August 2022 – Present

Certifications

Gallup Global Strengths Coach	Gallup Organization	Completed: June 2024
Executive Coaching for Performance and Leadership	Brown University/ ACT Leadership	6-month Program Completed: June 2022

Industry Experience

June 2022 - Present — *Founder and Lead Coach,* LGS Coaching
Lafayette, Indiana (www.lgscoaching.com)
Executive Coach to selective clients in a range of industries in the U.S.

February 2018 – August 2020 — *Marketing and Communications Strategist,* Certificate in Entrepreneurship and Innovation, Purdue University
West Lafayette, Indiana
Managed all marketing and communications for the program to reach various stakeholders. This included the full development of all promotional materials, social media planning and management as well as leading all strategic communication planning for the program. Contributed to award applications, including two which led to the program being ranked twice by Princeton Review and one with the program being named a national Top Model Program by USASBE.

May 2010 – February 2018 — *Freelance Communications Consultant*
Lafayette, Indiana
Worked on communication consulting projects for nonprofits and businesses.

August 1999 – August 2000 — *Creative Director,* Philip Payne Advertising & Marketing,
Lubbock, Texas
Developed & designed concepts for print and media advertisements, headed public relations campaigns, wrote and edited copy, dealt extensively with clients and vendors, as well as handled all estimation bids for the agency.

November 1998 – April 1999 — *Intern,* Texas Tech Athletic Media Relations,
Lubbock, Texas
Worked at Division I collegiate basketball games, helped in organizing press conferences, wrote articles that dealt with various sports for the school's official web site.

May 1998 – July 1998 — *Intern,* Senator Robert L. Duncan,
Lubbock, Texas
Coordinated a summation of all city and county officials in the Senator's district into one directory.

Summer 1994 — *Congressional Page,* U.S. House of Representatives,
Washington, D.C.
Worked on the House Floor, part-time page to the Speaker of the House.

Teaching

Primary Instructor

Purdue University Daniels School of Business –
Management Department – Law, Communication & Ethics Area

- Communication & Presence in the Workplace (Purdue University OBHR 59000) (I developed)
- Strategic Business Writing (Purdue University MGMT/OBHR 33500) (I developed)
- Communicating Well at Work (Purdue University MGMT 39000) (I developed)
- Managerial Business Writing (Purdue University MGMT 59000) (I developed)
- Ph.D. Communication Skills (Purdue University MGMT 69000) (I developed)
- Managerial Communication Skills (Purdue University MGMT 69200)
- Persuasive Communication (Purdue University MGMT 53700)
- Executive Presence and Influence (Purdue University MGMT 39000 (I developed)
- Executive Presence and Influence (Purdue University MGMT 29130) (I developed for IBE)
- Executive Presence and Influence (Purdue University MGMT 590) (I developed)
- Executive Presence and Influence (Purdue University MGMT 690 EMBA) (I developed)

Miami University College of Arts & Sciences –
Department of Communication

- Public Expression and Critical Inquiry (Miami University COM 135)
- Strategic Communications Planning (Miami University COM 359)
- Political Communication (Miami University COM 438)
- Capstone in Public Relations/Strategic Communication (Miami University COM 459)
- Rhetorical Seminar: Apologetic Rhetoric (Miami University COM 636)

Purdue University College of Liberal Arts –
Department of Communication (now the Lamb School of Communication)

- Fundamentals of Speech Communication (Purdue University COM 114)
- Advanced Public Speaking (Purdue University COM 314)
- Principles of Persuasion (Purdue University COM 318)
- Interviewing Principles and Practices (Purdue University COM 325)

Large Lecture Teaching Assistant

- Introduction to Public Relations (Purdue University COM 253)
- Principles of Persuasion (Purdue University COM 318)

Texas Tech University College of Arts & Sciences –
Department of Mass Communications (now College of Media and Communication)

- Research/Teaching Assistant

Publications & Convention Presentations

Roberson, K. (Forthcoming 2027). *Strategic Business Writing: A People-First Approach*. 2nd Edition. Dubuque, Iowa: Kendall Hunt.

