

Michael C. Porter
Distinguished Service
University of St. Thomas
Marketing
(651) 962-4376
Email: mcporter@stthomas.edu

Education

Ed.D., University of St. Thomas, 2008.
Leadership, Policy & Administration

M.B.A., University of St. Thomas, 1997.
Marketing

B.S., Bemidji State University, 1984.
Mass Communications

Accredited in Public Relations (APR)

Academic Experience

Distinguished Service Professor, University of St. Thomas. (September 2016 - Present).

Faculty Director - Master of Science in Health Care Communication, University of St. Thomas.
(September 2016 - Present).

Program Director - Master of Science in Health Care Communication, University of St. Thomas.
(September 2015 - 2016).

Program Director - Master of Business Communications, University of St. Thomas. (September
2008 - 2016).

Adjunct Instructor, University of St. Thomas. (September 2006 - 2016).

Adjunct Professor of Public Relations, St. Cloud State University. (2001 - 2006).

Professional Experience

Co-found/Partner, Qwik-keys. (2012 - 2015).

President, Sopra Vocé (A dba of MCPorter Marketing Communications, Inc.). (1999 - Present).

VP Marketing/Secretary/Partner, Adesso Technologies, LLC. (2002 - 2007).

Interim Public Relations Manager, Net Perceptions. (1999).

Marketing Communications/PR Manager, Ontrack Data International. (1998 - 1999).

Account Executive, PR Newswire. (1997 - 1998).

Communications Specialist/Marketing Specialist, Horton Industries, Inc. (1992 - 1997).

Payroll and Assignment Supervisor/Line Supervisor, Canterbury Downs. (1985 - 1997).

Creative/Account Supervisor, Keane & Communicators. (1985 - 1991).

Sales Representative/Contributing Writer, PostTimes Magazine. (1985).

Field Interviewer, Burke Marketing Research. (1984 - 1985).

Public Relations Assistant, Bemidji Community Arts Council. (1982 - 1983).

TEACHING

Teaching Experience

University of St. Thomas, Opus College of Business

BCOM 610, Communication Research

BCOM 639, Healthcare Language & Writing

BCOM 661, Reputation & Stakeholder Mgmt

BCOM 714, Strategic Writing

BCOM 726, Mgmt Priorities & Comm

BCOM 804, Healthcare Comm Practicum

BCOM 805, Comm Leadership Priorities

BUSN 201, Ethics & Practice: Found. Of Bus

ENTR 200, Foundations in ENTR

ENTR 300, Entrepreneurship Non-Majors

ENTR 650, New Venture Strategies

MKTG 300, Principles of Marketing

Non-Credit Instruction

Reputation Management Seminar for Fulltime MBA as part of MBA Initiative of PRSA. (February 2014 - 2018).

Executive Education - Business Communication and Personal Brand. (2015-2016).

Center for Business Excellence - Mini-MBC. (2008 - 2014).

Center for Business Excellence: Mini-MCB - Internal Communications. (April 2014).

OCB Mini MBA - Masters of Business Communications. (2009 - 2012).

Directed Student Learning

Dissertation Committee Member (2017 – 2018).

Dissertation Committee Member. (2016 - 2017).

Dissertation Committee Member. (2015 - 2016).

Dissertation Committee Member. (2014 - 2015).

Dissertation Committee Member. (2013 - 2014).

Dissertation Committee Member. (2010 - 2011).

RESEARCH

Peer Reviewed Journal Articles

Porter, M. C., Anderson, B. D., Nhotsavang, M. (2015). Anti-social media: Executive twitter 'engagement' and attitudes about media credibility. *Journal of Communication Management*, 19(3), 270-287. dx.doi.org/10.1108/JCOM-07-2014-0041

Porter, M. C., Spriggs, M. T. (2013). Informal private equity investment networks: The role of the nexus angel. *Journal of Private Equity*, 16(3), 48-56.

Books, Chapters and Monographs

Porter, M. C. (2011). *Gramma and Grampa's house in the north woods*. Sopra Voice Communications:.

Presentations

Porter, M. C., "Shield bearer or Seasoned General: How the C-suite engages and leverages crisis communication consultants.," International Crisis and Risk Communication Conference, Orlando, Florida. (March 2018)

Porter, M. C., "Delivering what we heard you request: Application of 2-way communication to develop and deliver specialized MS degree in health care communication.," Association for Business Communication, Seattle, Washington. (October 2015).

Porter, M. C., "The communicator, the executive, and the organization: Grammar, semiotics and ethics of 'it', 'they', 'we', and 'you' in corporate communication," Association for Business Communication, Philadelphia, Pennsylvania. (October 2014).

Porter, M. C., "Strategic Writing: A graduate pedagogy for a widely varied range of student subject matter expertise," Association for Business Communication, Minneapolis, Minnesota. (April 2014).

