



# KENNESAW STATE UNIVERSITY

COLES COLLEGE OF BUSINESS  
Department of Marketing and  
Professional Sales



## The Latest News and Updates at KSU

### Spotlight

01 Executive Board Advisor Feature

02 Faculty Highlights

03 Student Highlights

04 KMA

05 Events

06 Research Corner

07 Executive Advisory Board

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01



### Featured Executive Board Advisor & KSU Grad Brad Kehm

Director: Partnership Go To  
Market - Asia Pacific & Latin  
America, Nike

Brad started his career at Nike in 1997 as an EKIN (Tech Sales Rep) in Atlanta. Moved into Running Specialty Sales in 1999 and managed the Southeastern US territory. In 2001, made the switch to Tennis Specialty Sales and spent three years developing the category specialty channel, while taking Nike to #1 market share. In 2004 moved to Pittsburgh as the Strategic AE on accessories for Dick's Sporting Goods. Spent a total of 6.5 years on the DSG account, while also managing the NSW, Soccer, and Women's/Cleated footwear businesses. In 2011, he made the journey to Nike WHQ as the NA Category Sales Director for Tennis, and in 2013 worked on elevating the commercial strategy against the licensed Football/Baseball business in Nike DTC, Footlocker, Inc., and the Western Region. Brad has been managing the Global Tennis Sales offense since January of 2014, and played an integral part in making the iPad sales present tool a catalyst to push the Nike Sales 2.0 initiatives across all global categories. In his new role which started September 23rd, Category Sales Director Young Athletes, Brad is managing the commercial go to market process for the Emerging Markets, which includes the Pacific, Korea, Africa, South America, and India.

## Letter From The Chair

Dear Students, Faculty and Staff,

It is hard to believe that another semester has come and gone.

I want to give a special shout out to our adjunct faculty. Without you all we would not have been able to get through this semester. Thank you all for your hard work giving our students the best experience possible. We appreciate you!

Congratulations to all of our graduates! We wish you the best and hope you will keep in touch.

Have a safe and enjoyable summer everyone.

Sincerely,

David J. Burns  
Chair and Professor of Marketing & Professional Sales



Congratulations to Mona Sinha for the  
**Coles College Distinguished Teaching  
Award for 2020**

Way to go Mona, we are so proud of you!

In Mona's "spare time," she published a blog on  
creating a virtual study abroad.

Check it out --

[coles.kennesaw.edu/research/blog/03-15-2021.php](https://coles.kennesaw.edu/research/blog/03-15-2021.php)

Thank you to Scott Inks and Jennifer Hutchins who participated in the Virtual Coles College Showcase on February 17. The showcase was a chance for students to find out about Coles College. Students were able to ask questions about majors, student organizations and campus partners.

## Student Highlights

**Congratulations to Eric Harvey and Arwen Matos- Wood, Ph D, Cohort 11, who successfully passed the qualifying exam and will proceed to the dissertation phase of the program.**

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**Congratulations to Kate Nicewicz, PhD, Cohort 10, who will serve on the Editorial review board of the *Journal of Global Scholars of Marketing Science*.**

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**Congratulations to Martha Troncoza, PhD, Cohort 12, for publishing her article "Activity apprehension in experiential purchases" published in Journal of Services Marketing, an A journal**

**Congratulations to Jen Riley, PhD, Cohort 10, for acceptance of her paper "Leveraging NeuroIS Tools to Understand Consumer Interactions with Social Media Content" at the NeuroIS Retreat 2021.**

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**Jen Riley, PhD Cohort 10, presented a paper, "Facilitating Buyer-Seller Interfaces within Social Media Brand Communities: Building a case for Customer Engagement and Value Co-Creation Practices" at the Baruch College Research Symposium**

**MBA students continue to do good work...  
<https://news.kennesaw.edu/stories/2020/ksu-mba-students-amani-project.php>**

## News from KMA

**KMA has been having a blast this semester! Austin DeFoor from TTI did a wonderful branding workshop and Brad Kehm hosted a Nike Event.**

**In early April, we hosted a headshot event on the green. Members brought cans for a canned food drive to give back to the community. Kayla Wright and Jeeah Perryman participated in the Market Strategy Competition at the AMA Collegiate Conference. Jeeah Perryman also won the T-shirt contest, and her design will be on our KMA shirts this year.**

**We are also excited for upcoming elections, and an event with iheartradio. There is so much in store for our members! If you are interested in joining KMA, check us out at [www.amakennesaw.com](http://www.amakennesaw.com)**





