



Lisa M. Gring-Pemle, Ph.D.

CONSULTANT

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Dr. Lisa Gring-Pemle brings more than two decades of experience in story and thematic analysis and small-group facilitation. She has studied and published widely on topics including persuasion, narrative, and social entrepreneurship. She especially enjoys conducting mock trials, developing supplemental juror questionnaires, and conducting juror post-trial interviews. Dr. Gring-Pemle serves on the research committee of the American Society of Trial Consultants. In addition to trial consulting, Dr. Gring-Pemle is an associate professor in the School of Business at George Mason University. A Phi Beta Kappa graduate, she holds an M.A. and Ph.D. in communication from the University of Maryland.

Education

- Ph.D., Communication (Rhetoric), University of Maryland
- M.A., Communication, University of Maryland
- B.A., magna cum laude, Political Science and Hispanic Studies, Asian Studies (Minor), St. Olaf College.

Professional Experience

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| 2016- | Consultant
Litigation Insights, Inc.
Overland Park, KS |
| 2016- | Associate Professor of Business
George Mason University
Fairfax, VA |
| 2014- | Advisor and Co-Founder Honey Bee Initiative
George Mason University
Fairfax, VA |
| 2013-15 | Head of School of Integrative Studies
New Century College, and
Associate Dean
College of Humanities and Social Sciences
George Mason University
Fairfax, VA |
| 2011-13 | Assistant Dean
New Century College
Fairfax, VA |

2006-11	Faculty Chair New Century College Fairfax, VA
2005-16	Associate Professor of Integrative Studies George Mason University Fairfax, VA

Selected Articles and Publications

- Levasseur, D. & Gring-Pemble, L.M. (2017). Rhetoric, Risk, and Recession: The Rhetorical Underpinnings of the Collapse of the U.S. Housing Market in 2006. Paper prepared for the Eastern Communication Association Annual Conference, Boston, MA. (*Received Top Three Paper Award*)
- Gring-Pemble, L.M. & Schmidt, E. (2017). Teaching Business to Mission-Driven Students and Social Entrepreneurs. Prepared for Ashoka U Conference, Miami, FL. (*Selected as a Semi-finalist in the Academic Learning category for the 2017 Ashoka U-Cordes Innovation Awards*)
- Levasseur, D. & Gring-Pemble, L.M. (2015). Not All Capitalist Stories Are Created Equal: Mitt Romney's Bain Capital Narrative and the Deep Divide in American Economic Rhetoric. *Rhetoric & Public Affairs*, vol. 18.1: 1-32.
- Mahatmya, D. & Gring-Pemble, L.M. (2014). Dreamers and Their Families: A Family Impact Analysis of the DREAM Act and Implications for Family Well-Being. *Journal of Family Studies* 20.1: 79-87.
- Gring-Pemble, L.M. (2013). Connecting the Classroom to the World: An Integrative, Interdisciplinary, and Experiential Approach to Learning at George Mason University. *The College Curriculum: A Reader*, edited by Joseph Devitis. The Peter Lang Publishing Group, New York, NY.
- Gring-Pemble, L.M. (2012). It's We the People ..., Not We the Illegals: Extremist Rhetoric in Prince William County, Virginia's Immigration Debate. *Communication Quarterly* 60.5: 624-648.
- Gring-Pemble, L.M. (2008). Rhetoric and Narrativity. *The International Encyclopedia of Communication*, Ed. Wolfgang Donsbach. International Communication Association and Blackwell Publishing, Oxford, U.K.
- Gring-Pemble, L.M. (2008). Eleanor Roosevelt. *Encyclopedia of Political Communication*. Eds. Lynda Lee Kaid and Christina Holtz-Bacha. SAGE Publications, Inc., Thousand Oaks, CA.
- Gring-Pemble, L.M. (2008). Welfare Policy. *Encyclopedia of Political Communication*. Eds. Lynda Lee Kaid & Christina Holtz-Bacha. SAGE Publications, Inc., Thousand Oaks, CA.
- Sheckels, T., Muir, J.K., Robertson, T., & Gring-Pemble, L.M. (2007). Readings on Political Communication. Strata Publishers, State College, PA.
- Gring-Pemble, L.M. & Kenner Muir, J. (2005). Developing Engaged Citizens: Learning for Effective Civic Responsibility. *Inventio* 7.1 Spring 2005. (Online peer-reviewed journal.)
- Gring-Pemble, L.M. (2003). Grim Fairy Tales: The Rhetorical Construction of American Welfare Policy. Praeger Press, Westport, CT. (Reviewed in the July 2004 issue of *Choice*, an American Library Association publication)
- Gring-Pemble, L.M. (2003). Legislating a "Normal Classic Family": The Rhetorical Construction of Families in American Welfare Policy. *Political Communication* 20.4 (October-December): 473-98.
- Gring-Pemble, L.M. & Watson, M.S. (2003). The Rhetorical Limits of Satire: An Analysis of James Finn Garner's *Politically Correct Bedtime Stories*. *The Quarterly Journal of Speech* 89.2 (May 2003): 132-53.
- Gring-Pemble, L.M. (2001). Are We Going to Now Govern by Anecdote?: Rhetorical Constructions of Welfare Recipients in the Congressional Hearings, Debates, and Legislation, 1992-1996. *Quarterly Journal of Speech* (November 2001): 341-65. (Lead Article).
- Gring-Pemble, L.M. & Blair, D.M. (2000). Best-Selling Feminisms: The Rhetorical Production of Popular Press Feminists' Romantic Quest. *Communication Quarterly* (Fall 2000): 360-79.

