# Ginger Koto Vaughn Lecturer and PhD Candidate

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#### ACADEMIC EXPERIENCE

### Rice University, Jones Graduate School of Business

**Aug. 2021 – present** 

Strategic Business Communication

Houston, TX

- Full-time lecturer of Graduate (MBA/EMBA) courses: Strategic Business Communication, Executive MBA, and Entrepreneurial Communication, DEI workshops, Professional writing
- Co-instructor of strategic communication for simulation course (CAPSIM), focusing on strategy, finance, marketing, competitive analysis, teamwork, and decision-making to develop successful organizations
- Divisional Advisor for undergraduate business majors/minors
- Part of AI working group for developing guidelines and best practices on AI usage in the classroom

Rice University Aug. 2019 – July 2021

Activate Engineering Communication Program Houston, TX

- Full-time lecturer in Engineering Communication, Engineering Professional Master's Program (EPMP)
- Developed communication materials, advised students, facilitated workshops

Stanford University Feb. 2020 – present

Stanford Program on International and Cross-Cultural Education (SPICE)

Remote

- Lecturer in Diversity Studies, Women in Japan
- Executive Communication (University of Hiroshima Business School via SPICE)

# The University of Houston

Sept. 2020 – present

Houston, TX

Adjunct lecturer in Intercultural and interpersonal Communication

### **Akita International University**

Valenti School of Communication

Jan. 2016 – July 2019

Communications Faculty, Global Communications Master's Program

Akita, Japan

- Lecturer of global business, media studies, communication, marketing, and public relations courses
- Faculty search committees, developed grant content, graduate committee board member
- Field experience faculty for PR/Marketing Master's program (site visits include Hitachi, FCCJ, USJC)

Hosei University April 2017 – 2019

Global International Studies Program (GIS)

Tokyo, Japan

Adjunct lecturer in Media Studies

## The University of Houston-Downtown

Department of Arts and Communication Studies

Adjunct lecturer in Communications

**Sept. 2015 – Jan. 2016** 

# Japan Exchange & Teaching JET Program

Aug. 2000 – 2002

Houston, TX

City of Yokohama

Yokohama, Japan

- Full-time lecturer of English Communication for City of Yokohama schools
- Participated in teaching training curriculum for global instruction

#### **EDUCATION**

## University of Texas at Tyler

Summer 2025 (expected)

Doctoral Studies in Human Resource Development

Tyler, TX

PhD candidate

Dissertation: Exploring the Influence of Mentorship on Female Entrepreneurs in Incubation Centers: A

Qualitative Study

Chair: Dr. Rochell McWhorter, Committee Members: Dr. Paul Roberts and Dr. Robert Carpenter

University of Houston May 2014

MA in communication, Valenti School of Communications

Houston, TX

- Mass Communication, Public Relations
- Collaborated on public relations project with the City of Houston, PR casework

Waseda University May 2008

MBA, Entrepreneurship and VC (Global School of Management & Finance, Asia Pacific Studies) Tokyo, Japan

Recipient of Ministry of Japan's Ministry of Education Scholarship, MBA investment banking internships

- Dissertation: Japan Table: What's for Dinner?
- Co-editor of Technology Entrepreneurship Workshop journal for three consecutive years (2009-2011)

## **University of North Carolina**

**May 2000** 

BA in Asian studies, Information Library Science, Japanese language

Chapel Hill, NC

- Research on consumer trends and Japanese youth. Conducted thesis fieldwork in Tokyo's Shibuya district
- Studied at Keio University Yokohama/Tokyo campus in 1998-1999.

