



PHILLIP G. CLAMPITT

Phillip G. Clampitt (PhD, University of Kansas) is the Blair Endowed Chair of Communication at the University of Wisconsin Green Bay. He was previously designated the Hendrickson Named Professor of Business. Phil has won numerous awards for his teaching and scholarship.

His students started calling him “Dr. So What” because he asked, “So what?” so often, as a prod to encourage them to think about the implications of their ideas. He embraced the moniker and created a website devoted to improving critical thinking (DrSoWhat.com).

The *Wall Street Journal* and *MIT Sloan Management Review* highlighted his work on decision downloading, which details how companies can effectively communicate decisions to those not involved in the decision-making process.

His book, *Communicating for Managerial Effectiveness* (sixth edition), is a Sage Publications best-seller (mycmebook.net). He also authored the book *Social Media Strategy: Tools for Professionals and Organizations* (amazingSMstrategy.com). His most recent book, *Clear Thinking in an Age of Hype, Nonsense, and Anxiety*, is available on iBooks or Amazon Kindle (clearthinkingtoday.com).

In addition to many guest speaking opportunities in the United States, he has also been invited to speak internationally at the University of Pisa, the University of Aberdeen, the University of Ulster, and numerous multinational businesses and professional organizations.

As a principal in his firm, Metacomm, he consults on communication issues with a variety of organizations, such as PepsiCo, Manpower, Schneider National, American Medical Security, Dean Foods, the Boldt Company, Thilmany Papers, Dental City, Prevea, the US Army War College, Appleton Papers, and Nokia (imetacomm.com).