

**Stuart Diamond**

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**Curriculum Vitae**

**The Center of Ethics at St. Thomas University (Miami, FL.) - Present:**

- Author and Director of Ethical Trust Program. (Ethical Trust is based on the premise that the impact of ethics training can be measured and is eminently pragmatic, laying the foundations for long-term organizational success.)
- Leads outreach in multiple business sectors, including academic, private, and non-profit sectors.

**Woodrow Wilson Visiting Fellow (Council of Independent Colleges) - Present:**

- Residencies at colleges throughout the country in support of the Liberal Arts
- Topics have included ethics, philosophy, journalism, writing, the arts, et al.
- Institutions: Centenary College, Lindsey Wilson College, Emerson College, Lake Erie College, Alma College, Concordia University, Radford University, Valparaiso University, St. Ambrose College, St. Thomas University, Lindenwood University.

**California Institute of Integral Studies (San Francisco) - 2008 to 2017**

- Board of Trustees
  - Oversight and envisioning the overall direction of the school, including budget and academic curriculum.
  - Helped develop non-academic programs
  - Helped develop programs for local San Francisco and Silicon Valley corporate sector
  - Consulted on corporate outreach

**Merrill Lynch/Bank of America – 2012 to 2014**

- “The Power and Profitability of Trust”: Writer, producer, and presenter for one of the highest rated educational training programs to top tier Financial Managers
- The program was developed in conjunction with Merrill Lynch management in response to the ethical violations and loss of trust in the wake of the 2008 financial crisis

**Empowered Learning – 1993 to 1997**

- Developed educational and arts programs presented in hundreds of elementary schools across NY Metro region.
- Developed “Empower Your Child”, educational programs for parents and children
- Co-hosted “Empower Your Child” radio program, distributed nationally by American Public Radio

**Empowered Medical Media (aka Empowered Doctor) – 2006 to 2016**

- President/Editor-in-Chief - Produced 2500+ news and video stories on medicine and healthcare
- Web Content Management for major brand names in healthcare (e.g. Columbia Presbyterian, Cancer Treatment Centers of America, Harkness Eye Institute, et al)
- CBSNewYork – daily healthcare newsfeed for CBS Online
- Empowered Doctor - one of the most successful early Search Engine Marketing campaigns

**National Physician of the Year Awards (Castle Connolly Medical) - 2006 to 2016**

- Media producer: video biographies of major figures in modern medicine

**Empowered Media – 1997 to 2006**

As President/Producer worked with C-Level personnel at major corporations, governmental agencies, and NGOs. While it varies from project to project, range of skills included: marketing, sales, creative, development, writing, directing, execution, original visuals, music, and delivery. Below are a few highlights:

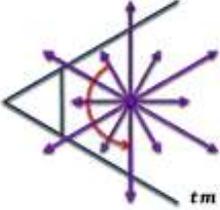
- Nationally Syndicated Television: Flight to Mars, Best Doctors in America, Music Specials
- Corporate Videos and Commercials: L3 Communications, Computer Associates, American Express, Merck, Searle, Commercial Envelope, Glaxo, etc.
- Customs-Trade Partnership Against Terrorism (CTPAT) – Initial online educational platform in partnership with US Customs, L3 Communications, and Fed Ex
- Human Rights Projects – The Independence of Kosovo, The Rescue of the Jews in Albania in WWII (United Nations)

**Education**

MFA, Sarah Lawrence College - 1973

BA, Haverford College (Honors and Phi Beta Kappa) - 1971

## Educational Initiatives

	<p>Ethical Trust is based on the premise that the impact of ethics training can be measured and is eminently pragmatic, laying the foundations for long-term organizational success. Developed in conjunction with the leadership at The Center of Ethics at St. Thomas University in Miami, the program is presently being offered to the for-profit and non-profit sectors in Florida.</p>
	<p>Developed in response to the calamitous loss of trust in the financial system in 2008, <i>The Power and Profitability of Trust</i> was introduced to top-tier Financial Managers at Merrill Lynch. The courses became one of Merrill's top-rated professional development programs. The program helped Financial Managers re-establish trust with their clients - personally, institutionally, and in the financial sector.</p>
 <p><b>Empowered Learning</b></p>	<p>Produced educational programs for Empowered Learning, including a program for parents called "Empower Your Child". Co-hosted a nationally syndicated radio program on parenting, distributed by American Public Radio. In addition, produced several hundred free concerts that were presented throughout the New York Metropolitan Area, primarily in inner city schools.</p>
 <p>CTPAT</p>	<p>CTPAT stands for Customs Trade Partnership Against Terrorism. A program initiated by US Customs, it sought to create a world-wide network of all the businesses that traded internationally. The goal was to share and enforce best practices to combat terrorism. We helped put together a consortium between US Customs, L3 Communications, and Fed Ex to develop an online portal and knowledge management system for CTPAT members.</p>
 <p><b>Council of Independent Colleges</b></p>	<p>As a <a href="#">Woodrow Wilson Visiting Fellow</a> under the auspices of the Council of Independent Colleges, visit liberal arts colleges throughout the country advocating the value of the Liberal Arts. Consult with college presidents, trustees, administrators, and faculty on an array of academic issues.</p>
 <p><b>California Institute of Integral Studies</b></p>	<p>For 9 years a Trustee at <a href="#">The California Institute of Integral Studies</a> in San Francisco. Primarily a graduate school, it has nationally recognized programs in psychology and Asian medicine. Involved in budgetary and academic management of the school.</p>

**Healthcare Initiatives**

 <p><b>Empowered Doctor</b></p>	<p>For 11 years (2005 to 2016), Partner and Editor-in-Chief of <a href="#">Empowered Doctor</a>, overseeing the production of over 2500 health-related news stories. Today more than 500 videos are still online at Empowered Doctor’s YouTube channel. In the early years of SEO, Empowered Doctor’s web content dominated the search engines, providing top ranking positions for scores of clients in healthcare. Content appeared regularly on major media sites – CBS Online, Chicago Tribune, et al.</p>
 <p><b>New York Presbyterian</b></p>	<p>Worked closely with the physicians and administrators at the Columbia University Medical Center/NY Presbyterian Hospital. We developed extensive marketing programs, websites, and videos for the Departments of Ophthalmology, Orthopedics, and Surgery. The goal was to tell a better story, improve online presence, and bring new patients to the departments.</p>
 <p><b>Castle Connolly</b></p>	<p>In partnership with Castle Connolly Medical Ltd., produced the media for The National Physician of the Year Awards. Interviewed and told the stories of 60 remarkable men and women, whose research, insight and hard work have changed the face of modern medicine - impacting the lives of millions of people throughout the world.</p>
 <p><b>CTCA</b></p>	<p>Provided independent online marketing services to Cancer Treatment Centers of America. Became CTCA’s most cost-effective, patient acquisition strategy.</p>
 <p><b>Financial Times</b></p>	<p>Helped develop content and recruited physicians for Financial Times US Healthcare Life Sciences Summit 2018</p>