Passed Japanese leveling exam JLPT2

## UNIVERSITY TEACHING

## **Graduate Teaching**

ENGI 530	Engineering Workplace Communication
<b>MGMT 594</b>	Strategic Communication for Working Professionals
<b>MGMT 596</b>	Professional Writing
EMBA 911	Executive Seminar I (Strategic Comm. for Executives)
EMBA 912	Executive Seminar II (Crisis communication)
EMBA 913	Executive Seminar III (Ethics/Values, DEI, and Presence)
HYBRD 588	Strategic Communication Hybrid
ENGI 501	Professional Communication for Engineers
GCP 612	Methods and Techniques of News Coverage and Interviews
GCP 628	Advertising and Promotion in the Digital Age
G. Vaughn	

2

GCP 648	Media Ethics in International Reporting
GCP 642	Introduction to International Public Relations
GCP 645	Design of Graduation Project
GCP 649/650	Global Communication Practices (GCP) Practicum
ECN 342	Diversity in Business
ECN 319	Social Media and Marketing

# **Undergraduate Teaching**

HRD 3306	Team Building (Spring 2025)
BUSI 361	Entrepreneurial Communication and Pitching
COMM 1304	Introduction to Communication
COMM 3314	Research Methods
COMM 1306	Public Speaking
GIS A6252	Intro to Journalism
GIS A6253	Global Media Effects
COMM 4357	Intercultural Communication
COMM 3376	Media Effects

#### **CONSULTING**

## Communication Consultant Present

Contract Houston and Tokyo

Strategic communication consultant focused on global communications and public relations. Clients include:

- Tesla
- Redbull (via StrategySET)
- Texas Medical Center Innovation (TMCI)
- Hayabusa Energy
- Japan Machine Tools
- Blades International
- Greater Houston Partnership
- Government of Japan (via McCann)
- Stanford University
- UT Southwestern
- Accenture + Asia Seed Foundation

### **CONSULTING HIGHLIGHTS**

# **Texas Medical Center Innovation (TMCI)**

**2022 – present** 

Provide pitch consulting to medical entrepreneurs. Accelerator for Cancer Therapeutics funded by the Cancer Prevention and Research Institute of Texas (CPRIT) in collaboration with the Gulf Coast Consortia (GCC) and the University of Texas Medical Branch (UTMB) to support Texas-based biotech entrepreneurs and researchers.

## **Greater Houston Partnership, City of Houston**

2014

Japan Business Development. Created business opportunities during a 3-day trip in Tokyo for Houston's business leaders. The 35-person delegation included Houston's Mayor, business leaders, CEOs, and company CEO in energy, medicine, and education. Introduced and facilitated meetings with influencers, politicians, industry leaders, and business chambers. Consulted through my start-up, "Nichibei-Handshake".

# **Learning through Helping Young Entrepreneurs**

2011

Consulted Fukushima entrepreneurs post Great East earthquake (2011) through the "Learning through Helping" business plan project with NPO My Vision, Accenture, Learning Brain Institute, and Asia Seed Foundation.

# Japan Ministry of Tourism, "Visit Japan Campaign" Advisor

2006 - 2008

Member of advisory panel to Japan's Ministry of Tourism, "Visit Japan Campaign" for former Prime Minister Junichiro Koizumi and cabinet members. Attended talks on "Eco-tourism and Hiking," "Gift campaign at Narita Airport," and Tohoku regional survey advisor.

### PROFESSIONAL EXPERIENCE

STRATEGY SET Jan. 2015 – June 2019

Agency Consultant, Producer, Strategist

Tokyo/Houston

- Project planning, writing, pitching. developing new business, working cross-functionality with Creative,
   Editing, Technical, and Support teams to collaborate on storylines and content for print and digital content
- Clients include: RedBull, UberEATS, H&M, Mindshare, McCann Erikson, Government of Japan
- Creator of viral campaign content, promotional video for Japan Govt with 20 million+ views

**CCTV America** Feb. 2012 – Dec. 2015

Business Journalist (Web, TV)

Houston, TX

- Oversaw launch of CCTV America's Houston bureau, produced daily live TV content for international broadcast covering energy, finance, business, agriculture, technology, trends, breaking news
- Managed crew and content delivery including pitching, writing, and on-air product as talent, producer
- Conducted expert interviews, managed contacts and network of leaders, officials, and experts

**NHK World** 

Jan. 2004 – 2007, 2009 – Jan. 2012

*Journalist (Web, TV, print)* 

Tokyo, Japan

- Producer, Script writer, editor for TV programs Newsline, Newsroom Tokyo, Asia Biz Forecast, World News
- News presenter, managed intranet and online content, collaborated with editors, directors, and tech staff

