

Marc Abernathy

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Summary

I have over 10 years of experience getting my academic clients in the social and natural sciences published, funded, and hired by providing three services:

- developmentally editing their research manuscripts to improve the structure, present their ideas and concepts clearly, and emphasize the contributions to literature
- editing their written texts on-screen and showing them how to improve their academic writing in individual coaching sessions
- designing and creating their slides, writing and editing their presentation scripts, and training them to confidently present their research in interviews and talks

I also teach academic workshops at universities and research institutes such as the Ludwig-Maximilian-University in Munich and the Ludwig Boltzmann Gesellschaft in Austria, helping academic researchers to write confidently and independently. I have over 10 years of experience teaching and training corporate clients to communicate in English and nearly six years of experience teaching courses at universities of applied sciences. In addition, I have written eight textbook modules and published 25 articles on business topics. Before that, I managed a team of consent form editors in the clinical-research field and was a technical and medical writer and editor.

Education and Training

University of California, Berkeley

Bachelor of Arts in History

Spring 2003

- With additional coursework in economics, business administration, marketing, statistics, and political science

University of California, Berkeley, Extension

Professional Sequence in Editing

September 2010–December 2011

- Completed a four-course, eight-unit professional editing program, with courses on grammar and usage, intermediate copyediting, and substantive editing

University of Cambridge/Berlin School of English

Certificate in Teaching English to Speakers of Other Languages (CELTA)

July 2010

- Completed 120 hours of training on practical teaching skills, theory, and course planning; taught six classroom lessons to English-language learners; received feedback, teaching advice, and assessments from three experienced coaches; and wrote self-evaluations of my lessons.

Skills & Experience

- Developmentally editing academic texts
- Coaching individuals and groups on how to write academic texts well
- Writing textbooks modules and business-magazine articles and content
- Coaching groups and individuals to give presentations and speak in public
- Teaching in-person and online university courses
- Planning and writing case studies
- Managing multiple teams

Workshops, Coaching, and Teaching & Training

Workshop Trainer & Coach—Academic Writing, Business Writing, & Presentations

TH Köln, Academy for Continuing Education in Research / Institute for Technology and Resources Management in the Tropics and Subtropics, Cologne (DE)

January, March, May, & June 2021
May, November, & December 2020
May 2019, & July 2017
January & February 2015

In four-day workshops twice a semester, I teach professors, lecturers, academic staff, and students how to write clear and compelling academic texts. Using participants' own work and other published articles, I teach them how to edit their own texts and give useful feedback on their peers' writing. Other workshop sessions include the importance of arguments and how to craft them; using arguments to write clear sentences and solid paragraphs; how to integrate evidence to support arguments and emphasize key points; how to structure and restructure texts; and how to revise their written work to meet journal standards.

Ludwig Boltzmann Gesellschaft Winter School, Vienna (A)

February 2021

I taught writing and revising skills to 13 PhDs and postdocs in the social and natural sciences to help them get their research published in peer-reviewed journals (e.g., *Science Advances*) and their proposals funded by agencies and foundations (e.g., Chanse). I opened three of the week's workshop sessions with brief talks on elements of academic writing: (1) how to use the abstract to structure and write an entire article, (2) how to focus readers' attention and emphasize key points, and (3) how to improve one's writing by providing context, stressing the main point, and clearly connecting ideas. In addition, I offered them my advice on how to make writing less stressful and more productive. I also coached participants in 19 individual writing-coaching sessions (some participated twice), editing their texts on-screen and showing them how to express their ideas clearly and forcibly.

LMU Mentoring Program (Faculties of History and Theatre Arts), Munich (DE)

October 2020

Led a four-hour online workshop for 11 participants in the History and Theatre Arts faculties at the Ludwig-Maximilians University. The workshop was centered around five writing concepts: (1) subjects, characters, and action; (2) sprawl; (3) old before new; (4) when to use active and passive voice; and (5) complexity last. In breakout sessions during the workshop, participants worked through examples to apply and reinforce the concepts. In individual 90-minute sessions following the workshop, I evaluated and revised participants' work on-screen and sent them detailed notes diagnosing their writing challenges and suggesting ways to improve.

TH Wildau, Wildau (DE)

April 2018

For a workshop titled "Read the Room: Adapting Your Pitch, Argument, and Other Business Communication," I trained staff, professors, and students to adapt their messages to different formats and outlets (e.g., presentations, social media, emails, and proposals) and audiences within organizations (e.g., sales and marketing, research and development, students and staff).

Human Resources, TH Köln, Cologne (DE)

November 2015–July 2016

Trained 11 university HR staff to recruit, interview, and hire new international professors and staff in English. We created scripts and practiced recruiting and hiring scenarios, and developed vocabulary and explanations about employee benefits; work contracts; pay scales; and legal, tax, and hiring requirements in the German university system. I translated university hiring forms and information sheets and created hiring-process workflows in English to match the forms, sheets, and workflows in German. I also wrote a frequently asked questions and additional-resources leaflet for external candidates.