Porter, M. C., "Value Addition: The new math of applied research as a summative exercise for business communication," Association for Business Communication, Minneapolis, Minnesota. (April 2014).

Porter, M. C., "Anti-social media: Executive twitter engagement and attitudes about media credibility," Association for Business Communication, New Orleans, Louisiana. (October 2013).

Porter, M. C., "A pedagogy for developing communication advisors for senior managers: 25 years of a master of business communication (MBC) program," Association for Business Communication, Honolulu, Hawaii. (October 25, 2012).

Porter, M. C., "Archangels of private equity: An exploratory model for how investors and entrepreneurs interact," Midwest Sociological Society, Minneapolis, MN. (March 2012).

Porter, M. C., "Archangels of private equity: Exploring the role of gift exchange rituals in investor presentations and valued business intelligence: A case for examining senior management perceptions of media vs. interpersonal information sources," Southwest Association of Business Communication, New Orleans, LA. (February 2012).

Porter, M. C., Deeds, D. L., "Mapping heavenly movements: Defining angel investor profiles and charting critical investment rituals in a network-mediated exchange," Academy of Management, Montreal, Canada. (August 2010).

Porter, M. C., "Preying for angels: Case studies of entrepreneurs," Midwest Qualitative Research Conference, Minneapolis, Minnesota. (2007).

Non-Peer Reviewed Journal Articles

Porter, M. C. (2016). Winning the jackpot: How would you answer the lottery question? *Public Relations Tactics*.

Other Non-Peer Reviewed Scholarly Work

Presentations

Porter, M. C., "Bootstrapping Research," Minnesota Health Care Strategy and Communication Network Conference. (April 2018).

Porter, M. C., "Shield bearer or Seasoned General: How the C-suite engages and leverages crisis communication consultants.," OCB Research Forum, Minneapolis, Minnesota. (March 2018).

Porter, M. C., Omodt, P. "Shield bearer or Seasoned General: How the C-suite engages and leverages crisis communication consultants.," IABC Minnesota Conference, Minneapolis, Minnesota. (March 2018).

Porter, M. C., Heyman, J., "Mystery Shopping ROI," Mystery Shopping Providers Association – Annual Conference. (Oct., 2016).

Porter, M. C., Heyman, J., "Mystery Shopper Memory," Mystery Shopping Providers Association – Annual Conference. (Oct., 2016).

Porter, M. C., "Alumni leaders in the classroom – Marketing," Bemidji State University. Minnesota. (Oct. 2015)

Porter, M. C., Heyman, J. E., "Academics peeking through the window: An outsider's look at mystery shopping.," Mystery Shopping Providers Association, Minneapolis, Minnesota. (October 2015).

Porter, M. C., "Alumni leaders in the classroom – Marketing," Bemidji State University. (October 2015).

Porter, M. C., "Communications Measurement Panel," Minnesota PRSA/Spong, Minneapolis, Minnesota. (September 2015).

- Porter, M. C., "PRWeek Branding Roundtable Panelist," PRWeek & Spong, Minneapolis, Minnesota. (July 2015).
- Porter, M. C., "APR Bootcamp," Minnesota Public Relations Society of America. (April 2014)., Minneapolis, Minnesota. (April 2014).
- Porter, M. C., Heyman, J. E., "Just follow the instructions: Applied investigation of the effect of training on mystery shoppers," OCB Faculty Research Symposium, Minneapolis, Minnesota. (April 2014).
- Porter, M. C., "Committee Leadership Skills," Minnesota Medical Association, Minneapolis, Minnesota. (September 2013).
- Porter, M. C., "New Member Orientation," Minnesota Public Relations Society of America, Minneapolis, Minnesota. (September 2013).
- Porter, M. C., "Presentation Skills," Minnesota Medical Association, Minneapolis, Minnesota. (August 2013).
- Porter, M. C., "Anti-social media: Executive twitter engagement and attitudes about media credibility," OCB Faculty Research Symposium, Minneapolis, Minnesota. (April 19, 2013).
- Porter, M. C., Ishrak, O., "Developing your networking skills," Medtronic Women's Network Global, Minneapolis, Minnesota. (June 15, 2012).
- Porter, M. C. (Panelist), "The ethics of social media," Better Business Bureau - Business Ethics Summit, Minneapolis, MN. (April 2012).
- Porter, M. C., "Angel investors for early stage funding," UST Venture Catalyst Group - MBA/Entrepreneurship Alumni. (August 2, 2010).
- Porter, M. C. (Discussant), "Secrets for sitting at the grownups table: Staying in step with the CEO," Cooperative Communicators Association, Minneapolis, Minnesota. (June 2010).
- Porter, M. C., "Gifts from angels: Gift exchange interaction rituals among entrepreneurs," Midwest Qualitative Research Conference, Minneapolis, Minnesota. (2008).
- Porter, M. C., "Observing the invisible: A methods examination of qualitative private," Midwest Qualitative Research Conference, Minneapolis, Minnesota. (2008).
- Porter, M. C., "Auditing your communications for continuity and successful marketing," ITEC Business Expo, Phoenix, Arizona. (2002).

