



## Astrid Sheil

Astrid Sheil, Ph.D. is President of Sheil and Associates, a professional public relations and management consultancy that serves nonprofits and educational institutions, and Professor of Communication Studies at California State University San Bernardino. She is a former Fortune 500 executive and government affairs specialist with extensive experience in corporate (and crisis) communication, marketing and branding, corporate social responsibility (CSR), strategic planning, board development and training, and executive coaching.

Sheil currently serves as the Dean's Fellow for Marketing Communication. Her previous roles include Chair of the Accounting and Finance Department and interim director of development for the Jack H. Brown College of Business and Public Administration at Cal State University. She recently received a \$20,000 Teaching Innovation Grant along with a professor of Theater and a professor of Entrepreneurship to develop a workshop entitled "Improv for Improving Managers' Communication Skills." The workshop is experiential and designed to increase confidence, self-efficacy, and initiative in participants.

For the academic year, 2015 – 2016, Sheil was competitively selected as an American Council on Education (ACE) Fellow, a year-long program that prepares outstanding faculty for future roles in senior administration. Sheil spent her year at Chapman University, a private university in Southern California, working directly for the Executive Vice President of Advancement and the Provost. As part of the ACE program, Sheil also traveled extensively in India, Peru, Colombia, and Puerto Rico and interviewed more than 30 university presidents, provosts, and trustees to learn about national and international higher education issues.

The lead author of the textbook "Dynamic Public Relations: The 24/7 PR Cycle", published by Pearson, Sheil is currently working on her second book on strategic communication for business. Originally from Washington, DC, Sheil is graduate of Georgetown University's School of Foreign Service, and holds an MS and Ph.D. in Organizational Communication from the University of Tennessee.