



## Andrew Brodsky

BUSINESS SCHOOL PROFESSOR

Global Expert on Workplace Communication; Author of PING: The Secrets of Successful Virtual Communication



VISIT ANDREW'S WEBSITE

### About:

- **Gender:** Male
- **Nationality:** United States
- **Languages:** English
- **Travels from:** United States

### Engagement Types:

- Speaking

### Topics:

- Future of Technology
- Future of Work
- Leadership & Management
- Organizational Culture
- Technology & AI

## Biography Highlights

- Management professor, CEO, and expert on the impact of technology on work and communication.
- Author of PING: The Secrets of Successful Virtual Communication (February 2025), offering science-based strategies for improving productivity and relationships in the workplace.
- Widely recognized for his research, featured in outlets like The Wall Street Journal, Harvard Business Review, and The Economist.
- Has consulted and trained global organizations, including Dell, PwC, and Amazon, and is a sought-after speaker on leadership in the digital age.

## Biography

### Meet Andrew Brodsky

Andrew Brodsky is a management professor at The University of Texas at Austin and is CEO and Founder of Ping Group. He received a PhD from Harvard Business School and an undergraduate degree from The Wharton School.

Brodsky is an expert on the impact of technology on work and communication, and has won numerous research and teaching awards

### Websites:

- [Website](#)
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including being chosen as a 'Best 40 Under 40 MBA Professor in the World'. In his book, PING: The Secrets of Successful Virtual Communication, he presents enthralling business stories and findings from research studies to tackle communication technology challenges, such as how to improve communication productivity, lead from afar, build relationships from behind a screen, increase inclusion via workplace technology, and thrive in a world of meeting overload. To help answer these questions, Brodsky has conducted research, led training, and consulted with organizations around the world including Dell Technologies, PricewaterhouseCoopers, Amazon, and Novo Nordisk. His research has been widely covered by media outlets including The Wall Street Journal, CNBC, Harvard Business Review, The Today Show, The Hill, Reuters, and The Economist.

Brodsky has captivated audiences around the world with his speaking that brings practically focused and research-based recommendations to life by intermixing humorous personal anecdotes and fascinating business cases.

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## Videos



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## Andrew's Topics

### The Art & Science of Mastering Virtual Communication

In today's increasingly digital work environment, the ability to communicate effectively via technology has become an indispensable skill. This talk equips individuals with the knowledge and strategies necessary to navigate the nuances of virtual interactions with confidence and finesse. How do you avoid becoming buried by your inbox? Is there a right way to deliver bad news virtually? Should you use emojis? Professor Brodsky will answer these questions and more through a blend of research-based foundations and practical applications.

Throughout this talk, participants will learn how to use virtual communication to elevate their business relationships, productivity, and careers. They will also gain a deep understanding of the unique challenges and opportunities presented by virtual communication, empowering them to adapt their communication style to diverse virtual environments. Participants will emerge with the skills to thrive in any virtual interaction.

**Available:** In person, Virtually

### **Leading in the Digital Age: Transformative Leadership and Motivation Strategies**

In today's work environment, leadership demands more than traditional strategies—it requires a transformative approach to thrive amid rapid technological advancements. This talk offers innovative insights and practical strategies to drive meaningful change and foster a culture of innovation. By integrating cutting-edge research with actionable techniques, you'll learn how to motivate your teams to excel despite the complexities of an ever-changing digital landscape.

Discover how to harness the power of technology as a catalyst for improving productivity, while cultivating the human connections that fuel motivation and inspire excellence. Whether you're spearheading a startup, leading a corporate division, or guiding a global enterprise, this talk will equip you with the tools to propel your organization with confidence and vision.

**Available:** In person, Virtually

### **Shattering Barriers & Amplifying Voices: Leveraging Technology to Increase Workplace Inclusion**

Whether you're remote, hybrid, or in the office full-time, fostering a truly inclusive environment is no longer a mere aspiration—it's a strategic imperative. Drawing from cutting-edge research and real-world case studies, this talk will reveal the hidden obstacles that impede workplace inclusion, and how to leverage technology to create accessible, supportive environments where every voice is valued and empowered.