Magazine/Trade Publication

- Porter, M. C. (2011). What business thinks? *Twin City Business Magazine*.

Media Contributions

Internet

- Quirk's Marketing Research Blog. (November 2015).
- Quirk's Marketing Research Blog. (October 2015).
- National Public Relations Society of America Blog Post. (September 2012).

Magazine

Delta Sky Magazine. (May 2016).

PRSA Tactics Magazine. (May 2016).

PRSA Tactics Magazine. (March 2016).

B. Magazine. (November 2015).

Newspaper

Mpls Star Tribune, Outside Consultant. (May 20, 2018).

Mpls Star Tribune, Outside Consultant. (May 7, 2018).

Mpls Star Tribune, Outside Consultant. (November 29, 2017).

Mpls Star Tribune, Outside Consultant. (August 28, 2017).

Mpls Star Tribune, Outside Consultant. (June 26, 2017).

Mpls Star Tribune, (Quoted) Deluxe Corp. Article (October 2, 2016).

Mpls Star Tribune, Outside Consultant. (March 20, 2017).

Mpls Star Tribune, Outside Consultant. (Feb. 20, 2017).

Mpls Star Tribune, Outside Consultant. (Dec 26, 2016).

Mpls Star Tribune, Outside Consultant. (Oct. 24, 2016).

Mpls Star Tribune, Outside Consultant. (Sept. 5, 2016).

Mpls Star Tribune, Outside Consultant. (July 25, 2016).

Mpls Star Tribune, Outside Consultant. (June 27, 2016).

Mpls Star Tribune, Outside Consultant. (April 2016).

Mpls Star Tribune, Outside Consultant. (March 2016).

Mpls Star Tribune, Outside Consultant. (March 2016).

Mpls Star Tribune, Outside Consultant. (February 2016).

Mpls Star Tribune, Outside Consultant. (January 2016).

Mpls Star Tribune, Outside Consultant. (January 2016).

Mpls Star Tribune, Outside Consultant. (November 2015).

Mpls Star Tribune, Outside Consultant. (October 2015).

Mpls Star Tribune, Outside Consultant. (September 2015).

Mpls Star Tribune, Outside Consultant. (July 2015).

Mpls Star Tribune, Outside Consultant. (March 2015).

Mpls Star Tribune, Outside Consultant. (February 2015).

Mpls Star Tribune, Outside Consultant. (February 2015).

Mpls Star Tribune, Outside Consultant. (January 2015).

Mpls Star Tribune, Outside Consultant. (December 2014).

Mpls Star Tribune, Outside Consultant. (October 2014).

Mpls Star Tribune, Outside Consultant. (August 2014).

Mpls Star Tribune, Small Business Focus. (August 2014).

Mpls Star Tribune, Small Business Focus. (August 2014).

Mpls Star Tribune. (July 2014).

Mpls Star Tribune, Small Business Focus. (July 2014).

Mpls Star Tribune, Outside Consultant. (May 2014).

Mpls Star Tribune, Outside Consultant. (April 2014).

Mpls Star Tribune, Outside Consultant. (March 2014).

Mpls Star Tribune, Outside Consultant. (February 2014).

Mpls Star Tribune, Outside Consultant. (December 2013).

Mpls Star Tribune, Outside Consultant. (October 2013).

Mpls Star Tribune, Outside Consultant. (September 2013).

Mpls Star Tribune, Outside Consultant. (August 2013).

Mpls Star Tribune - Ask the Consultant Column. (June 2013).

Mpls Star Tribune - Ask the Consultant Column. (June 2013).

Mpls Star Tribune - Ask the Consultant Column. (May 2013).

Mpls Star Tribune - Ask the Consultant Column. (May 2013).

Mpls Star Tribune - Ask the Consultant Column. (April 2013).

Mpls Star Tribune - Ask the Consultant Column. (April 2013).

Mpls Star Tribune - Ask the Consultant Column. (March 2013).

Mpls Star Tribune - Ask the Consultant. (March 2013).

Mpls Star Tribune - Ask the Consultant Column. (March 2013).

Mpls Star Tribune - Ask the Consultant Column. (February 2013).

Mpls Star Tribune - Ask the Consultant Column. (January 2013).

Mpls Star Tribune - Ask the Consultant. (January 2013).

Mpls Star Tribune - Ask the Consultant Column. (January 2013).

Minneapolis Star Tribune, Ask the Consultant. (January 2013).

Mpls Star Tribune - Ask the Consultant Column. (November 2012).