Roberson, K. (2024). *Strategic Business Writing: A People-First Approach*. 1st Edition. Dubuque, Iowa: Kendall Hunt.

Roberson, K. M., & Connaughton, S.L. (2010). On the presidential campaign trail: Apologia of association. *Public Relations Review*, *36*, 181-183.

Camille, E. & Roberson, K. M. (2010). Playing the Gender Card Against a Stacked Deck: Senator Hillary Clinton and Governor Sarah Palin's Gender-based Apologia in the 2008 Presidential Election. In *Studies of Identity in the 2008 Presidential Campaign.* (Ed. Robert E. Denton, Jr.). Lexington Press.

Hearit, K. M., & Roberson, K. M. (2009). Denial, differentiation & apology: On the use of apologia in crisis management. In *Handbook of Risk and Crisis Communication*, pp. 542-559. (Eds: R. L. Heath & H. D. O'Hair). New York, NY: Routledge.

Roberson, K. M. (2009. November). The New Media Presidency: A Look at the Role of New Media in the Obama Administration. Invited Paper by the Mass Communication Division and presented at the 2009 National Communication Association Convention.

Roberson, K. M., & Connaughton, S.L. (2008, April). On the Presidential Campaign Trail: Apologia of Association. Invited Paper by the Political Communication Division and the Women's Caucus and presented at the 2008 Central States Communication Association Convention.

Roberson, K. M. (2008, April). The Mentorship of Charles J. Stewart. Invited Panelist Speaker by the Political Communication Division and the Rhetorical Theory and Criticism Division and presented at the 2008 Central States Communication Association Convention.

Roberson, K. M. (2007, March). Suggestions for Improving Communication and Social Responsibility in the Convention Stage of Political Campaigns. Invited Paper by the Political Communication Division and presented at the 2007 Central States Communication Association Convention.

Clawson, R. A., & Roberson, K. M. (2006, April). Post 9/11: Elite Framing, Maternalism, and Support for War. Paper competitively selected and awarded
Top Competitive Paper by the Political Communication Division and presented at the 2006 Central States Communication Association Convention.

Roberson, K. M. (2006, April). Political Apologia: Bush, WMD, and the Media. Paper competitively selected by the Public Relations Division and presented at the 2006 Central States Communication Association Convention.

Roberson, K. M. (2006, April). Political Apologia: An Analysis of President Bush's Defense of the Federal Government's Response to Hurricane Katrina. Invited Paper by the Media Studies Division and presented at the 2006 Central States Communication Association Convention.

Roberson, K. M. (2005, November). Political Campaign Trail Apologia: An Analysis of Bush and Kerry's Defense of Image and Issues on the Campaign Trail. Invited Paper by the Political Communication Division and presented at the 2005 National Communication Association Convention.

Roberson, K. M. (2005, April). Framing: At the Heart of Social Movement Rhetoric. Paper competitively selected by the Public Relations Division and presented at the 2005 Central States Communication Association Convention.

Roberson, K. M. (2005, April). Maintaining Legitimacy: At the Heart of Modern Day Presidential Crisis Communication. Paper competitively selected by the Political Communication Division and presented at the 2005 Central States Communication Association Convention.

Roberson, K. M. & Brockus, S. M. (2005, April). Frame Progression and Five Dogs: At the Heart of Constructing Justification for War. Paper competitively selected by the Kenneth Burke Division and presented at the 2005 Central States Communication Association Convention.

Roberson, K. M. (2004, November). Political Apologia: A Look at Nonverbal Communication Used in Richard Nixon's 'Checkers Speech'. Paper competitively selected by the Visual Communication Division and presented at the 2004 National Communication Association Convention.

Roberson, K. M. (2004, April). Political Campaign Apologia: Integrating Apologetic Theory into Political Campaign Research. Paper competitively selected by the Public Relations Division and presented at the 2004 Central States Communication Association Convention.

