

Search: Executive Director of Marketing and Communications Meet the Candidates in the following Public Forum Sessions

The Search Committee for the Executive Director of Marketing and Communications is pleased to announce the following candidates have been invited to campus to participate in a public forum session. All members of the University community are welcome to attend the public session. Resumes for each candidate will be provided at the public forum. Please share your views with the Committee by completing the Candidate Evaluation Form, which will be available at each session.

Candidates have been asked to give a twenty-minute presentation on the following:

Walk us through their involvement with a previous successful marketing campaign. Be prepared to show examples and talk through their role with:

- Identifying the challenge
- How insight was gathered and framed program recommendations
- Describe your role in fleshing out the strategy/establishing metrics
- Media planning
- Implementation
- Results (and refinement)
- Overall team leadership/delegation

Thursday, September 28, 2017, 2:30 pm – 3:30 pm, *McComsey Hall, Ford Atrium*

Mr. Jerry Steinbrink holds a Bachelor of Arts in Journalism from Temple University. He has most recently worked as the Chief Marketing Officer at the Wharton School of the University of Pennsylvania. He previously worked at Consumer Reports from 2001-2011, as both the Senior Director of Information Products and the Vice President of Publishing.

Friday, September 29, 2017, 1:00 pm – 2:00 pm, *Student Memorial Center, Room 118*

Ms. Gale Martin received a Master's in Management in Business Administration from Penn State Great Valley, as well as, a Master's Degree in Creative Writing from Wilkes University. She is currently working at Harcum College, serving as the Director of Communications and Marketing and serves on the President's Cabinet at Harcum College.

Tuesday, October 3, 2017, 10:30 am – 11:30 am, *McComsey Hall, Ford Atrium*

Mr. James Kempster received his Master's Degree in Fine Arts in Painting from the School of Visual Arts and holds a Bachelor's of Science in Philosophy and Letters. He is currently the Assistant Vice President of Marketing Communications at Brown University. Prior to that, he worked at Fordham University as the Senior Director of Marketing and Communications from 2011-2016.

Wednesday, October 4, 2017, 10:00 am – 11:00 am, *Lyle Hall Parlor & Conference Room 2*

Ms. Dana Marsh received her Master's in Business Administration in Product and Market Development and Consulting from Penn State University. She is currently the Director of Marketing and Communications for the College of Engineering at Penn State University and has worked there since 2013.

Search Committee Members: Ms. Katy Ferrier (Chair), Mr. Greg Freedland, Ms. Sara Habecker, Mr. Vivak Patel, Dr. Victor DeSantis, Ms. Kelly Kuhns, Mr. Chris Steuer, and Ms. Jodie Richardson