Mpls Star Tribune - Ask the Consultant Column. (November 2012).

Mpls Star Tribune - Ask the Consultant Column. (September 2012).

Mpls Star Tribune - Ask the Consultant Column. (August 2012).

Mpls Star Tribune - Ask the Consultant Column. (July 2012).

Minneapolis Star Tribune. (July 2012).

Mpls Star Tribune. (July 2012).

Mpls Star Tribune - Ask the Consultant Column. (June 2012).

Mpls Star Tribune - Ask the Consultant Column. (May 2012).

Mpls Star Tribune - Ask the Consultant Column. (April 2012).

Mpls Star Tribune - Ask the Consultant Column. (March 2012).

Mpls Star Tribune - Ask the Consultant Column. (February 2012).

Mpls Star Tribune - Ask the Consultant Column. (January 2012).

Mpls Star Tribune - Ask the Consultant Column. (August 2011).

Mpls Star Tribune - Ask the Consultant Column. (October 2010).

Mpls Star Tribune - Ask the Consultant Column. (October 2010).

Mpls Star Tribune - Ask the Consultant Column. (September 2010).

Mpls Star Tribune - Ask the Consultant Column. (December 2009).

Mpls Star Tribune - Ask the Consultant Column. (November 2009).

Mpls Star Tribune - Ask the Consultant Column. (February 2009).

Radio

Minnesota News Network – Work Life Balance. (Nov. 2015).

TV

Minnesota News Network. (November 2015).

Fox 9 News. (March 2015).

KARE 11 TV, Jay Olstad. (April 2013).

SERVICE

College Service

Committee Member, Health Care Strategy – Communication (2017 - 2018)

Prospective Student Outreach, HCC Program (Visits/Presentations to U of M, NDSU, MN State)

Committee Chair, AACSB/Business Engagement committee: International Association for Business Communication (2013 - 2016).

Doctoral Student Interviews, CELC (2015 - 2016).

Committee Member, AOL - Assurance of Learning Assessment for HCC (2015 – present)

Curriculum/Program Lead, Launch of MS in Health Care Communication (2015 - 2016).

Committee Member, AOL - Assurance of Learning Assessment for BCOM (2009 - 2016).

Committee Member, MBC Admissions (2008 - 2015).

Committee Member, MBC Curriculum Review (2008 - 2015).

Committee Member, Health Care MBA Director Search (2014).

Faculty Advisor, Opus College of Business Dean Search (2012 - 2014).

Faculty Advisor, St Cloud State University - PRSSA Chapter (2001 - 2005).

University Service

Committee Chair, UST Campus Media Group Scholarship for Advertising Students. (September 2012 - 2016).

Professional Service

Board of Directors of a Company, Quirk's Publishing Company (2009 - Present).

Board of Directors of a Company, Minnesota Public Relations Society of America (2018).

Board of Advisors of a Non-profit, Companies to Classrooms (2015 - Present).

Board of Advisors of a Company, Sights on Service (2015 - Present).

Board of Advisors of a Company, Dom Technologies (2012 - Present).

Board of Advisors of a Company, Authentic Edge (2012 - Present).

Board of Advisors of a Company, Internet Exposure (2005 - Present).

Committee Member, PSRA - Public Relations Society of American (2009 - 2016).

Board of Advisors of a Company, Campus Media Group (2014 - 2017).

Board of Advisors of a Company, Sweets Kendamas (2014).

Conference-Related, Association for Business Communications (October 2013 - 2016).

Committee Member, Minnesota Business Ethics Award (August 2013 - 2015).

Reviewer, Conference Paper, National Communication Association (August 2012 - 2014).

Board of Advisors of a Company, Qwik-keys, LLC (2012 - 2014).

Board of Advisors of a Company, Felton Forensic Accounting (2011 - 2014).

Board of Advisors of a Company, Hyier.com, Inc (2011 - 2014).

Board of Directors of a Company, Minnesota Public Relations Society of America (2011 - 2014).

Ethics Officer, PSRA - Public Relations Society of American (2011 - 2014).

Conference-Related, Gateway Entrepreneurial Research Conference (2010).

Conference-Related, IssuesLive Forums on Microbusiness 2008 (2008).

Board of Advisors of a Company, American Association of Microbusinesses (2007).

Board of Advisors of a Company, Partners for Violence Prevention (2005 - 2007).

Conference-Related, Midwest Qualitative Research Conference (2005 - 2006).

Conference-Related, Midwest Qualitative Research Conference (2005 - 2006).

Board of Directors of a Company, Minnesota Public Relations Society of America (1999-2000).

Professional Memberships

PRSA - Public Relations Society of America.

Public Service

Guest Speaker, Medtronic World Headquarters (June 2012).

Committee Member, Citizens League Community Action Committee (2005).