

FULTON, BARRY

Barry Fulton is a management consultant at the State Department. He is Vice Chairman of the board of directors of the global research firm InterMedia, a board member of the Salzburg Global Seminar, a member of the Washington Institute of Foreign Affairs, and a senior consultant for PRO-telligent, LLC. He is the author of *State Gets SMART* (2009), *Leveraging Technology in the Service of Diplomacy* (2002), and project director and author of the CSIS study, *Reinventing Diplomacy in the Information Age* (1998).

He was named by President Clinton as Associate Director of USIA in 1994. During a 30-year career as a Foreign Service Officer with USIA, he served in Brussels, Rome, Tokyo, Karachi, and Islamabad. He retired at the grade of Minister-Counselor. He established and directed the American Forces Radio and Television Service in Turkey as a Lieutenant in the U.S. Air Force.

Fulton holds a PhD in communications from the University of Illinois, an MA in broadcasting and BS in electrical engineering from Penn State. He has taught at George Washington University, Yale University, Foreign Service Institute, American University, University of Illinois, Penn State, University of Maryland, San Antonio College, and the Pakistani Information Academy.

He is the recipient of the Presidential Meritorious Honor Award, the Vice President's Hammer Award for Reinvention in Government and the Edward R. Murrow Award for Excellence in Public Diplomacy from the Fletcher School of Law and Diplomacy.

Publications

- Book Review of *Groupthink vs. High-Quality Decision Making in International Relations* by Mark Schafer and Scott Crichlow, New York: Columbia University Press, 2010, *American Diplomacy*, September 2010.
- "State Gets Smart," *American Diplomacy*, December 2009.
- "Geo-Social Mapping of the International Communications Environment or Why Abdul Isn't Listening," *The Hague Journal of Diplomacy* 2, 2007.
- "Net Diplomacy: Toward the Year 2015," (edited by BF) originally published July 23, 2001, by SAIC's online magazine *iMP: The Magazine on Information Impacts*. Reprinted by the US Institute for Peace in the *Virtual Diplomacy Series*, August 2005.
- "Taking the Pulse of American Public Diplomacy in a Post-9/11 World" Paper presented at the annual meeting of the International Studies Association, Le Centre Sheraton Hotel, Montreal, Quebec, Canada, March 17, 2004.
- "The Uses of Modern Technology in Public Diplomacy," in *Engaging the Arab and Islamic Worlds Through Public Diplomacy*, edited by William Rugh, Public Diplomacy Council, Washington D.C. 2004.
- Book Review of *Communication Researchers and Policy-Making* by Sandra Braman (ed) in *Journal of Broadcasting & Electronic Media* 48(1), 2004, pp 151-154.
- "Rebuilding Public Diplomacy," (co-authored with Walter R. Roberts) *National Strategy Forum Review* Spring 2004.
- *Leveraging Technology in the Service of Diplomacy: Innovation in the Department of State*. PricewaterhouseCoopers Endowment for The Business of Government. March 2002.
- "The Information Age: New Dimensions for U. S. Foreign Policy," *Great Decisions* 1999. New York: The Foreign Policy Association, 1999, pp. 9-18.

- Reinventing Diplomacy in the Information Age. Washington: Center for Strategic and International Studies, 1998. (Project director and author)
- "The Public Dimension of Diplomacy in a Wired World," World Affairs and Diplomacy in the 21st Century. Washington: DACOR Bacon House Foundation, 1997, pp. 59-65.
- "Learning from Business," Foreign Service Journal, December 1997, pp. 28-33.
- "Mass Communication: Support for U.S. Foreign Policy," National Security in the Information Age, United States Air Force Academy, 1996, pp. 245-251.
- Book review of Public Opinion and National Security in Western Europe: Consensus Lost? by Richard Eichenberg, NATO's Sixteen Nations, September 1990.

Barry Fulton is willing to make presentations on:

- Information technology as a driver and amplifier of Public Diplomacy.
- It's not the message -- it's the messenger.
- Change management including strategic planning, team building, and integration of technology and human resources.