

Dr. Veronica Diaz...

Committed to the design of innovative and relevant learning experiences that promote lifelong learning and development as drivers of leadership effectiveness and customer satisfaction in a global marketplace.

Email: vdiazemail@yahoo.com
<https://www.linkedin.com/in/veronicadiazdr/>
<https://twitter.com/veronicadiazdr>

Instructional Design and Technology Portfolio: <https://veronicadiazdr.wixsite.com/idtech>

Select accomplishments:

Curriculum Development and Instructional Design – Experienced in creation and design of innovative and relevant educational content for traditional face-to-face, blended and e-learning courses and corporate trainings. Experienced using Learning Management Systems to drive the delivery and execution of innovative learning strategies.

Work Experience

University of Maryland Global Campus (UMGC)

formerly **University of Maryland University College (UMUC)**, Adelphi, MD

2017 - Present

Public master's university, part of the 12 degree-granting member institutions of the University System of Maryland

ADJUNCT PROFESSOR

School of Business. Department of Business and Management. Responsible for lesson planning, lecturing, test administration and grading. Courses: Innovation through Marketing and Technology, Marketing and Strategy Management in the Global Marketplace.

Florida Atlantic University (FAU), Boca Raton, FL

2006 - Present

Public research university, part of the 12-campus State University System of Florida

ASSOCIATE GRADUATE FACULTY

Barry Kaye College of Business, Department of Management, International Business & Entrepreneurship. Responsible for curriculum development, instructional design, evaluation and selection of vendors and providers of innovative learning resources, development and execution of innovative learning strategies, learning assessments and grading. Courses: Global Management Strategy and Policy (with business simulation), Global Environment of Management (with business simulation), International Business Operations (with business simulation).

Comunica Global, Inc., Fort Lauderdale, FL

2004 - Present

Independent professional business consultancy firm

PRESIDENT

Design learning strategies, develop curriculum, instructional design and trainings for different higher education academic institutions and corporate clients.

Serve as subject matter expert and independent evaluator of higher education curriculum design, programs and processes and institutions in the U.S. for institutional accreditation purpose.

Provide professional international business, strategic management, marketing, communications, public relations and executive personal branding consulting services.

Nova Southeastern University (NSU), Fort Lauderdale, FL

2006 - 2018

Private research university, eighth-largest not-for-profit private university in the U.S.

ADJUNCT PROFESSOR

H. Wayne Huizenga College of Business and Entrepreneurship. Responsible for lesson planning, lecturing, test administration and grading. Courses: Global Marketing, Business Strategy and Policy (with simulation), International Business, International Management, Globalization and Emerging Markets, Cross-Cultural Business Communications.

Southern New Hampshire University (SNHU), Manchester, NH

2013 - 2014

Private, nonprofit, regionally accredited university with 80-year history of providing high quality education to students online and on campus.

ADJUNCT PROFESSOR AND COURSE AUTHOR

College of Online and Continuing Education. Responsible for curriculum development for the course: Emerging Trends in International Business. Responsible for lesson planning, lecturing, test administration and grading. Courses: Introduction to International Business, Emerging Trends in International Business.

DIRECTV Latin America, LLC, Corporate Headquarters, Fort Lauderdale, FL

1996 – 2004

World's largest Latin American direct-to-home pay television business

VICE PRESIDENT, CORPORATE COMMUNICATIONS AND PUBLIC RELATIONS

Built and led the Corporate Communications and Public Relations team. Member of Senior Management Council, engaged in the formulation and development of business strategies, company direction and crisis management.

- Led the Company's communications and public relations initiatives in 28 countries.
- Built and led multi-level and multi-country network of in-house public relations professionals and external public relations firms and vendors in 10 countries.
- Crisis Management – Developed and launched internal and external communications initiatives prior to and during company's 18 months financial restructuring and successful emergence from Chapter 11, working in a matrix organizational environment.

Telemundo Group, Inc., New York, NY and Miami, FL

1990 – 1996

Spanish language television network

VARIOUS PUBLIC RELATIONS MANAGERIAL POSITIONS

Directed all aspects of media and public relations, communications, special events and community affairs.

Education

Master's Degree in Learning Design and Technology (MSEd in LDT), University of Maryland Global Campus (2021)
 Doctorate in International Business Administration (DIBA), Nova Southeastern University (2006)
 Master's Degree in International Business Administration (MIBA), Nova Southeastern University (1999)
 Bachelor's Degree in Business Administration (BBA). Major: Marketing Management, University of Puerto Rico (1988)

Certifications

MicroMasters Program Certificate - Instructional Design and Technology. University of Maryland Global Campus (2020)
 e-Learning Certification - Designer/Facilitator Training - FAU Center for e-Learning. Florida Atlantic University (2017)
 Online Faculty Certification Course - NSU Innovation Zone. Nova Southeastern University (2016)

Professional Development

REMOTE: The Connected Faculty Summit, Arizona State University (2021)
 The Future of Global Education. Learning and Workforce Innovation Event. GSV Ventures (2021)
 The Dawn of the Age of Digital Learning - Education Innovation Summit. Arizona State University and GSV Ventures (2020)
 The International Economic Forum of the Americas. World Strategic Forum: Building a Sustainable Future. (2019)
 Going Deeply Digital: Promises and Challenges of the Digital Curriculum in Higher Education. Conference. NSU (2019)

Instructional Design and Faculty Workshops

Faculty Development Conference, Spring 2021 & Fall 2021. UMGC (2021)
 Improving Teacher Presence with Media - FAU Center for Online and Continuing Education. FAU (2020)
 Integrating Accessibility into your Online Classroom. Faculty Development Workshop. UMGC (2019)
 Boosting your Online Classroom to Promote Learner Success. Faculty Development Workshop. UMGC (2019)

Distinctions and Memberships

Online Learning Consortium (2018 - Present)
 Sigma Beta Delta International Honor Society in Business, Management and Administration (2006 - Present)
 Academy of International Business (2002 - Present)