Outdoor Japan 2002 – 2004

Writer, Content producer (Web, print)

Tokyo, Japan

- Writer, photographer, researcher for travel and outdoors- first American woman to climb Japan's 100 peaks
- Sustainable travel advisor to Japan's Tourism Ministry, "Visit Japan Campaign" to develop inbound tourism

### INVESTMENT BANKING EXPERIENCE

**BNP Paribas Securities** 

**July 2008 – July 2009** 

Swaps Analyst

Tokyo, Japan

Euro/Yen, Aussie/Yen Equity Swap middle office Exotics desk Middle Office. Duties included processing and analyzing deals with counterparts and traders. Settlements with BNP Paribas bank.

**Calyon Securities (CLSA)** 

May 2008 – Aug. 2008

Equity Research Reporter, Editor,

Tokyo, Japan

Stock researcher for Japanese bio-pharma firms Eisai and Nipon Chemiphar. Reported on company visits

Citigroup Securities Aug. 2007 – Oct. 2007

Researcher/Writer Tokyo, Japan

Researcher of fixed-income products, sub-prime crisis. Mortgage-backed securities/CDOs and derivatives

JP Morgan Securities May 2007 – July 2007

Tokyo Stock Exchange Writer/Researcher

Tokyo, Japan

Equity research on Tokyo Stock Exchange and Equity Capital Markets regulation reports

#### FELLOWSHIPS/DEVELOPMENT SEMINARS

### **Council on International Educational Exchange (CIEE)**

Jan. 2017

Faculty Development (AIU Faculty)

Havana, Cuba

Seminar: Contemporary Cuban Transformations: Social Inequalities and Social Policy

East-West Center Fellow June 2017

Changing Faces Women's Leadership Seminar

Honolulu, Hawaii

Women's Entrepreneurial leadership and collaboration. Moderated community outreach talk "Gals with Lei"

Harvard University May 2016

Kennedy School, Women and Power Executive Leadership Program.

Boston, MA

Executive leadership program for professionals, influencers to navigate public policy and business outcomes

## The University of St. Thomas

Jan. 2014 – 2015

Fellow, US-Japan Initiative

Houston, TX

Established relationships with Sophia University, Saitama University, Japan Foundation,

Asia Society, and US-Japan Council. Coordinated relationships for the first UST Kakehashi scholarship

## The University of Rhode Island

February 2013

Metcalf Fellow for Science Writing and Journalism

Providence, RI

Collaborated with scientists and researchers to communicate science and climate change research

### **PUBLICATIONS**

## REFEREED JOURNAL ARTICLES

Carpenter, R., Murphy, T., **Vaughn, G.** Oliveira, J., & Elfahim, S. (2024). Exploring the Adoption Phenomenon of Artificial Intelligence for Doctoral Studies. *New Horizons in Adult Education & Human Resources Development* (accepted)

### MANUSCRIPTS IN DEVELOPMENT

- **Vaughn, G.**, Navigating the Intersection of Mentoring and Privacy: A Case Study on Ethical Considerations in University Mentoring Programs (under review)
- **Vaughn, G.**, Exploring the Influence of Mentorship on Female Entrepreneurs in Business Accelerators: A Qualitative Study. (in-progress)
- Murphy, T., Olivera, J., **Vaughn, G**., & Elfahim, S. Advanced Longitudinal Structural Equation Modeling: Using the Cross-Lagged Panel Model Method. (in-progress)

- Elfahim, S., **Vaughn, G**., Moore, K., & Damlaj, W. *Navigating Leadership Development in Skilled Trades: A Scoping Review* (in-progress)
- Murphy, T., **Vaughn, G**., Carpenter, R., & McWhorter, R., *Artificial Education and Medical Education Preceptor Readiness* (in-progress)

### ACADEMIC HANDBOOKS AND WORKSHOP

- Vaughn, G. (2021) Rice Engineering Guidelines for EPMP Student Summer Internships (internal use)
- **Vaughn, G.,** & Murphy T., Mentoring Guide for UT Tyler PhD Students (in-progress)
- Ohe, T. & **Vaughn, G**. 2009 2011). Waseda University Technological Entrepreneurship Workshop Handbook. Waseda University Organization for Japan-US Studies (WOJUSS) Publisher. Waseda University Press., vol 1-3