Roberson, K. M. (2004, April). Presidential Rhetoric vs. Presidential Campaign Rhetoric: George H. W. Bush's Presidency and the 1992 Election. Paper competitively selected by the Political Communication Division and presented at the 2004 Central States Communication Association Convention.

Roberson, K. M. (2003, November). Political Campaign Apologia: A Look at Apologetic Strategies Implemented in the 2002 Texas Gubernatorial Campaign. Paper competitively selected by the Political Communication Division and presented at the 2003 National Communication Association Convention.

Roberson, K. M. (2003, April). The Quest for Presidential Legitimacy in the Aftermath of a National Crisis: A Look at George W. Bush and his Rhetorical Response to the Events of September 11th. Paper competitively selected and awarded ***Top Competitive Paper*** by the Public Relations Division and presented at the 2003 Southern States Communication Association Convention.

Roberson, K. M. (2002, November). Image and the War on Terrorism: The Role of Image in the Propaganda War between the United States and the Taliban. Paper competitively selected by the Public Relations Division and presented at the 2002 National Communication Association Convention.

Roberson, K. M. & Saathoff, R. C. (2002, August). Anti-drinking and Driving PSAs: Persuasive Appeals and Images. Paper competitively selected by the Advertising Division and presented at the annual meeting of the Association for Education in Journalism and Mass Communication Convention.

Invited Lectures/Research Presentations

University of Kansas
Southern Methodist University
Baylor University
Pepperdine University

Professional Academic Awards & Honors

- Featured on Hello Sunshine's January 2026 Newsletter on AI and Parenting
- Top 50 Undergraduate Business Professor, 2024, *Poets&Quants* (national recognition)
- Teaching Excellence in Daniels Award Winner, 2024 (Mitch Daniels School of Business top

undergraduate teaching award)
- Nominated for the Miami University Associated Student Government Outstanding Professor Award, 2008
- Top Competitive Paper Award from the Political Communication Division of the Central States Communication Association Convention, 2006
- Purdue University Department of Communication Alan H. Monroe Graduate Scholar, 2005
- Purdue University Graduate Student Award for Outstanding Teaching, 2005
- Purdue University Department of Communication Bruce Kendall Award for Excellence in Teaching, 2005
- Recipient of a Graduate Teaching Certificate from the Purdue University Center for Instructional Excellence, 2004
- Top Competitive Paper Award from the Public Relations Division of the Southern States Communication Association Convention, 2003

Service

Professional

- Invited Alumni Virtual Talk at Texas Tech University College of Media and Communication (February 2024).
- Invited Virtual Workshop on "Executive Presence" with medical professionals and leaders – Michigan State University College of Osteopathic Medicine, (January 2024 & May 2025).
- Central States Communication Association
    - Political Communication Division
        - Chair, 2008 – 2009
        - Chair-Elect and Program Planner for 2008 convention, 2007 – 2008
        - Vice-Chair & Newsletter Editor, 2006 - 2007
        - Secretary, 2005 – 2006
        - Secretary-Elect, 2004 – 2005
    - Political Communication Division Paper and Panel Reviewer, 2006, 2008 & 2009
- National Communication Association
    - Political Communication Division Paper and Panel Reviewer, 2004 & 2007
- *Western Journal of Communication*
    - Referee, 2008

University

- Purdue University
    - Participant in the Purdue Insights Leadership Training Program, August 2025 – May 2026.
    - Workshop – Developing Presence and Credibility at Work – Purdue Brand Studio, August 2026
    - Four Part Workshop Series for Purdue Administrative Operations, April - September 2026 (People-First Communication; Executive Presence; Put Me, In Coach: Developing a Coaching Mindset at Work; Best Practices for Using AI in Business Communication
    - Workshop – People-First Communication – Purdue Engineering Student Services, February 2026
    - Keynote – Communicating Well at Work – Purdue University Advising Leadership, December 2025
    - Workshop – Communicating Well at Work – Purdue University Online, September 2025

- Workshop – Breakout session on Leading with Empathy – Purdue For Life Alumni and Leadership Conference, August 2024
- Horizons Mentor, 2020 - 2021
- United Way Community Champion - Certificate in Entrepreneurship and Innovation Program, 2019 – 2020

