Stanford



Burton Alper

Lecturer, Graduate School of Business - Other Faculty

Bio

BIO

Burt has dedicated his entire career to making exceptional communication a competitive advantage. He helps leaders articulate their ideas more effectively through improved content development, storytelling, and presentation techniques.

He serves as a Lecturer and Presentation Coach at Stanford's Graduate School of Business. There, he helps students on all forms of communication ranging from business writing to oral presentations. As part of Stanford's IGNITE faculty, Burt works with entrepreneurs in India and China to help them deliver compelling investor pitch presentations. He has worked with senior leaders in Stanford's Athletic Department and several distinguished faculty members at Stanford's School of Medicine.

Burt also consults with entrepreneurs, executives and corporate teams outside of Stanford who are preparing for high-stakes and high-profile presentations. His coaching ranges from initial content strategy through delivery coaching and anxiety management.

Prior to his work in the presentation coaching arena, Burt spent 12 years at Catchword Branding, a firm he co-founded in 1998. During his tenure there, he served as the head of strategy and business development.

ACADEMIC APPOINTMENTS

- Lecturer, Graduate School of Business - Other Faculty

PROFESSIONAL EDUCATION

- MBA, Harvard Business School (1997)
- BA, Swarthmore College , Psycholinguistics (1991)

Teaching

COURSES

2026-27

- Strategic Communication: GSBGEN 315 (Aut, Win, Spr)

2025-26

- Strategic Communication: GSBGEN 315 (Aut, Win, Spr)

2024-25

- Strategic Communication: GSBGEN 315 (Aut, Win, Spr)

2023-24

- Strategic Communication: GSBGEN 315 (Aut, Win, Spr)