### REFEREED CONFERENCE PROCEEDINGS

- Carpenter, R., Murphy, T., **Vaughn, G.** Oliveira, J., & Elfahim, S. (2024) Exploring the Adoption Phenomenon of Artificial Intelligence for Doctoral Studies. *Academy of Human Resource Development Conference*, Arlington, VA, February 21-24, 2024
- Murphy, T., **Vaughn, G**., & McWhorter, R. (2024) Artificial intelligence in healthcare education and mentoring. [Poster presentation] *Academy of Human Resource Development Conference*, Arlington, VA, February 21-24, 2024
- **Vaughn, G**. (2013) Influence of New Media of Twitter: Climate change discussions in Japan and the US. [Poster presentation] *International Conference of Environmental, Cultural, Economic, and Social Sustainability*. Hiroshima, Japan. January 23-25, 2013

#### OTHER ACADEMIC PUBLISHED WORKS

Ashizawa, K., **Vaughn G**., and Vo, A. (2016). A Historical Overview: Japanese American Internment and Muslim Registry. Harvard Kennedy School, *Asia American Policy Review* 

### NON-ACADEMIC PUBLISHED WORKS

Japan Tourism Campaign (2017-2019) Enjoy My Japan (McCann Erikson & Japanese Ministry website copy)

Vaughn, G. (2016-2017). (Producer) CTV Lifestyle content. StrategySet

Vaughn, G. (2015). A Treatment for Alzheimer's Might Lie in the Brains of Hibernating Bears, VICE Media

Vaughn, G. (2014). Aquaponics: Scaling Down for Sustainability, EuroBiz Magazine

Vaughn, G. (2011, October). One Woman's Hyakumeizan. The Japan Times

Vaughn, G. (2009 - 2015). (Reporter/Producer) (100+ News videos). Published content, NHK World, CGTN

Vaughn, G. (2002 - 2011). (Writer) (50+ Articles). Outdoor Japan Media

Vaughn, G. (2012, December) Oyster Rebound. EuroBiz Magazine

Vaughn. G. (2011, November). One Woman's Hyakumeizan. The Japan Times

### **SERVICE AND MEMBERSHIPS**

## US - Japan Council, Regional Mentor Program

2017

Facilitated panel discussion on journalism and ethics attended by journalists and USJC members

## **AIU University, Search Committee**

2016 - 2017

Akita International University, Global Business Faculty selection committee

## **AIU University, Publications Committee**

2016 - 2017

Akita International University, Global School of Communication Practices Library Committee

## Media Consultant, Learning Brain Institute

**Sept. 2011** 

Media liaison for Fukushima youth entrepreneurs through the *Learning through Helping* Business Plan project with NPO My Vision, Accenture, Learning Brain Institute, and Asia Seed Foundation.

# **US-Japan Communications Committee**

2014 - 2016

Coordinated communications guidelines with board members to promote online engagement on LinkedIn and social media ahead of USJC annual conferences in Seattle, Washington DC, Honolulu, and Tokyo.

## **United Nations University and Peace Boat Facilitator**

**June 2011** 

Coordinated volunteers for disaster relief efforts post 3/11/2011 earthquake and tsunami. Worked with Peace Boat task force and British Chamber of Commerce, United Nations University.

### ENTREPRENEURIAL ENDEAVORS

Tokyo Story 2022 – present

Member of collaborative investment firm Falcon JP Investment.

### **Texas Freight Group LLC**

2021 - 2022

Logistics company aimed at providing US freight services during the global pandemic.

Nichibei Handshake LLC 2013 – 2015

Consultancy aimed to provide legal counsel and cultural communication for Japanese firms.

# Japan Ministry of Transportation Advisory Team

2005 - 2007

*Visit Japan Campaign* advisory work on foreign tourism growth in Japan. Projects included promoting eco-tourism and regional airports gift campaign.

