



RICH STEINACHER

Since joining The White Hawk Group in 2009, Rich has assisted hundreds of corporate clients in identifying and clarifying their career goals, and in developing effective job search plans, résumés, letters of application, and other documents necessary to securing desirable positions in the workplace. Whether hourly employees or candidates from many levels of corporate management, Rich's clients have benefitted from his unique combination of business experience, and more than two decades of academic experience as a college professor, teaching both business communication and writing courses.

Prior to joining White Hawk, Rich combined his academic and business experiences as a Senior Lecturer in Communication at Cornell, teaching Managerial Communication to School of Hotel Administration freshmen and upperclassmen for thirteen years, and also acting as an academic and career advisor for about 20 students per year. As a major part of each Communication course, he taught or directed important career development assignments, including the preparation and development of professional résumés and cover letters.

Rich came to Cornell after nine years as an IBM marketer, during which he designed, developed, and implemented marketing programs as a Consulting Marketing Representative to the industry of Higher Education. While at IBM, Rich participated enthusiastically in its excellent Career Development Program, winning several promotions and Director's Awards as a result. He also assisted colleagues in developing their annual career plans, and in identifying educational programming to support those plans.

Rich joined IBM after completing a sabbatical leave with IBM's Entry Systems (Boca Raton, FL) from Austin College (Sherman, TX) where he was an Associate Professor of Education and English. He also taught at The Florida State University (Tallahassee, FL) and at Wallace Community College (Dothan, AL).

Expertise

- Career Development Strategies & Planning
- Job Search Design & Execution
- Managerial & Business Communication

Experience

- Assisted and advised hundreds of Cornell Hotel School students in the design and development of resumes, cover letters, and portfolios, to enhance career establishment, development, and advancement.
- Designed, developed, and implemented IBM's national strategy for marketing to Schools, Colleges, and Departments of Teacher Education.
- Won four consecutive IBM 100% Club awards for Marketing, and numerous Director's awards for marketing and development of marketing programs.



Rich Steinacher (continued)

Education

Ph.D., English Education, The Florida State University
M.S., Education/Reading, SUNY-Cortland
B.A., English Literature, SUNY-Cortland

Memberships

International Reading Association
PTA
NYSUT/NEA

Publications

Authored several publications, four in refereed journals in Education.

Editor of three "Application Briefs" developed and published by IBM in support of Higher Education Marketing programs.

