

BRADLEY D. FARNSWORTH

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LEADERSHIP AND MANAGEMENT

**Fox Hollow Advisory**

*Principal, 2021-*

Advise higher education institutions on global strategy, international student recruitment, leadership development, and China partnerships and engagement. Services include background and analysis on international higher education policy, including skilled immigration, research funding and regulation, and student recruitment.

**American Council on Education**

*Vice President, 2016-2020*

*Assistant Vice President, 2012-2016*

Led organizational strategy to advance international higher education, with a focus on strengthening leadership within the global higher education community. Designed and executed broad strategy for maintaining U.S. competitiveness in global market for international students, including research, publications, programming, and advocacy. Led new program development, including corporate and foundation partnerships and alignment with new ACE strategic framework.

- Created working group of U.S. universities to address the challenges of research collaboration with China; wrote paper proposing new research standards governed by a bilateral consortium; created second working group of six national associations focusing on same issue.
- Secured private foundation funding to track the career pathways of international students following graduation from U.S. institutions; conducted and disseminated study of public attitudes toward international students and scholars.
- Promoted constructive national policies on research integrity, international students and scholars, foreign influence in higher education, and foreign gifts and grants; liaison with five federal government departments.
- Created global network devoted to the advancement of university degree attainment in eight countries, with active participation from the private sector; secured corporate and private foundation funding.
- Created International Education Roundtable, a network of more than thirty higher education specialists within the Washington-based diplomatic community.
- Frequent public speaking and interviews with media, including *Wall Street Journal*, Fox News, *Chronicle of Higher Education*, *Times Higher Education*, Bloomberg, and *Washington Post*.

**University of Michigan**

*Director, Center for International Business Education, Ross Business School, 1991-2012*

Directed federally funded national resource center for international business education; responsible for all

aspects of program management, fundraising, human resources, and financial management. Supervised four permanent staff.

- Managed over 200 faculty and doctoral research awards, including development of funding guidelines, peer review, budget negotiation, and award management.
- Led extensive collaboration with the private sector and state government through executive development programs, corporate advisory board, national and regional conferences, export assistance projects, and frequent speaking engagements.
- Expanded education abroad to include more than 100 students annually through exchange programs, short-term study abroad, internships, language immersion programs, consulting projects, study tours, and other experiential learning opportunities.
- Raised cumulative total of \$9.5 million through federal grants and contributions from individuals, corporations, and foundations; grant proposals received top or near-top rankings for six consecutive competitions.

*Acting Director, Center for International and Comparative Studies, International Institute, 2010*

Managed new undergraduate program in international studies, with nearly two hundred majors declared in the first year. Course developer and lead instructor for one of three core courses in the major; oversaw development of additional courses and academic policies.

### **Yale University**

*Associate Director, Yale-China Association, 1982-91*

Responsible for fundraising and financial management for 501(c)(3) corporation operating educational programs in Hong Kong and China.

- Identified and solicited major donors, wrote successful grant proposals, and supervised annual and special campaigns.
- Designed budget, accounting, and financial reporting system in three currencies.
- Edited quarterly newsletter and wrote annual report.

### TEACHING AND CURRICULUM DEVELOPMENT

*Adjunct Lecturer, University of Michigan, 1996-2012 & 2018*

Teaching in degree programs:

- *Undergraduate:* Created and taught liberal arts course *Global Interdependence*, which explores globalization from multiple historical, disciplinary, and professional perspectives. Taught business electives *The World Economy* and *International Management*.
- *MBA:* Taught core course *Competing in the Global Business Environment* and elective *Business in China*.
- *Study Abroad:* Led *Business in China*, a short-term program for undergraduate business students based in Shanghai, Beijing, and Hong Kong.
- *Experiential learning:* Faculty supervisor for research/consulting projects in Vietnam, Cambodia,

Tanzania, Mozambique, Armenia, Azerbaijan, Nicaragua, Guatemala, Poland, Romania, and Ireland.

Teaching in non-degree programs:

- Faculty director, *Hong Kong Administrative Officers Development Program* (1996-98), a semester-length, customized course for senior government officials; negotiated contract, designed curriculum, recruited faculty, held ultimate responsibility for all aspects of the program.
- Taught China modules in a number of executive education courses; faculty lecturer for University of Michigan alumni tour to China, September – October 2002.

#### CONSULTING

*Coopers & Lybrand China Consulting Services, 1995-97*

Responsible for US-based client liaison and business development in support of management consulting group based in Shanghai. Developed, researched, and marketed customized briefings on China to senior executives, primarily in the automotive sector. Responsible for improving internal awareness of the firm's China capability among US-based lines of business through site visits and briefing materials.

#### ARTICLES AND COMMENTARY

“A view from my seat: Three counterintuitive recommendations,” *Intead Recruiting Intelligence Blog*, October 2021.

“US-China research collaboration: A call to action,” *University World News*, 9 October 2021.

“Science and Security: Strengthening US-China Research Networks Through University Leadership,” *Center for Studies in Higher Education, University of California, Berkeley*, September 2021.

“The Future of Exchanges in a Post-Pandemic World,” published by American Council on Education in April 2021 with financial support from the Konrad Adenauer Foundation. Editor and author of introductory chapter.

“The International Dimensions of Higher Education,” published by the Association of Governing Boards as part of the Guardian Initiative.

“Enhancing the Quality of the International Student Experience,” published July 2, 2018 on the ACE blog at [www.higheredtoday.org](http://www.higheredtoday.org).

*Journal of Asian Business*. Responsible for all aspects of production and content for peer-reviewed quarterly academic journal. Article referee and book reviewer. Published by the Center for International Business Education and the Center for Chinese Studies, University of Michigan.

“International Influence on Labor Standards in Developing Countries,” *International Connections*, Volume 3, Number 1 (Winter 2010/2011). Published by the Center for International and Comparative Studies, University of Michigan.

“Balance of Payments” and “Essential Macroeconomics for MBAs,” teaching notes for the MBA core course *Competing in the Global Business Environment*. Published by Ross Business School, University of Michigan. Both in continuous use as of early 2018.

“Health Care and Working Conditions in Bangladesh’s Garment Industry,” *Journal of the International Institute*, Volume 10, Number 2 (2003). Published by the International Institute, University of Michigan.

“Management Education and the Asian Century,” *Journal of the International Institute*, Volume 2, Number 3 (1995). Published by the International Institute, University of Michigan.

Editor, *Business Cases on Emerging Economies* (1993). Published by the Center for International Business Education, University of Michigan.

#### EDUCATION

Washington University in St. Louis, MBA 1981. Concentration in international business.

Washington University in St. Louis, MA (Chinese Studies) 1981. Concentration in contemporary economic and political history.

Washington University in St. Louis, BA 1979 *cum laude*. Majors in history and East Asian studies.