



**Matthew W. Ragas, Ph.D.**, is an Assistant Professor in the College of Communication at **DePaul University**. He holds a B.S. in Business Administration (marketing concentration) and an M.S. in Management, both from the **University of Central Florida**, and a Ph.D. in Mass Communication from the **University of Florida**. With over a decade of experience in strategic communication and interactive publishing positions, Matt links theory and practice in his research and teaching. He is the recipient of the 2011 **Nafziger-White-Salwen Dissertation Award**. During his doctoral program, he was named the *Outstanding Graduate Student Teacher* and was awarded the *Outstanding Student Research Award*.

Matt's interdisciplinary media effects research examines the interplay among public relations efforts, news media coverage, and public opinion from the theoretical perspectives of agenda-building, agenda-setting, media framing, and media priming. His dissertation explored influence at a mass mediated-level among challenger and incumbent candidates, the financial press, and shareholders during proxy contests (contested corporate elections). His peer-reviewed research has been published in the academic journals *Journalism & Mass Communication Quarterly*, *Public Relations Review*, *Mass Communication & Society*, and *International Journal of Strategic Communication* among others. He has presented his research, including several Top Papers, at the **International Communication Association** and the **Association for Education in Journalism and Mass Communication** conferences.

The author of two trade books with **Random House/Crown Business**, Matt has consulted for clients in the U.S., Canada, India, and Europe on communication strategy and brand positioning. Clients have included **Bankrate.com**, **Chick-fil-A**, **Frederique Constant**, **FTD Inc.**, **Godfrey Philips India Ltd.** (Philip Morris), and **Gorkana Ltd.** He was a co-founder and principal of **Indie Research**, a research provider to institutional and individual investors, and the founding editor of **RagingBull.com**, a venture capital-backed online investor community (owned by **eSignal, Inc.**). Matt has guest lectured at several universities, including **Harvard Business School** and **MIT Sloan**. He is a member of the **Financial Communications Society** and the **National Investor Relations Institute**.

Matt has contributed to industry publications *PR News* and *IRupdate* and was a columnist for **Internet.com's** Internet Stock Report website. He has interviewed over two-hundred executives and has been quoted or appeared in a variety of media outlets, including **CNBC Asia**, **MSNBC**, **Forbes.com**, **HBS WorkingKnowledge**, **CBS MarketWatch**, **Dow Jones**, **TheStreet.com**, *The Times of India*, *The Hindu*, *The Economic Times*, *FMQB*, *Radio Ink*, *Radio World*, *Marketing News*, **brandchannel.com**, *Businessworld*, *BusinessWeek Online*, *Publishers Weekly*, *Library Journal*, *The Orlando Sentinel*, *DSN Retailing Today* and *Internet World*.