

# Bryan Ruppert, Ph.D.

Teaching Professor

Albers School of Business and Economics  
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## ACADEMIC APPOINTMENTS

Teaching professor	Seattle University	2024 to present
Associate teaching professor	Seattle University	2015 to 2024
Assistant teaching professor	Seattle University	2007 to 2015
Visiting lecturer	University of Birmingham (UK)	2004 to 2006

## EDUCATION

Ph.D.	University of Birmingham (UK)	2004
B.A.	University of Washington	1991

## RELEVANT NON-ACADEMIC VITAE

Pre-doctorate work as political lobbyist and policy advocate responsible for communicating with potentially hostile audiences

Dual citizen of the United States and Germany (dual passport-holder)

Languages: English (native), German (near native), French (never-ending struggle)

## TEACHING

Teaching interests:	Professional and interpersonal communication, leadership & advocacy, cross-cultural communication, public speaking
Teaching formats:	In person (original training), synchronous online (COVID experience), hybrid and asynchronous (certified)
Undergraduate courses:	BCOM 2800 (business communication) BCOM 4990 (research methods in business communication) BUAD 2820/2830 (leadership sequence for business students) GBUS 4940 (European environment for business: curiosity, culture, and communication) HONR 2180 (rhetoric of public debate)
Graduate course:	MBA 5235 (professional and interpersonal communication)

Faculty-led study tour:	European Union Business Immersion Tour
Student evaluations:	Rated 4.7 out of 5 for “Recommend instructor” and 4.7 out of 5 for “Recommend course” across all courses in the most recent five academic years (Fall 2020 to Spring 2025)
Recognition:	Recipient of the Provost’s Award for Teaching Excellence (2024) One of three finalists in student vote for Professor of the Year by the Seattle University’s graduating class of 2019

## RESEARCH

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Research interests:	Discourse analysis in corporate documentation and interpersonal workplace communication, pedagogy
Publications:	<p>Sedgwick, G., B. K. Ruppert, &amp; Z. Zenteno (2021). A by-product of summer programs: Student marketers and career readiness. <i>Summer Academe: A Journal of Higher Education</i>.</p> <p>Ruppert, B. K., &amp; C. Hoption (2021). Grade expectations: When 100% isn’t good enough. <i>Journal of Management Education</i>.</p> <p>Ruppert, B. K., S. Weihrich, &amp; M. Carpenter (2012). Identifying need and measuring improvement in MBA writing. <i>Journal of the Academy of Business Education</i>.</p> <p>Obermiller, C., B. K. Ruppert, &amp; A. Atwood (2012). Instructor credibility across disciplines: Identifying students’ differentiated expectations. <i>Business Communications Quarterly</i>.</p> <p>Ruppert, B. K., &amp; D. Green (2012). Practicing what we teach: Credibility and alignment in the business communication classroom. <i>Business Communications Quarterly</i>.</p> <p>Ruppert, B. K. (2009). <i>The formative debates and arguments sustaining Germany’s constitutional supranationalism: A rhetorical history of political and economic ideas</i>. New York: Mellen Press.</p>
Presentations:	<p>Ruppert, B.K., M. Frank, &amp; J. Worn (forthcoming). The bad news of surprise and the surprise of bad news: EPS and revenue announcements in earnings calls. Association of Business Communication International Conference, Long Beach, CA.</p> <p>Ruppert, B.K., &amp; L. Caltagirone (forthcoming). We hope this workshop finds you well: Helping students see the value they add to AI output in workplace messages. Association of Business Communication International Conference, Long Beach, CA.</p>

Ruppert, B. K., C. Dickinson-Cove, & H. Blackwell (2021). To frontload or not to frontload: Surprise bad news in earnings calls. Association of Business Communication International Conference, Tampa, FL.

Sedgwick, G., B. K. Ruppert, Z. Zenteno, & J. Sedgwick (2019). Creating a win-win: Building a successful summer programs marketing campaign with student marketers. NAASS Conference, New Orleans, LA.

Ruppert, B. K., & C. Hoption (2018). Grade expectations: When 100% isn't good enough. American Psychological Association, San Francisco, CA.

Ruppert, B. K., & D. A. Green (2015). Email bootcamp: Evidence and strategies from organizational communication. Professional and Organizational Development Conference, San Francisco, CA.

Ruppert, B. K., & V. Zamora (2015). Stance markers as a forensic tool in investigating how managers share information with financial analysts. Association for Business Communication International Conference, Seattle, WA.

Ruppert, B. K., & D. A. Green (2014). Craft without graft: Evidence and practice in rapport-building email. Professional and Organizational Development Conference, Dallas, TX.

Ruppert, B. K., & C. Hoption (2014). Getting past the grade: Motivation strategies to promote good graduates. International Society for the Scholarship of Teaching and Learning, Québec, Canada.

Ruppert, B. K., & D. A. Green (2014). When less is more: Instructor availability, student ratings, and the promotion of self-efficacy. International Society for the Scholarship of Teaching and Learning, Québec, Canada.

