

# Dr. Aviva Legatt

536 Cynwyd Circle – Bala Cynwyd, PA 19004 - 215-595-4926 – aviva@avivalegatt.com

[www.linkedin.com/in/avivalegatt](http://www.linkedin.com/in/avivalegatt)

## EDUCATION

**University of Pennsylvania, Graduate School of Education, Philadelphia, PA**

Ed.D. in Higher Education Management, GPA: 3.82

*Sept. 2010 – May 2015*

- Dissertation: *A CROSS-CASE ANALYSIS OF COLLEGE ENROLLMENT STRATEGIES IN TWO NEW YORK CITY PUBLIC SCHOOLS SERVING LOW-INCOME STUDENTS*
- Selected for teaching assistantship by Ross Aikins for EDUC 592, Professional Development in Higher Education
- Sweden: Summer study in Organizational Dynamics in 2011

**University of Pennsylvania, Graduate School of Education, Philadelphia, PA**

M.S.Ed. in Higher Education Management, GPA: 3.87

*Sept. 2006 – May 2007*

- Appointed to Graduate Fellowships at Academic Enrichment Programs and Graduate Student Center
- Selected for teaching assistantship by Ann Tiao for EDUC 504, Contemporary Issues of Higher Education
- Co-authored published peer review article with Drs. Marybeth Gasman and Julie Vultaggio

**New York University, New York, NY**

B.M. in Music Business, with Business Core at Stern School of Business, GPA: 3.44

*Sept. 2001-May 2005*

- Founding Member and President, Music Business Student Ambassador Board, the liaising body between Music Business students and faculty; drove curriculum change in the Music Business Program and created departmental-wide events that enhanced student engagement
- Recognized for academics, leadership, and service contributions by the NYU Music Business Program and Bronfman Center for Jewish Life
- Interned at Billboard Magazine, MTV, Noggin/The N!, JDub Records, and Interscope Records

## RELEVANT EXPERIENCE

**Forbes Contributor, New York, NY**

*July 2017 – Present*

- Write monthly articles for Forbes on issues in higher education and leadership; honored to interview notables such as Adam Grant, Simone Biles, Thomas Kail, and Dorie Clark

**University of Pennsylvania & The Wharton School, Philadelphia, PA and San Francisco, CA**

*Affiliated Faculty, Organizational Dynamics Program*

*January 2016 – Present*

- Co-create and teach course about teamwork targeted to mid-level career professionals from various industries; course entitled Effective Collaboration for a Changing Global Workplace
- Coursera courses (10000+ learners): Building High-Performing Teams, Optimizing Diversity in the Workplace and Capstone
- Teach custom programs for corporations such as Human Capital Institute, Banyan Tree and Lincoln Financial as a member of the CorpU Expert Network

*Teams Consultant, Wharton Executive Development Program*

*Mar. 2014 – Present*

- Coach executives and facilitate team debriefs for the Executive Development Program at The Wharton School; coaching resulted in improvements to team information sharing, role delineation and goal setting
- Review Wharton MBAs and UPenn Graduate School of Education resumes and consult on career development issues, including job search strategies, and candidacy-building efforts; advice resulted in increased student confidence and stronger application materials

*Senior Associate Director, Special Programs and Admissions*

*Feb. 2010 – Mar. 2014*

- Oversaw personnel, strategy, budget (750K), and curricula for pre-college programs, Leadership in the Business World (LBW) and Leadership Education and Development (LEAD); campuses in Philadelphia and San Francisco
  - LBW recognized by *Huffington Post* in Feb. 2014 as the number 1 pre-college program

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- Directed LBW admissions committee and assessed financial aid awards; under my oversight, applicant pool increased by 100% and applications by underrepresented students increased by 700%
- Managed Wharton Senior Capstone (WH 398), a simulation-based, credit-bearing course for Wharton Seniors with budget of approximately \$125K. Nominated for Penn Models of Excellence Award in recognition for innovation and cross-divisional collaboration for Senior Capstone
- Evaluated transfer applicants for admission to Wharton and served on freshman and transfer selection committees within the Penn Office of Admissions and Wharton Undergraduate Division
- Supervised communication initiatives for Wharton undergraduates, including MBA-led workshops, group coaching on resiliency, and the Communication Advisory Board (CAB); programs consistently rated “excellent”
- Appointed by the Vice Dean to assess student services of the Wharton Undergraduate Division
- Supervised undergraduate business students on a 2-week excursion to Australia for a credit-bearing course
- Promoted to Senior Associate Director from Associate Director in September 2013; also held Associate Director of Undergraduate Leadership Program position until September 2012

*General Manager, Penn Student Agencies*

*Aug. 2007 – Feb. 2010*

- Advised students about strategy, finances, and operation in student-run enterprises hosting 40 student employees
- Nominated for Penn Models of Excellence Award in recognition for excellent operation of Penn Student Agencies

**Ivy Insight Group, LLC**, Ardmore, PA <http://www.ivyinsight.com>

*Owner and Consultant*

*Mar. 2014 – Present*

*My consultancy bridges the gap between desired goals and present attainment across educational, professional, and organizational milestones.*

- Consult hundreds of international and domestic applicants about U.S. college/graduate school admissions strategy
- Deliver multi-day trainings to students, teachers, and admissions professionals on the U.S. system of higher education, including workshops in China and Korea; efforts increased participant understanding of the higher education landscape
- Advise 2 overseas EdTech startups about fundamental issues in U.S. higher education and college admissions
- Research and case reports about introverts in the workplace for Susan Cain’s Quiet Leadership Institute will be used to educate leaders in industry and academe about providing adequate supports for introverts
- Member of National Association of College Admissions Counseling (NACAC)

## SELECT LEADERSHIP & AFFILIATIONS

*Narberth Community Theatre Board of Directors, Volunteer and Performer*

*2010–Present*

- Earned media coverage was catalyst for finding new performing space
- Featured acting roles in 4 productions
- Manage the patron experience as usher and house coordinator

*Case Competition Judge and Coach, Deloitte Consulting*

*2013*

- Judged regional competition and coached student teams at national case competition at Deloitte University; resulting in semi-final placement

*Penn Professional Staff Assembly*

*2008 – 2011*

- Served as elected representative of Penn’s professional staff
- Recognized by Vice Provost’s Office for University Life with Commitment to Excellence Award for founding Student Affairs Leadership Team conference

## SELECT PUBLICATIONS & PRESENTATIONS

*Author, Get Real and Get In (St. Martin’s Press)*

*2021*

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## *Presenter and Panelist Engagements*

*2014-Present*

- Corporate Inclusion Institute. Multiple presentations on diversity and inclusion.
- Edusmith, Bangkok, Thailand. Multiple presentations on college and graduate school admissions.
- New Pathways Consulting, Shanghai, China. Multiple presentations on college and graduate school admissions.
- Shanghai International High School, Shanghai, China. Multiple presentations on college admissions.
- Leaders MBA, Seoul, Korea. “MBA Program Admissions.” Monthly panel.

## *Publication Co-author and ASHE Conference Presenter*

*2008*

- Gasman, Marybeth, Hirschfeld, Aviva, & Vultaggio, Julie. “‘Difficult yet rewarding’: The experiences of African American graduate students in education at an Ivy League institution,” *Journal of Diversity in Higher Education*.