

# Vita

## Aryca Peay Woodson, MA

February 2024

### Education

M.A. 2010 *Indiana University-Purdue University*  
Master of Arts in Public Relations

B.S. 2003 *Purdue University*  
Bachelor of Science in Management

### Licenses/Certification

GE Change Acceleration Process (CAP) Change Agent

Indiana Real Estate Broker License

Certificate of Foundations in College Teaching, College Teaching Development Program, Purdue University

### Academic Appointments

Lecturer	Indiana University	August 2021 – May 2022
Lecturer	Purdue University	August 2022 - Present

### Industry Experience

August 2019 – August 2021 *Internal and Executive Communications Manager*  
Indiana University School of Medicine, Indianapolis, IN  
Led and trained team of four direct reports in the development and implementation of effective communication strategies to engage faculty, staff and students with the mission of the school.

July 2019 – August 2019 *Communications Consultant*  
Indiana University School of Medicine, Indianapolis, IN  
Led change management communication efforts for curriculum changes, technology implementations and organizational restructuring.

October 2019 – August 2022 *Associate Broker*  
Keller Williams Indianapolis Metro NE, Indianapolis, IN  
Negotiated sales contracts for residential real estate buyers and sellers

October 2018 – May 2019 *Diversity Communications Consultant (contract)*  
On assignment at Eli Lilly and Company (AllSource PPS), Indianapolis, IN  
Provided strategic communication support for chief diversity officer and global diversity and inclusion office. Supported Employee Resource Groups in promoting signature events.

- May 2018 – July 2018 *Regional Communications Specialist*  
R1 RCM, Indianapolis, IN  
Developed statewide employee engagement strategy for 1,000 employees transitioned from nonprofit healthcare system to for-profit revenue cycle corporation
- October 2017 – February 2018 *Internal Communications Associate (contract)*  
On assignment at Dow AgroSciences (Kelly Services), Indianapolis, IN  
Developed internal messages for employees regarding recent merger with DuPont
- March 2012 – October 2017 *Senior Communications Specialist – Symphony/Capability Lead*  
Ascension, St. Louis, MO  
Led Ascension ministries in creating and executing local internal communications plans in support of change management efforts during *Symphony* deployment: a nationwide Enterprise Resource Planning initiative standardizing Supply Chain, Human Resources and Finance functions
- June 2011 – February 2012 *Communications Specialist*  
Eskenazi Health/INDIANAPOLIS EMS, Indianapolis, IN  
Implemented internal communications efforts to support the announcement of the hospital renaming after historic \$40-million-dollar private donation in 2011
- September 2010 – May 2011 *Development Coordinator*  
Neighborhood Christian Legal Clinic, Indianapolis, IN  
Designed and implemented donor stewardship and cultivation strategies

## Teaching

### *Primary Instructor*

#### **Indiana University Kelley School of Business**

Business Communication

C104 – Business Presentations

### *Primary Instructor*

#### **Purdue University Daniels School of Business**

Business Communication

MGMT 335 (undergraduate) – Strategic Business Writing

MGMT 690 – Executive Presence (Online MBA)

MGMT 692 – Managerial Communication Skills (Residential MBA)

MGMT 590 – Communication and Persuasion for MSBAIM program

MGMT 29130 – Executive Presence for Integrated and Business Engineering Majors

## Presentations

*Communication Pathways – Diversity, Inclusion and Ethics, Brock-Wilson Center (October 2022)*

Facilitated 1-hour workshop for Krannert undergraduate students

*Role of the HRPB in Culturally Competent Performance Evaluations (January 2023)*

Facilitated 1-hour workshop for Krannert MSHRM students

*Winning Strategies for Communicating Change* (March, November 2023)

Facilitated 2-hour workshop for Diversity in Leadership cohort

*Executive Presence: Telling Your Story Inside Out* (July 2023)

Facilitated 1- hour workshop for Brock Wilson Center for Women in Management's Empowering Women in Business Camp

*Selling Your Case* (July 2023)

Facilitated 1-hour workshop for Business Opportunity Program's Future Scholars Camp

*Purdue University Daniels School of Business Professional Development Executive Presence Program* (October 2023)

Facilitated 2-hour workshop on tough conversations as a middle manager and presentation delivery

## **Institutional Service**

**Purdue University, Daniels School of Business, Center for Business Communication**

**Kelley-Daniels Case Competition Advisor**

October 2022, 2023

**Purdue University, Ascend (Pan-Asian Network for Future Business Leaders)**

**Emotional Intelligence Workshop Facilitator**

October 2022

**Purdue University, Daniels School of Business**

**Law, Communication and Ethics Search Committee Member**

November 2022 – February 2023

**Purdue University, Daniels School of Business**

**Real Estate Course Case Competition Coaching**

April, November 2023

**Purdue University, Ascend (Pan-Asian Network for Future Business Leaders)**

Faculty Advisor

August 2023 – May 2024

## **Awards**

**2022 Teachers' Excellence – Best Addition to Kelley**

April 2022 – Alpha Kappa Psi, Indiana University

**Fall 2023 Distinguished Instructor**

MGMT 692– Residential Master's, Daniels School of Business, Purdue University