



Heidi M. Schultz, Ph.D.

*Clinical Professor of Management and
Corporate Communication*

Heidi Schultz is a professor of management and corporate communication at UNC Kenan-Flagler where she teaches oral and written business communication. She was instrumental in founding the area and served as its chair for 16 years before stepping down in 2013.

Her current interests and research focus on the relationship between rhetorical patterns and writing quickly; storytelling in the corporate setting; and the impact of music intervention in high-stakes presentations.

She is the author of two books, *Business Scenarios: A Context-Based Approach to Business Communication* (McGraw-Hill, 2005) and *The Elements of Electronic Communication* (Allyn & Bacon, 2000). She is working on another book, *Business Communication: Patterns for Effectiveness and Efficiency* (McGraw-Hill, forthcoming in 2017).

Her corporate and executive clients have included the American Financial Services Association, Cisco, Constella, Duke Energy, GlaxoSmithKline, the Environmental Protection Agency, Lowe's, Misys Health Care, Performance Food Group, Reynolds American, Syngenta, Talecris, the U.S. Postal Service, W.C. Bradley, Xerox, public health managers and sports managers.

Dr. Schultz started the Business Communication Center at UNC Kenan-Flagler in 1997. It has grown to serve the communication needs of all business students. She is the former director of the Writing Center at UNC-Chapel Hill.

She received her Ph.D. from UNC-Chapel Hill, M.A. from UNC-Charlotte and B.A. from Lenoir-Rhyne College.

See more at: <http://www.kenan-flagler.unc.edu/en/faculty/directory/management-and-corporate-communication/heidi-schultz#sthash.7XSn0OZT.dpuf>