- Gring-Pemble, L.M., Blair, D.M., & Watson, M.S. (2001). Eleanor Roosevelt's Addresses. *The Eleanor Roosevelt Encyclopedia*. Eds. Maurine H. Beasley, Holly C. Shulman, & Henry R. Beasley. Greenwood Publishing Group, Westport, CT. (Winner of the American Librarian Association's BOOKLIST "Editor's Choice Award for 2001" in the reference book category.)
- Gring-Pemble, L.M. (1998). Writing Themselves into Consciousness: Creating A Rhetorical Bridge Between the Public and Private Spheres." *Quarterly Journal of Speech* 84 (1998): 41-61.
- Gring-Pemble, L.M. (2016). Presentations and meetings with investors for George Mason University President, Development team and business partners. SOCAP Social Capital Markets Conference, San Francisco, CA.
- Gring-Pemble, L.M. (2015). Change Leader. Ashoka U Exchange held at the University of Maryland, College Park, MD.
- Gring-Pemble, L.M. & Chen, C.W. (2014). Women as Homemakers and Men as Breadwinners: A Feminist Rhetorical Analysis of Equal Pay Discussions, 2007-2012. Eastern Communication Association, Providence, RI.
- Gring-Pemble, L.M. & Muir, J.K. (2013). Remembering Women in Washington, DC: Readings of the Women's History and Women's Art Museums. National Communication Association Annual Convention, Washington, D.C.
- Gring-Pemble, L.M., Curtis, K., Perilla, G., & Owen, J. (2013). There's No Place Like Home: The Story of One Public University's Collaborative Efforts to Establish an On-Campus Field Station. National Society for Experiential Education Conference. St. Pete Beach, FL.
- Gring-Pemble, L.M. & Mahatmya, D. (2013). They Grew up Here Believing They Were Americans: A Rhetorical Analysis of Legislative Discourse Surrounding the DREAM Act. Eastern Communication Association Conference, Pittsburgh, PA.
- Levasseur, D. & Gring-Pemble, L.M. (2013). Not All Capitalist Stories Are Created Equal: Mitt Romney's Bain Capital Narrative and the Deep Divide in American Economic Rhetoric. Eastern Communication Association, Providence, RI. (*Received Top Paper Award, Political Communication Division*)
- Gring-Pemble, L.M. & Chen, C.W. (2013). A Critical Legal Approach to the Lilly Ledbetter Act. Global Discourse in Women's and Gender Studies Conference held at Middle Tennessee State University, Murfreesboro, TN.

Professional Memberships

- Member, American Society of Trial Consultants – 2016 to present.
- Research Committee, American Society of Trial Consultants – 2016 to present.
- Eastern Communication Association, Member – Lifetime Member
 - Panel and Paper Reviewer for the Political Communication Division – 2013 to present.
 - Executive Council, Political Communication Division Representative – (2010-2015).
- National Communication Association, Member – (2001-2013)
 - Executive Council, Political Communication Division Representative – (2010-2015).