Center for Teaching Development, TH Köln, Cologne (DE)

November 2015, January 2016

Taught English to internal university academic coaches so they could advise professors and staff as part of the “Excellence in Teaching” program at TH Köln. I translated vocabulary to describe teaching concepts and methods and taught the coaches how to talk about learner outcomes and needs, teaching concepts and methods, and teaching portfolios and student progress. We created scripts and dialogues to help them practice coaching and build confidence and fluency.

Center for Teaching Development, TH Köln, Cologne (DE)

April 2015

Coached a member of the senior staff to give a presentation and talk in English to an academic research group. During five sessions, we translated slide content and key terminology and incorporated case studies to illustrate teaching concepts. Practice sessions helped this client present naturally and confidently, reduced the client’s anxiety, and helped the client anticipate and prepare for audience questions.

Business English Trainer

Self-employed freelancer, Cologne & Berlin (DE)

January 2011–January 2020

Trained clients at global corporations, midsize companies, and start-ups to give presentations, negotiate contracts, write legal documents, network at sales events, participate in global conference calls, and write professional emails. I also coached event moderators and helped them prepare scripts and present at live and recorded events, awards shows, and industry conferences and trade fairs.

Industries & organizations

- Public relations, media, & trade fairs (FischerAppelt, GroupM, IFA)
- Insurance (AXA, Roland)
- Television (RTL Group, WDR)
- Transportation (BMW, Volvo, Lufthansa)
- Energy (RWE, Rheinbraun)
- Durable, industrial, & consumer goods (Miele, Dyson, REWE Group, Continental, Dyckerhoff)

Lecturer at Universities of Applied Sciences

TH Wildau, Wildau (DE)

September 2018–January 2020

Taught three blended (lecture and online) courses per semester for three semesters to students in Business, Law, Logistics, and Automation study programs. I coached students to prepare, give, and revise their business presentations for hiring committees and investors and taught them how to apply and interview for jobs. I also taught logistics concepts and terminology and showed students how to document and explain their coding and automation project steps. For logistics’ students capstone project, they founded fictitious logistics-related companies and I advised them how to form partnerships, negotiate contracts, and present their work and companies to the entire class.

University of Applied Sciences for Applied Management, Berlin (DE)

March 2018–August 2019

For three semesters, I taught two blended (lecture and online) language courses per semester to students in the Business Psychology and Sports and Football Management study programs. One course emphasized grammar, paragraph and summary writing, reading comprehension, and idioms; the other prepared students to give business presentations, negotiate effectively, improve their reading and scanning skills, and manage their time.

Cologne Game Lab (TH Köln), Cologne (DE)

April 2015–July 2016

Taught students in Digital Games BA program how to write essays about assigned written work and game-development projects, helped them develop game characters and stories, and taught them how to document their work steps. Trained students to give presentations—how to distill their messages and structure them clearly, how to use body language and movement when presenting in front of audiences, and how to match their slide content with the spoken portion of their presentation.

In five semesters of teaching, I taught 31 courses to more than 300 full- and part-time students. Below is a listing of students' concentrations/areas of study, the courses I taught, and brief descriptions of some of my courses.

Concentrations/Areas of study

- Business Administration
- Business Psychology
- Media and Communications Management
- Health Economics
- Logistics and Retail

Courses

- Business Ethics and Corporate Responsibility
- Rhetoric, Public Speaking, Presentations, & Communication
- Business Topics, Current Affairs, & Business Writing
- Negotiations, Interviews, Teambuilding, & Leadership
- Business Writing
- Business Language Issues
- Writing Workshops & Tutorials

Course descriptions

- ❖ Taught students how to create persuasive six-minute presentations using narrative structure, simple visual slide design, classical rhetorical techniques, body movement, and spoken language (Rhetoric, Public Speaking, Presentations, & Communication).
- ❖ Used excerpts from six business books to teach language and business concepts, business writing, and debating (Business Topics, Current Affairs, & Business Writing):
 - *Outliers* and *The Tipping Point* (Malcolm Gladwell)
 - *The Long Tail* (Chris Anderson)
 - *How to Fail at Almost Everything and Still Win Big* (Scott Adams)
 - *Flash Boys* (Michael Lewis)
 - *Googled* (Ken Auletta)
- ❖ Taught a course structured around a series of student debates on corporate responsibility and business challenges, including eco-entrepreneurship, the triple bottom line, carbon footprints and offsets, climate change, and The Friedman Doctrine (Business Ethics and Corporate Responsibility).
- ❖ Designed a case-study writing course. Student teams wrote case-study chapters on Google, documenting and analyzing its business model, growth strategy, history, financing, marketing, and regulatory approach. Teams chose leaders and were responsible for researching, writing and editing chapters, and meeting deadlines (Business Writing).

