

Marcia Alesan Dawkins, Ph.D.

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EDUCATION

Ph.D. Communication, University of Southern California The Annenberg School for Communication & Journalism	2009
M. A. Communication, University of Southern California The Annenberg School for Communication & Journalism	2006
M.A. Humanities and Social Thought, New York University Graduate School of Arts and Sciences	2000
B.A. Communication Arts / Honors, Villanova University College of Liberal Arts and Sciences. Presidential Scholar.	1998

ACADEMIC PUBLICATIONS

1. *Midnight Musings: Explorations in Public Speaking*. (Mix Mesh Blend Press, 2019).
2. *Risk & Reward in the Digital Age*. (Annenberg Press, 2015).
3. *Eminem: The Real Slim Shady*. (Santa Barbara: Praeger Press, 2013).
4. *Clearly Invisible: Racial Passing and the Color of Cultural Identity*. (Waco: Baylor University Press, 2012).

RECENT KEYNOTES

1. *Succession Reimagined* – ATD 2025 Annual Conference (2025).
2. *The World Needs Your Story* – Carol Emmott Foundation Fellowship Conference (2025).
3. *Stories of Anti-Fragility and Fortitude* – WICT Annual Leadership Conference (2024).
4. *The Story You Tell: Shaping Leadership Through Presence and Narrative* – University of Chicago Booth School of Business (2024).
5. *Healthy Leadership in the Age of the Quick-Fix* – Mayo Clinic Ground Rounds Lecture (2023).
6. *New Futures: Emerging Trends in Leadership* – Wonderful Company (2023).

SELECTED RESEARCH INSIGHTS

1. *Succession Reimagined: Navigating Leadership Transitions in an Era of Uncertainty* (ccl.org, 2025).
2. *Unlocking Collective Genius Through Invitational Leadership* (Training Industry, 2024).
3. *Inviting Commitment: Lessons Learned from Corporate Statements* (Chief Talent Officer, 2023).

SELECTED MEDIA APPEARANCES

1. The Treasure Hunt – “Who’s Story Do You Tell.” (2025).
2. Voices that Represent – “Identities at Work and Sponsorship” (2024).
3. Womxn of Long Beach – “An Hour with Marcia Dawkins” (2024).
4. Who Needs the Rock Hall – “Eminem’s Induction to the Hall of Fame” (2022).
5. NPR Interviews – Code Switch, All Things Considered (2013-2024).
6. AOL Originals: “That’s Racist” with Mike Epps (2015).
7. BBC World – Interviews on culture, identity and leadership (2010-2015, various dates).

PROFESSIONAL EXPERIENCE + ACCOMPLISHMENTS

Sr. Research Scientist

Center for Creative Leadership
San Diego | Los Angeles, CA

2021 - present

- Design and lead original research studies on leadership and communication, combining qualitative and quantitative methods to generate insights that inform strategy and product development.
- Lead large-scale, cross-functional research initiatives that explore communication and the future of leadership and translate complex insights into clear, actionable narratives.
- Design and deliver communication assets—including high-impact keynotes, strategic presentations, talking points, and data storytelling—to align leadership vision with organizational goals.
- Publish thought leadership in academic journals and popular media, and represent the organization through keynotes, interviews, and expert panels.
- Contribute to the development and scaling of CCL's Research, Innovation & New Content Creation function through evidence-based, theory-driven approaches to leadership communication.
- Translate complex research and strategic priorities into stories that leaders can act on—ensuring ideas are not only heard but felt and remembered.

Workshop Leader | Corporate Educator

Performance Learning Concepts, LLC
Los Angeles, CA

2015 - 2021

- Developed and lead interactive executive development programs on leadership, team-building, multimedia presentation, persuasion and argumentation, music criticism, and the arts.
- Provided advisory services to organizations in the areas of decision-making on: inclusion initiatives and internal/external communication strategy.
- Conducted climate assessments, needs analyses, survey development, and evaluation.

Clinical Assistant Professor of Communication

University of Southern California, Annenberg School for Communication
Los Angeles, CA

2012 - 2015

- Created and taught undergraduate communication courses in rhetoric, diversity, technology, and culture.
- Served on strategically important University and Department Committees.
- Organized the annual USC Dornsife's Center for Japanese Religions and Culture Mellon Sawyer Seminar two-day session with 100+ attendees.
- Published and promoted book manuscripts, academic articles, and editorials.

SELECTED HONORS + AWARDS

1. Outstanding Professor Award –University of Southern California (2015).
2. Nominee – NAACP Image Book Award (2014).
3. Grawemeyer Award Nominee – Ideas Improving World Order (2013).

DEVELOPMENT + SERVICE

- Certificate: Immersive Scenario Planning, The New School 2024
- Certificate: Futures Thinking Specialization, Institute for the Future 2024
- Board Member, Able Arts Network, Long Beach 2024 - present
- Contributing Writer, *Carrier Pigeon Post* 2024 - present