

Curriculum Vitae

Robert Lyon

Educational Consultant

Clinical Assistant Professor in Management Communications, ret.

New York University Stern School of Business

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Professor Lyon's research and pedagogical focus is on the intersections of business and society. Over the course of his 15 years as a professor at New York University Stern School of Business, he taught both undergraduate freshmen and Stern MBA students. He designed the required courses for first-year NYU Stern Undergraduates "Business and Its Publics" and "Culture and Commerce." He founded and directed the Stern Social Solutions Project Lab, a co-curricular program for undergraduate students to design their own research projects around planning a social enterprise to solve important social problems.

More recently, Lyon has designed and taught courses on Sharing Economy, Circular Economy, Next-World Economic Modalities, Social Entrepreneurship, and Forced Labor and Slavery in the Modern Global Economy. New courses for 2021 include Cultures of Finance and Sports Management in US Professional Leagues. Since 2017 he has been involved in teaching and mentoring advanced high school students in China, preparing them for higher education in top U.S. universities and colleges.

Areas of focus include...

Business & Society | Marketing | Communication | Social impact

EDUCATION

New York University Graduate School of Arts & Sciences

2005 MFA, Creative Writing

Macalester College

1979 Bachelor of Arts, English, German

EXPERIENCE

Independent Educational Consultant, China High School students

7/2017 – Present

Chinese Partners: Special A, Beijing

Top Tier Consulting, Beijing & Shenzhen

Donghua University PAS Program, Shanghai

China | EDU International Educational Technology Co., Ltd, Beijing & Guangzhou
RayD, Beijing and Los Angeles

New York University, Stern School of Business

9/2006 – 9/2009 Adjunct Professor and curriculum development specialist

9/2009 – 8/2019 Clinical Assistant Professor, Management Communications

1/2012 – 8/2019 Director, Stern Social Solutions Project^{[L][SEP]}

BluntTalk (self-employed consultancy with partner Sally Blount)

9/2000 - 9/2009 Writer and Communications Consultant

New York University, Graduate School of Arts & Science^{[L][SEP]}

8/2003 - 1/2004 Creative Writing Instructor

Cancer & Leukemia Group B, University of Chicago

3/1998 - 9/2000 Publications Manager

CMC/Lyon Marketing Communications

1/1992 - 2/1998 CEO, principal creative and project manager

Frankel & Company^{[L][SEP]}

1/1988 - 1/1992 Creative Services Division Manager

SERVICE

New York University Stern School of Business

2007 - 2019 Director of discourse curriculum and teaching tools for required freshman undergraduate course in Social Impact (BiP)

Gould Standard -- NYU Stern Undergraduate Newspaper

2014 - Faculty Advisor

Net Impact^{[L][SEP]}

9/2014 - Present Social Impact Careers Panelist

Journal of Management Education: 2019 Outstanding Reviewer Award

9/2013 - Present : Reviewer

California Management Review

9/2014 - Present : Reviewer

Chatham Emergency Squad^{[L][SEP]}

1/2003 - 1/2013 Volunteer EMT - Emergency Medical Technician

Chatham United Methodist Church

7/2002 - Present Youth Mission Project Leader and Confirmation Teacher

PUBLICATIONS

Structured strategies for teaching critical reading of business and economics texts. Chapter. Critical Reading Across the Curriculum, Social and Natural Sciences: Volume II. Wiley-Blackwell, Spring-Summer 2018.

Higher Education in the United States; and Financing U.S. Higher Education. Teaching cases, Lyon, R. & Wosnitzer R., January 2016, NYU Stern School of Business.

PROJECTS

NYU Stern Social Impact Programming

I've worked extensively with Stern undergraduate students and groups on enhancing their opportunities to become engaged with business projects that can produce positive social value in addressing social problems. I have continued to play an active role in connecting the undergraduate curriculum to Stern's goals of infusing social impact and social value into business education; working with numerous student programs and groups promoting the social agenda in business and advancing Stern's pro-social business education values.

Stern Social Solutions Project Lab

Stern SSP is a co-curricular project launched 2012 in conjunction with the Stern undergraduate course "Business and Its Publics." Students in SSP spend a semester developing and researching their own idea for a socially-focused business enterprise, and write a report on their work for their final course project. During the SSP semester we invite outside speakers and experts in various social impact fields and endeavors to share their experience and advice with students. We also establish mentoring networks for SSP participants with faculty, staff, and other students who are involved in social impact activities. SSP in its seventh year attracted applications from over 90 freshmen students for 25 available slots. In response to the high level of interest from students, I brought in additional faculty for leadership roles and directed the programs expansion strategies.

Social Solutions Network

A project to bring social innovation narrative content from New York Times authors David Bornstein's and Tina Rosenberg's award-winning Fixes columns into college and university classrooms across the country. The Social Solutions Network is an initiative to build a national academic platform for collaboration and development of social change and social innovation curriculum materials. The imperative and focus for SSN is the recognition that the most important challenges in the 21st century are social problems, requiring collaboration from multiple forms of societal institutions including business; engaging skills and expertise across multiple disciplines and fields, to spur creativity and innovation that effectively taps into the energy and passions of change-makers at forward-thinking universities and schools.

LANGUAGES

German Fluent

French, Spanish, Italian, Mandarin Elementary conversational