- Purdue University Daniels School of Business
  - Daniels School of Business AI Task Force, October 2025 – present
  - Organizational Behavior and Human Resources (OBHR) Department Advisory Committee Member (Elected), May 2025 – present
  - Cornerstone for Business Conference – The Boundaries of AI and Business, Panelist, April 2025.
  - Organizational Behavior and Human Resources (OBHR) Department Head Selection Advisory Committee Member (Elected), February 2025
  - Daniels School of Business, Restructuring Committee, Task Force C., Fall 2024
  - Business Communication Clinical Assistant Professor Search Chair, 2024-present
  - Center for Business Communication Assistant Director Search Committee Member, Fall 2024
  - Small Group 6-week Book Study with Brock-Wilson Center members. September – November 2024.
  - Daniels Connect Event at High Alpha in Indianapolis – Panelist, April 2024.
  - Business School Spring Alumni Conference - Moderator for a Distinguished Alumni Panel (April 2023) and Invited Panelist (April 2024).
  - Workshop, In-Person Communication Workshop for TMI – Technical Management Institute (2022, 2023 & 2024) and AMP – Applied Management Principles (2022 & 2023) Executive Education, Approximately 24 participants in each session. Topic: Executive Presence.
  - Workshop, All-Day In-Person Communication Workshop for Executive Education, Approximately 24 participants. (October 2023). Topic: Executive Presence - Co-Taught with Professor Aryca Woodson.
  - Business Communication Lecturer Search Chair, 2021-2022; 2023-2024, 2025
  - Search Committee Member, Brock-Wilson Center for Women in Business Assistant Director, Fall 2023
  - Search Committee Member, Director of Teaching and Learning, Fall 2022
  - MBA Committee, Member October 2022 – 2023
  - Communication Education Committee, Member 2020 – 2022
  - Women in Business Workshop Facilitator, Spring 2021 – present
  - KDSA Workshop Facilitator – Presenting Virtually, Fall 2020, 2021, Spring 2023
  - Committee Member, Design Sprint Challenge, Spring 2022
  - Blake Ethics Grant – co-awarded a $30,000 two-year grant to co-create and run an ethics and crisis case competition in Spring 2023 & 2024
- Miami University
  - Miami Access Initiative Mentor Program, 2007 – 2008
    - Assigned 4 freshmen to mentor
  - Gamma Nu Chapter of Kappa Delta Advisory Board, 2005 – 2007
    - Standards Advisor
    - Scholarship Advisor
- Miami University College of Arts & Sciences
  - Inside Washington Committee, Spring 2006 – 2010

- College Divisional Appeals Committee, 2007 – 2008

- Miami University Department of Communication
  - Advised 90+ undergraduate students each semester, 2005 – 2010
  - Administrative Committee, 2008 – 2009
  - Faculty Social Committee, 2008
  - NICE Committee, 2007
  - Undergraduate Committee, 2006 – 2007; 2009 – 2010
  - Ad Hoc Graduate Committee, 2005 – 2006
  - Internship Committee, 2005 – 2007
  - Mentor to a Graduate Teaching Assistant, 2005 – 2007
  - Directed an Independent Study in Political Speechwriting with ***two*** undergraduate seniors, Fall 2007
  - Directed an Independent Study in Apologetic Rhetoric with ***two*** second year graduate students, Fall 2006
  - Directed an Independent Study in Public Relations with ***three*** graduating seniors, Spring 2006
- Purdue University Communication Graduate Student Association
  - *Executive Board Member & Ph.D. Representative to the Graduate Committee,* 2003 – 2004
    - Developed the proposal for recognizing outstanding graduate faculty in the Department of Communication
    - Selection Committee Member for the Department of Communication Outstanding Graduate Faculty Award
  - *Orientation Buddy Coordinator,* 2003
  - *Member*, 2002 – 2005
- Texas Tech Mass Communication Graduate Society, 2001