Editing & Writing

Developmental Academic Editor

Self-employed freelancer, Berlin (DE)

February 2011–present

Developmentally edit academic texts for clients who need to publish their research in peer-reviewed journals and have their research funded by agencies and foundations. Below is a list of where my clients have submitted and published their work, the universities and research institutes they are affiliated with, where they have submitted the proposals I have edited for them, and the agencies and organizations that have funded these proposals.

Clients' work submitted to and published in the following journals and outlets

Natural sciences

- *Science*
- *Nature*
- *Nature Communications*
- *ISME Communications*

Humanities

- *The Drama Review*
- *Oxford Handbooks*

Social sciences

- *Academy of Management Journal*
- *Academy of Management Discoveries*
- *British Journal of Management*
- *Organization Studies*
- *Strategic Entrepreneurship Journal*
- *Entrepreneurship Theory and Practice*
- *Journal of Business Research*
- *Journal of Management Studies*
- *Global Strategy Journal*
- *Organization Science*
- *Administrative Science Quarterly*
- *International Journal of Hospitality Management*
- *Strategic Management Journal*
- *Journal of International Business Studies*
- *Journal of Small Business Management*
- *Journal of Vocational Behavior*

Client universities and research institutes

- Free University Berlin
- University of Göttingen
- University of Cologne
- University of Graz
- University of Innsbruck
- University of Mannheim
- University of Antwerp
- TH Köln
- London School of Economics
- University of Jyväskylä
- Western Sydney University
- IE University
- Witten/Herdecke University
- Aalto University
- Ludwig-Maximilian University Munich
- Max Planck Institute
- Leuphana University Lüneburg
- University of Oxford
- TU Chemnitz
- University of Passau
- Vaasa University
- Stanford University
- University of Sydney
- Macquarie University
- University of Trier

Clients' funding applications & proposals submitted to and awarded by the following agencies and foundations

- European Research Council (ERC) (Frontier Research Grants)
- German Research Foundation (DFG) (proposals for the Walter Benjamin Programme, Research Fellowships, and the Emmy Noether Programme)
- Volkswagen Stiftung Funding Initiatives (Freigeist Fellowship)
- Branco Weiss Fellowships

During my three years as guest author for *Smart Business English*, an English-language magazine for German-speaking business professionals, I wrote 25 articles, recorded podcasts for nearly half of them, and created many grammar and vocabulary exercises. A sample of my contributions:

- **“Better listener, better manager”** (April 2017), article and podcast.
- A case study of Netflix and how it used customer pain points to develop a transformative business model (May 2017).
- **“Who are you and what do you do? Craft an elevator pitch for effective networking”** (May 2017)
- **“Innovating your way to success: 3 tips for better business outcomes”** (August 2017), an article on how failure benefitted Dyson and PayPal, how Pixar successfully leveraged a trial-and-error approach and small starts, and how talking with customers led to new product ideas at Hewlett Packard. An in-depth inset advises managers on how to make small bets, put together teams to bring out individual strengths, and to see limits as opportunities.
- **“How to disagree with your boss without getting fired”** (September 2017)
- **“Doing the tasks you can’t do, up to 58 times faster”** (November 2017), on how deep learning can improve service quality, attract and retain customers, and increase sales. Includes a case study on the German retailer Otto.
- **“Moving at the speed of Zara: A business model for everybody”** (July 2018), a case study and podcast on elements of Zara’s business and production model, such as how they anticipate customer demand and why their unique IT strategy saves them money and increases efficiency.
- Country-focus articles on Brazil, India, and Portugal

Author of Eight Textbook Modules (print and online)

I wrote eight textbook modules for students at a university of applied sciences. Each module was designed to combine grammar, vocabulary, writing, and language work with business skills and topics. Below are the module titles; descriptions and excerpts; and selected chapters, case studies, and student tasks.

“Going Global: International Customers and Markets” (76 pages)

This module prepares students to evaluate foreign markets, establish trade and business ties, and launch products abroad. From the introduction: *“Value propositions. Market-entry modes. Consumer and market trends. These abstract terms and concepts are all important in international and consumer markets, but they can be hard to grasp concretely. To make these terms and concepts tangible, we look at them from the perspective of one product. We start this chapter with HealthSchörle, a carbonated smoothie headed for the Brazilian market. . .”*

Chapters

- “The smoothie with fizz: Meet Healthschörle”
 - Product research: Learning about products, markets, and consumers
- “Product and consumer markets in Germany”
- “Country focus: Brazilian consumers, competitors, and markets”
- “Deciding whether to enter a market and if so, how”