Ruppert, B. K. (2005). Advocating (inter)national identity: the contribution of postwar German essayists to the setting of new objectives of state. Conference on Intellectuals and the Nation State, Dublin, Ireland.

Ruppert, B. K. (2005). The constitutional codification of internationalist and European-policy objectives: The Basic Law in a comparative matrix. Pacific Northwest Political Science Association, Coeur d'Alene, ID.

Directed research:

Supervision of Max Pineda (Business Analytics major) and Phillip Stamolis (Finance major), leading to presentation at Seattle University Undergraduate Research Association (2019).

Supervision of Ian Keane (Finance major) and Ryan Shaw (Accounting major), leading to presentation at Seattle University Undergraduate Research Association (2019).

Supervision of Michael Schwartz (Finance major), leading to presentation at Seattle University Undergraduate Research Association (2015).

Supervision of Robert Duggan (Marketing major), leading to presentation at Seattle University Undergraduate Research Association (2015) and the National Conference of Undergraduate Research (2016).

#### INSTITUTION-BUILDING & SERVICE

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Service interests:	Shared governance, academic policy, D1 athletics, and student clubs & organizations
Service to University:	<p>Faculty Senate (faculty governing body)</p> <ul style="list-style-type: none"><li>• Elected member (2021–present)</li><li>• Vice President for Policy (2023–present)</li><li>• Co-chair, Academic Policy Review Committee (2023–present)</li><li>• Chair, Faculty Handbook Committee (2023–24)</li></ul> <p>Men’s and Women’s D1 Swim Team faculty liaison (2021–present)</p> <p>Men’s D1 Soccer Team faculty liaison (2025–present)</p> <p>Executive director of Disability Services Search Committee (2025)</p> <p>Athletics Advisory Board (2020–25)</p> <p>Hunthausen Award Committee (2024)</p> <p>Registrar Search Committee (2024)</p> <p>Board of Trustees’ Intercollegiate Athletics Oversight Committee (2022–23; one-year appointment)</p> <p>Academic Calendar Review (2020), invited consultant</p> <p>University Student Retention Task Force (2019–20), invited member</p> <p>University Term Faculty Steering Committee (2018–20), invited member</p> <p>University Summer Programs (2013–19), invited faculty liaison</p> <p>Seattle University Commencement (2016–19), invited name reader</p> <p>University Strategic Planning (2019), invited consultant</p> <p>Disability Services Search Committee (2017), invited faculty panelist</p> <p>New Faculty Institute (2009, 2010, and 2014), invited panelist</p> <p>Communication Department Search Committee (2013), invited external member</p> <p>Undergraduate Core Assessment Committee (2012), invited consultant</p> <p>Sullivan Leaders’ Day (2011), invited presenter</p> <p>Learning Assistance Program’s Learning Strategy Workshop (2011), invited presenter</p> <p>College Preview Day (2009–2011), invited presenter</p> <p>Vice Provost’s Instructional Technology Forum (2010), invited participant</p>
Service to School:	<p>Albers Term Faculty Promotion Committee (2016, 2017, 2019, and 2023), chair</p> <p>Accepted student open house (2011, 2019, 2020, 2022, 2024, 2025), invited speaker</p> <p>Albers Teaching Community (2020–22), co-chair</p>

Academic Program Portfolio Review Taskforce (2021), elected by peers  
 Albers Diversity, Equity, and Inclusion Committee (2017–20), member  
 CFA Research Challenge (2013–19), invited consultant  
 Freshman move-up event (2008–18), invited speaker  
 Albers Awards Ceremony (2011–17), invited presenter  
 Albers Strategic Planning (2017), member  
 Eth-X Implementation Committee (2016), invited presenter  
 Internal Audit Advisory Board (2016), invited presenter  
 Student Scholarship Committee (2011–15), member  
 Academy of Finance (2009–14), invited presenter  
 Albers Etiquette Dinner (2010 and 2014), invited presenter  
 Albers plagiarism workshop (2014), invited presenter  
 Albers curriculum writing workshop (2013), invited presenter  
 Summer Business Institute (2010–12), invited presenter  
 Albers Celebration of Teaching (2012), invited presenter  
 Albers Technology Task Force (2010–11), member  
 Undergraduate Learning Outcomes Consultation (2010), volunteer  
 consultant  
 Albers Staff Development Workshop (2010), invited presenter

Service to student body: Men's Club Soccer (2012–present), faculty advisor  
 Albers Undergraduate Leadership Club (2019–present), faculty advisor  
 Toastmasters International (2009–17, 2021–25), faculty advisor  
 Alpha Kappa Psi business fraternity (2015–22), faculty advisor  
 Men's Rugby (2015–19), faculty advisor  
 Water Polo (2015–18), faculty advisor  
 MoneyThink (2010–12), faculty advisor

Last updated: July 2025