



Dr. Patti Riley
Associate Professor of Communication
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Patricia Riley is a specialist in global and organizational communication and internationally known for her work on institutional politics and organizational culture change. She directs The Global Communication Dual Masters Degree Program jointly taught with the London School of Economics. Her research group, the USC Scenario Lab, investigates alternative narratives of the future with projects that range from the entertainment industry to terrorist organizations and big data analytics. She also directs the Annenberg -World Bank Summer Institute on Reform Communication, which is jointly taught by faculty from the Annenberg School for Communication at the U of Penn, the World Bank Faculty, and the Annenberg School for Communication and Journalism at the USC, which brings strategic communication skills and narrative capacity together to solve wicked problems in global development. Her recent research focuses on the role of vision and narratives in startup organizations in the US and China with a focus on women led companies (funded by a grant from Shanghai Jiao Tong University), and a project on polarizing messages in social media about the future of global warming and climate change in the US and China. She is also investigating the impact of virtual reality and 360 technologies on news storytelling (funded by the Gates foundation, 2016-2018) and completing a project for USAID on human trafficking, and a big data project on terrorism.

Her work has appeared in such books as *Organizational Communication and Change*, *Organizational Culture*, *Advances in Leadership Research* and the *Handbook of Organizational Communication*, and in journals such as *Administrative Science Quarterly*, *China and Media*, *Communication Quarterly*, *Journal of Computer Mediated Communication*, *Journal of Management*, *Argument and Advocacy*, *New Management* and *Communication Reports*. She is the former Director of the School of Communication and a past President of the Faculty at USC. She teaches graduate seminars on global communication, power and politics in organizations, organizational communication and culture change, and the role of new technology in organizations. An expert in research methods, she also teaches graduate seminars in field research methodology, multivariate statistics and time series. In addition, she is a Senior Fellow in the Norman Lear Center, a Fellow in both the Institute for Public Diplomacy and the Center for Communication Leadership and Policy, an associate member of the USC Leadership Institute, and a member of the East Asian Studies Center.

An experienced organizational consultant, Dr. Riley conducts workshops and seminars for top executives in areas such as strategic communication, leadership, advocacy, knowledge management, organizational learning, reengineering and managing change. She has been a lead faculty member for executive leadership in the US Navy in partnership with the Naval Postgraduate School 's Strategic Communication Workshops. She has facilitated structural reorganizations, developed transformation programs, quality programs, empowered work teams, and designed numerous attitude and marketing surveys. She has also assisted both technical and human resources training programs with large-scale interventions by developing multi-million dollar state and federal grants. She consults with universities and organizations on creating diverse environments, workplaces of the future, women in leadership and university strategic planning. Her clients include both profit and non-profit institutions: ALCOA, Baystate Health Systems, Boeing, 3M, Qualcomm, Raytheon, California State University Los Angeles, Hewlett Packard, Los Angeles Times, Lockheed-Martin, NewsCorps, Santa Margarita Water District, Sony Pictures, Treasure Chest Advertising, Twenty-first Century Fox, the International Atomic Energy Agency of the United Nations, the University of Southern California, Warner Bros, the World Bank Group and Wavetek Corporation. In addition, she has worked with numerous Japanese companies including Kyocera, Mitsubishi and the Japanese National Railroad, and developed narrative strategy programs for the China Development Research Foundation and numerous Chinese State Owned Enterprises.