### ENTREPRENEURIAL COACHING/MENTORSHIP

# **Rice University Entrepreneurship Coach**

**2021 – present** 

Mentor and coach for Rice university students ahead of Rice Business Competition (RBC)

### **Houston Innovation Hub (ION)**

2023

Poptarts and Pitches, coach and mentor for ION entrepreneurs

### **Texas Medical Center Innovation**

**2022** – **present** 

Coach for US based entrepreneurship Advanced Cancer Therapeutics (ACT) program funded by CPRIT grant and UK cohort grant for medical entrepreneurs

# **US-Japan Council Tomodachi Business Mentor**

2015 - 2017

Kanto regional leader for young professionals and youth-focused entrepreneurship

# **Japan Business Model Competition (JBMC)**

2017 - 2018

Judge and mentor to prepare university and graduate students to be global entrepreneurs

#### **ACADEMIC CONFERENCES AND SUMMITS**

# **Academy of Human Resource Development (AHRD)**

2022 - 2024

Member, Presenter, Journal Reviewer

## **Management Communication Association**

2024

Member, Presenter

### **Academy of Management**

2023

Member, Participant in Teaching and Learning Conference

### G-20 Research Institute in Ise-Shima, University of Toronto

2016

Member of G-20 Ise-Shima research institute team member led by University Toronto, Dr. John Kirton

## Global School of Asia Pacific Studies, Waseda University

2015

Presented on Influencers on Social Media: Influencers on Twitter and Environmental Issues

# International Academic Conference, On Sustainability, Hiroshima, Japan

2013

10th Intl Conference of Environmental, Cultural, Economic, and Social Sustainability. *Social media influence:* "Because Twitter Says So: Who is a Twitter influencer on Climate Change?"

# Waseda University Conference, Ulan Bator, Mongolia

2009

Participant of International Change Climate on Conference and Adaptive Capacity Development: Combating Desertification and Sustainable Grassland Management in Govi Region, Mongolia.

## **INVITED LECTURES & PANELS**

## Hiroshima University Business School via Stanford (June 2024)

Strategic Global Communication

### Hiroshima University Business School via Stanford (June 2024)

Communicating Your Pitch

## Stanford University (2020-2024)

Stanford Program on International and Cross-Cultural Education (SPICE), Diversity in Japan lecture

## Saitama University (2016)

Graduate seminar, The Rise of Political Power on Social Media: Media: Media's Love & Hate Relationship with Trump

## Meikai University (2009 – 2011)

Environmental Media and its Challenges

# Tokyo University of Foreign Studies (TUFFS) (2011)

Writing about Financial Crises

## Stanford APARC Dialogue: "Energy Challenges, Opportunities for the US and Japan" (Feb. 2015)

Participant in closed panel dialogue. Sponsored by Sasakawa Peace Foundation (SPF) and Shorenstein Asia-Pacific Research Center (S-APARC), in Association with the US-Japan Council.

## Stanford APARC Dialogue: "Innovation: Silicon Valley and Japan" (Jan. 2014)

Participant in closed panel dialogue. Sponsored by Sasakawa Peace Foundation (SPF) and Shorenstein Asia-Pacific Research Center (S-APARC), in Association with the US-Japan Council.

## Global Entrepreneurship Week (GEW) Kauffman Foundation/DELL (Nov. 2011)

Green Director, Tokyo Japan. Served as co-director of the "Green Change Makers" series with Eco Waza during Global Entrepreneurship Week 2011 sponsored by the Kauffman Foundation and Dell.