Case studies & student tasks

- German leaders succeed abroad: Aldi & Lidl
- Backing out: Walmart in Germany
- Features versus benefits
- The value proposition
- The Brazilian consumer-beverage market
- Retail and distribution channels in Brazil
- Forms of incorporation in Brazil
- Pros and cons of market expansion

“Where We’re Headed: The Future of Work” (74 pages)

This module looks at trends affecting businesses and workers across the globe, from demographics to the natural environment, technology, and AI. From the introduction: *“Throughout this module, we look at how all of these changes are affecting the auto industry, a major employer in Germany and one that operates in a rapidly changing consumer, ecological, and technological environment...”*

Chapters

- “Where we are now: A business tour around the globe”
- “The natural environment: Working in a carbon- and resource-constrained world”
- “The future of work: Preparing yourself for the workplace of the future”

Case studies & student tasks

- Teleworking and temporary work
- Growing and declining job families and occupations
- The need for STEM
- Soft skills & critical thinking

“Setting the Path: Career Goals and Experience” (78 pages)

The focus of this module is getting students to evaluate and summarize their experience, qualifications, and career objectives to get a job.

Chapters

- “English and global business”
- “Matching self-assessments with career paths and jobs”
- “Writing your CV”

Case studies & student tasks

- Action verbs for CVs and cover letters
- The benefits of internships
- Career counselling and advising
- Self-assessments

“The World of Work: Who Does What? Companies and Jobs” (59 pages)

From the cover: *“Lean how companies are organized. Learn grammar and vocabulary for describing jobs and communicating in the business world. Learn the differences in company structures and how they affect working life and careers.”*

Chapters

- “Networking”
- “Job descriptions”
- “Researching a company and job prospect”
- “Matching self-assessments with career paths and jobs”

Case studies & student tasks

- Understanding company departments, divisions, and job functions
- Writing an inquiry email and preparing for networking events
- Finding internships

“Getting It Right the First Time: You Only Get One Chance to Make a First Impression” (72 pages)

From the introduction: *“In this unit, we continue working on developing a CV...to get you ready for jobs and interviews...”*

Chapters

- “The first impression: Presenting yourself to employers”
- “Cover letters: Personalized every time”
- “Online life: Building your own personal brand”

Case studies & student tasks

- What information and sections to include on a CV
- Describing job tasks, contributions, and accomplishments

“Getting Past the Gatekeepers: Human Resources—Finding the Perfect Match” (60 pages)

From the introduction: *“I’ve been on both sides of the interview desk: as an applicant and as a hiring manager. Applicants and human resources departments have different interests, different expectations, and different perspectives. In this module, we’ll try to see the hiring process from both sides to help you fully prepare for the process, learn the dos and don’ts of job applications, evaluate your options, and get the job that’s right for you.”*

Chapters

- “A look inside HR”
- “The phone interview”
- “The in-person interview”
- “Assessment centers”
- “Job offers and benefits”

Case studies & student tasks

- Identifying what employers want: Analyzing a Google Deal Desk Specialist job posting
- Evaluating candidates from the perspective of HR
- Anticipating interviewer questions and preparing answers
- Preparing for behavioral interviews

“The Daily Grind: Using English on the Job” (58 pages)

From the introduction: *“This chapter gives you the rules, tools, and practice to...introduce yourself, describe your job, talk about your company and its products, deal with complaints, and make a presentation and sales pitch...”*

Chapters

- “Getting warmed up: Using English on the job”
- “Your first day at the office”
- “Business tasks”
“...One thing you’ll need to do a lot of in your business career is summarizing: describing in a short amount of space and time what has been written or discussed.”

Case studies & student tasks

- First day orientation, schedule, meetings, and introductions
- Job titles and business units
- Preparing a client pitch
- Writing a meeting agenda and notes
- Responding to complaints by email
- Project management: Timelines & planning
- Writing your 10-second introduction

“Ready for Take Off: English for Business Travel” (50 pages)

This module prepares students to travel to meet potential and current clients, make product and sales pitches on location, and work with colleagues across the globe.

Chapters

- “From A to B: Navigating the business travel jungle”
- “The sales presentation”

Case studies & student tasks

- Managing team travel plans & budgets
- Justifying recommendations & decisions
- Designing a sales pitch

Management, Clinical Trials, & Regulatory Experience

For nearly six years, from 2004 to 2010, I worked at Quorum Review, an independent ethics review board (IRB) in Seattle, Washington (USA). Below are my job titles and tenures for each of my positions there.

Senior Regulatory Analyst	January 2008–March 2010
Manager of Consent Forms & Translations	March 2007–January 2008
Manager of Regulatory Specialists & Consent Form Editors	November 2005–March 2007
Consent Form Editor	June 2004–November 2005