Whether you're a business leader, HR professional, or a passionate advocate for diversity and inclusion, this talk will equip you with the tools to drive meaningful change and foster a culture of belonging.

**Available:** In person, Virtually

### **Decoding Digital Emotions: Strategies for Clear Communication and Conflict Avoidance**

We've all encountered those frustrating moments when our intentions are misunderstood, and conflicts arise from simple miscommunication. Why does a straightforward email sometimes spark unintended tension? Why do video calls feel less personal and more prone to emotional misreading? Based on over a decade of insightful research, this presentation delves into the complexities of managing emotions in the digital realm. Understand why virtual interactions can amplify misinterpretations and learn how to navigate these challenges with finesse.

This talk will equip participants with the strategies to recognize emotional cues, avoid conflicts, and resolve misunderstandings effectively. Embrace the science of virtual communication to foster clearer, more empathetic connections to ensure your digital interactions are as smooth and harmonious as face-to-face conversations.

**Available:** In person, Virtually

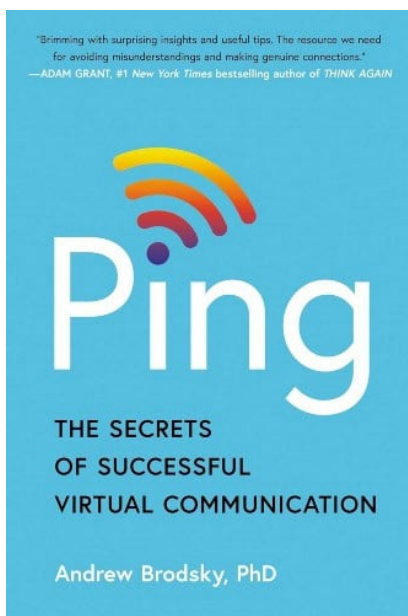
### **Bridging the Distance: Building Trust & Relationships from Afar**

In today's global business landscape, the notion of physical proximity has been redefined. Professionals find themselves separated by vast distances, leaving many grappling with the challenge of building and maintaining strong, meaningful bonds across geographical boundaries. By combining research from across scientific fields, Dr. Brodsky will provide you with practical strategies for establishing and maintaining meaningful connections across digital platforms.

Whether you're a remote employee seeking to maintain strong ties with your team, a global leader striving for effective cross-cultural collaboration, or a consultant wanting to build lasting client relationships, this talk will equip you with the tools to forge powerful professional bonds that defy the constraints of distance.

**Available:** In person, Virtually

## **Books**



### **Ping: The Secrets of Successful Virtual Communication**

The essential guide for when (and how best) to use virtual communication tools, from video to instant messaging and everything in between. Award-winning professor, management consultant, and virtual communications expert Andrew Brodsky is here to tell you that, yes, that meeting could have been an email. And that email? Maybe it should have been a voice note (really!). And your camera--it's okay to turn it off; sometimes it's even better. If you're crushed under the weight of your inbox or exhausted from back-to-back-to-back video calls, then Ping is required reading. It's an accessible guide for workers at all levels and of all stripes--remote, hybrid, and in person--who use communication technologies as part of their jobs. Split into three parts, each section tackles core components of how to better navigate communication challenges and technology in contemporary workplaces. Brodsky addresses critical topics such as: - When to choose between email, instant messages, and video calls -How to build strong relationships at a distance -Methods for optimizing communication productivity -How to make better virtual first impressions - Ways to win negotiations and solve conflicts from behind a screen -And more With enlightening stories, interviews from top business leaders, and Brodsky's cutting-edge social science research on virtual communication tools, Ping is the necessary playbook for mastering virtual communication to increase productivity, gain influence, and deepen connections.

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✔ **Recommended**



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