### AWARDS/RECOGNITIONS

# **US – Japan Council, ELP Program**

2012 - 2016

Selected as an Emerging Leader's Program Fellow (Washington, DC, Seattle, WA, Honolulu, HI, and Tokyo)

### **100 Mountains of Japan**

2013

Summitted Japan's 100 great peaks (Japan's *Hyakumeiza*n)

#### **USJC Tomodachi Mentoring Award**

2018

#### **Ministry of Education Scholar**

2005 - 2008

Awarded a full scholarship to Waseda University Graduate School of Asia Pacific Studies

#### **BOARDS/MEMBERSHIPS**

# **University of Houston Valenti Alumni Board**

**2023 – present** 

Focus on establishing mentorship program for professional alumni network

## Global Austin (To be rebranded as Global Texas)

2024

Houston board member, citizen diplomacy through international exchange and relationship building

US-Japan Council 2012 – present

Professional network aimed at US-Japan relationships building through people-to-people connections

## **US-Japan Council Communications Board**

2014 - 2016

Facilitated communication and engagement with USJC members and stakeholders

#### ACADEMIC SERVICE

## Rice University, Artificial Intelligence Working Group

**2023** – present

Faculty and Center for Teaching Excellence staff committed to establishing guidelines on AI usage

## Rice University, Jones Graduate School of Business Speaker Series Lead

2023 - 2024

Facilitated Executive EMBA second-year professional speaker sessions

## Rice University, Business Advisor (McMurtry College)

**2023** – present

Curriculum advisor for undergraduate students

## Rice University, Resident Advisor (McMurtry College, Hanszen College)

2022 - 2024

Resident advisor for undergraduate students

# **Rice University, Business Communications Group Faculty Search Committee**

2022 – present

Faculty search committee for future faculty hires in business communication

## **AIU University Faculty Search Committee**

2016 - 2018

Akita International University, Global Business Faculty selection committee

## **AIU University Committee**

2016 - 2018

Akita International University, Global School of Communication Practices Library Committee

### **GLOBAL SERVICE**

# **US-Japan Council, Regional Mentor Program**

2016

Facilitated panel discussion on journalism and ethics attended by journalists and USJC members

## **United Nations University and Peace Boat Facilitator**

**June 2011** 

Coordinated volunteers for disaster relief efforts post 3/11/2011 earthquake and tsunami. Worked with Peace Boat task force and British Chamber of Commerce, United Nations University.

## MEMBERSHIP, PANELS, PARTICIPATION AND TRAINING

<ul> <li>Management Communication Association (MCA)</li> </ul>	2024
- Wallagement Communication Association (WCA)	2024
<ul> <li>UT Tyler, PhD HRD Advisory Team (PHAT), lunch &amp; learn co-organizer</li> </ul>	2023 – present
<ul> <li>Society of Human Resource Management (SHRM)</li> </ul>	2023 – present
<ul> <li>Academy of Management (AOM)</li> </ul>	2023 – present
<ul> <li>Association of Training and Development (ATD), member</li> </ul>	2023 – present
<ul> <li>Asia Society of Texas, Member</li> </ul>	2013 – present

•	Association of College and University Educations (ACUE)	Virtual & In-person 2023
•	Asia Society of Texas, Women's Journalism Panel, Moderator	Houston, 2023
•	City of Houston, USJC, Japan Govt. Sustainability Panel, Workshop	Houston, Tokyo 2022, 2023
•	Girls for Girls, Leadership Mentor	Houston, TX 2021
•	Off-Campus TV (Faculty pilot podcast)	Virtual, 2021
•	Association of Finance Professionals Annual Conference	Virtual, 2020
•	East-West Center, Changing Faces Leadership Program/Moderator	Virtual 2022, 2021, Honolulu 2017
•	Girls for Lei, Speaker Moderator	Honolulu, 2017
•	Harvard Executive Leadership Program	Boston May 2017
•	Council on International Education and Exchange	Havana, Cuba Dec 2016
•	U40 Leadership Summit	Los Angeles Oct 2016
•	G-20 Research Group, University of Toronto	Ise-Shima, Japan May 2016
•	University of St. Thomas, Fellow, Center of International Studies	Houston, TX 2014, 2015
•	US-Japan Council Tomodachi Leadership Program (ELP)	DC, Seattle, LA 2012 – 2016
•	Stanford APARC Dialogue/Shorenstein Institute	Stanford, CA 2014, 2015
•	Metcalf Fellow for Science Writing and Journalism	Providence, RI 2013
•	Global Entrepreneurship Week/Kaufman, Dell Foundation	Tokyo, Japan 2012
•	United Nations Conference on Change	Ulan Bator, Mongolia 2009