

**David Slocum**

**Faculty Director of EMBA Program, Berlin School of Creative Leadership, Germany**  
**Director of Specialized Executive Education Programs, The George Washington University School of Business, USA**

David Slocum designs, leads, and teaches executive training programs, and is a certified executive coach, with a focus on leadership and management of the creative and media industries. Since 2008, he has been Professor & Faculty Director of the Executive MBA program at the Berlin School of Creative Leadership (Steinbeis University), where he also designs and teaches in custom programs like the Cannes Creative Leaders Programme. Starting in 2011, David also took on responsibilities designing specialized executive programs at the George Washington University School of Business in Washington, D.C. Among the first to launch was the STAR EMBA program for individuals, like professional athletes, with strong personal brands. Previously, for ten years, Slocum was an administrator and faculty member at New York University. His positions there included the Director of the university-wide Center for Teaching Excellence and Associate Dean in the Graduate School of Arts and Science. He taught in the Department of Cinema Studies and Art & Public Policy Program at the NYU Tisch School of the Arts. Before arriving at NYU, he directed and taught in the Graduate Media Studies Program, and helped to found the Media Management Graduate Certificate Program, at the New School for Social Research. A sociologist and historian of creative and media industries, David's research has examined the U.S. and global media coverage of difficult and controversial topics such as violence, war, and terrorism. His publications have examined a range of cultural, historical, and industry issues in media and entertainment and include four books, most recently the edited collection, *Hollywood and War: The Film Reader* (Routledge, 2006). David has presented his research widely at more than 85 professional meetings and public lectures in 25 countries; he has also held visiting professorships at the University of Cape Town and the University of Tehran. David earned his baccalaureate from the University of Michigan, a master's degree from Harvard University, and the Ph.D., studying sociology and media, at New York University.

**Berlin School of Creative Leadership**

The Berlin School is a not-for-profit organization dedicated to research and leadership education for executives in the creative industries.

The mission of the Berlin School of Creative Leadership at Steinbeis University Berlin is to become the world's leading institute for quality executive education and research into creative leadership. By bringing together top creative executives and international leadership experts, the Berlin School will pave the way for new standards in communication and leadership, fostering global discourse on creative leadership in media, entertainment, advertising, design, journalism, and marketing. At its heart is the Executive MBA in Creative Leadership, a part-time program comfortably spread over one year, taking place in Berlin and other creative industry hotspots like New York, Shanghai and Tokyo.

The Berlin School plays an active role in supporting and publishing scientific research that raises global standards in all creative industry fields and provides valuable resources on creative leadership. By staging high profile international events - industry symposiums, global executive conferences for creative directors and executive leadership seminars and workshops - the Berlin School fuels open dialog within the creative community, tackling key issues such as new leadership practices.