**Congratulations to Adam Stickler & Hannah Teague. They placed third as a team and Adam placed third in the individual competition. Also, thank you to all the volunteers who spent their weekend helping out. We couldn't have done it without you.**

**Special thanks to the entire CPS team plus Randy Stuart, Mike Serkedakis, Mona Sinha, Swati Panda, David Burns, Tyra Burton, Debbie Lester, Laura Robinson, Dayna Reed, Jennifer Hutchins, Harry Vardis, Linda Rowlette, Radwan Ali, Debbie Burdett, Christine Bryant and our student assistant Chad Rowlette.**



**We are in need of sponsors for the Digital Marketing Competition  
November 6, 2021**

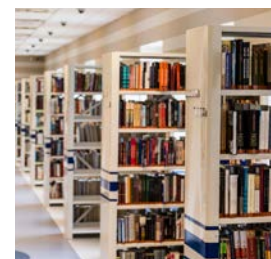
**If you are interested in becoming a sponsor, please email Tyra  
Burton at [tburto13@kennesaw.edu](mailto:tburto13@kennesaw.edu)**

## RESEARCH CORNER

**Congratulations to Seth Walker, Sr. Director of Development, for his publication in the *Journal of Education Advancement & Marketing*, "The myth of relationship building"**

**Swati Panda had several journals published:**

- **Afiuc, O., Bonsu, S. K., Manu, F., Knight, C. B., Panda, S., & Blankson, C. Corporate Social Responsibility and Customer Retention: Evidence from the Telecommunication Industry *Journal of Consumer Marketing*, 38(1), 15-26.**
- **Paswan, A. K., & Panda, S. (2020). B-to-B relationships: A resource, knowledge, and capability (RKC) perspective. *Industrial Marketing Management*, 91, 92-99**
- **Panda, S., Srivastava, S., & Pandey, S. C. (2020). Nature and evolution of trust in business-to-business settings: Insights from VC-entrepreneur relationships. *Industrial Marketing Management*, 91, 246-256.**



**Executive Advisory Board Members:**

**Chair: Brad Taylor** Former VP National Accounts at Coca-Cola  
President of Taylor Built Brands & Marketing Instructor at KSU

**Brad Kehm** Director IMC at Nike

**Carl Zaglin** President and Finance Executive of Atlanco Inc.

**Dan Hennessy,** Chief Sales Officer of FIFCO USA

**Harry Vardis** Adjunct Faculty at KSU and Emory University

**Justin Brown,** Sr. Merchant Lighting at Home Depot

**Mark Fogas** COO of Epsilon Automotive

**Michele Velcheck** CEO of Solid Source Real Estate

**Moira Vetter** President of Modo Modo Agency

**Skip Meyer** Channel Lead at Newell Brands

**Tim Lamb** VP of Marketing at PRGX Global

**Steven Lent,** Sr. Dir. Brand Advocate at Home Depot

**Heather Pennington,** CEO at I Speak Business

**Next BOA  
VIRTUAL Meeting:  
TBA**

## News from the Executive Advisory Board

**Shout out to Brad Kehm with Nike for his  
appearance with KSU on LinkedIn #Justdoit**

**Congratulations to Moira Vetter for being  
recognized by Forbes  
#Next1000**

**Her company, Modo Modo, ranked #24 of the  
25 largest advertising and marketing firms  
by the Atlanta Business Chronicle**

**Thank you to Brad Kehm and Tim Lamb who  
attended the MKTG 8030 Course Coordinator  
meeting and contributed valuable input and  
speaker suggestions.**

**Thank you to Tim Lamb for sharing his  
international marketing experience in  
MKTG 8730.**

**Thank  
you!**

**To all of our spring adjuncts - we could not  
have done it without you:**

**Steve Burton  
Amy Fehl  
Stephen Flaim  
Dan Hennessy  
Tom Hewett  
Laurie Michaelson  
Sam Pierquet  
Dayna Reed  
Cheryl Rodewig  
Brad Taylor  
Karen Anne Wallach**

## -- Happy Retirement --

Mary Foster is moving to the beach to retire with her husband, Jeff. Mary has been a long time staff member of this department and the backbone of the CPS & NCSC. Good luck Mary! You will be missed by all. Enjoy the waves!



## DID YOU KNOW?

The Marketing & Professional Sales Department has a mentoring program. If you are interested in participating, go to [coles.kennesaw.edu/marketing-sales](https://coles.kennesaw.edu/marketing-sales) or email us at [marketingmentoringprogram@kennesaw.edu](mailto:marketingmentoringprogram@kennesaw.edu)



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