



**Wisconsin Public Utility Institute**  
UNIVERSITY OF WISCONSIN-MADISON



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Dominique Brossard is professor and chair in the Department of Life Sciences Communication at the University of Wisconsin-Madison and an affiliate of the UW-Madison Robert & Jean Holtz Center for Science and Technology Studies, the UW-Madison Center for Global Studies, and the Morgridge Institute for Research. Her teaching responsibilities include courses in strategic communication theory and research, with a focus on science and risk communication. Dominique's research agenda focuses on the intersection between science, media, and policy with the Science, Media and the Public (SCIMEP) research group, which she co-directs. A fellow of the American Association for the Advancement of Science and a former board member of the International Network of Public Communication of Science and Technology, Dominique is an internationally known expert in public opinion dynamics related to controversial scientific issues. She is particularly interested in understanding the role of values in shaping public attitudes and using cross-cultural analysis to understand these processes. She has published numerous research articles in outlets such as *Science*, *Proceedings of the National Academy of Sciences*, *Science Communication*, *Public Understanding of Science*, the *International Journal of Public Opinion*, *Public Understanding of Science*, and *Communication Research* and has been an expert panelist for the National Academy of Sciences on various occasions. Dominique has a varied professional background that includes experience in the lab and in the corporate world. Notably, she spent five years at Accenture in its Change Management Services Division. She was also the communication coordinator for the Agricultural Biotechnology Support Project II (ABSP II), a position that combined public relations with marketing communication and strategic communication. She earned her M.S. in plant biotechnology from the Ecole Nationale

d'Agronomie de Toulouse, France, and her M.P.S and Ph.D. in communication from Cornell University.