



THE UNIVERSITY
OF THE ARTS

Strategic Planning Mission Statement Facilitator

Frank J. Oswald



Frank J. Oswald has led the development of corporate, investor and marketing communications programs for leading companies and brands for more than 35 years. His clients have included a broad range of global businesses, from Accenture to Yahoo!, as well as startup companies, academic institutions and nonprofit organizations. Prior to launching his consulting practice in 1995, Oswald was the managing partner of a national design and communications firm, and the creative director of another, consistently earning top international awards, including recognition in “U.S. Design 1975-2000,” a traveling museum exhibition that debuted at the Denver Art Museum. Oswald also directed advertising and public relations at GE Medical Systems, introducing the company’s first magnetic resonance imaging (MRI) system, and Sentry Insurance, helping to pioneer “plain talk” insurance policies. He has an M.S. in

strategic communications from Columbia University, and a B.A. in journalism from the University of Wisconsin–Madison, where he was a Harry J. Grant Milwaukee Journal scholar. Oswald has been on the faculty of Columbia University’s Strategic Communication program since 2010, where he currently teaches Principles in Persuasion.