



**KENNESAW STATE
UNIVERSITY**
COLES COLLEGE OF BUSINESS
*Department of Marketing and
Professional Sales*

SPOTLIGHT

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Featured Executive Board Member



Dan is a marketing and sales executive with over 25 years of business experience, mainly in consumer packaged goods. He has worked at S.C. Johnson & Son, Procter & Gamble, and most recently completed fifteen years at MolsonCoors Brewing Company. After a short time at Serta-Simmons Bedding Company, Dan joined FIFCO USA as the Chief Sales Officer earlier this year. Much of his career has been focused on building brands, including: OFF! Mosquito repellents, Glade air fresheners, Mickey's Malt Liquor, Miller High Life, Coors Banquet, and most notably leading the 2nd largest beer brand in the United States,

Coors Light. Beyond his brand assignments, Dan has also served as the Vice President - Retail Marketing at MolsonCoors, responsible for partnering with brand teams and sales teams to bring the full portfolio of brands to life at retail. Over the last five years, Dan has had two assignments that brought him and his family to the Atlanta area. From 2015-2018, Dan served as the Regional Vice President for MolsonCoors, overseeing the 2nd largest region for the company and leading a team of 140 sales & marketing professionals. Starting in 2019, Dan served as the Chief Commercial Officer for MolsonCoors International, with responsibility of expanding sales and growing brands in ten focus markets spread across five continents. Outside of his professional career, Dan is an avid concertgoer, racquetball player, and reader. He is originally from Chicago, Illinois and still roots for the Bears, Bulls, Blackhawks and White Sox. Dan, his wife Jeanne, and their two daughters, Erin & Shannon, reside in Milton, GA.

Letter From The Chair

Dear Students, Faculty & Staff,

It is hard to believe once again that we are at the end of a semester. Congratulations to all of the December graduates. Your hard work and dedication will serve you well in your next phase of life. I hope that you will keep in touch and let us know where your new journey takes you. Happy Holidays to everyone. Take some time to relax and enjoy being with your loved ones. Stay safe and see you next semester.

David J. Burns

Chair & Professor of Marketing & Professional Sales

FACULTY HIGHLIGHTS

Congratulations to the following faculty on their new positions:

Sheb True: *Associate Vice Provost for Global Engagement, Professional Education and Strategic Initiatives*

Mona Sinha: *Interim Associate Dean for Undergraduate Program in Coles College*

Jennifer Hutchins: *Assistant Chair of the Marketing & Professional Sales Department*

Scott Widmier: *Discipline Lead for PhD Program*

Congrats to Patrick van Esch for being published on the WalletHub website.

https://wallethub.com/car-insurance/georgia#Patrick_van_Esch



Prachi Gala won best paper in Marketing Strategy Track at the American Marketing Association Winter 2021.

Congratulations for everyone on reaching milestones here at KSU:

David Burns - 5 years

Brian Rutherford - 10 years

Scott Widmier - 15 years

Bill Forrester - 30 years

Keith Tudor - 30 years

Armen Tashchian - 35 years



STUDENT HIGHLIGHTS



Adriane Randolph, Stefan Sleep, Jen Riley, Brian Rutherford

Jen Riley Cohort 10 defended her dissertation on August 28.

Jen Riley Cohort 10 presented her research at the Harvard Business School's Rising Scholars Conference (Oct 20-21, 2021). Her paper is titled "The Evolution of Sales Technology: Assessing Salesperson Social Selling Activities."

Riley commented, "Presenting at HBS was a bucket list item for me.

Being able to check that off so early in my career just motivates me to do more research and hope I can continue exploring worthwhile areas that contribute to our overall understanding of the business world."



David Burns, Swati Panda, Christine Billen, Mona Sinha, Armen Tashchian

Christine Billen Cohort 9 defended her dissertation proposal on October 28.

Congratulations to Martha Troncoza Cohort 12 for her article "Advertising, Incentives, and the Upsell: How Advertising Differentially Moderates Customer- vs. Retailer-Directed Price Incentives' Impact on consumers' Preferences for Premium Products" in *Journal of the Academy of Marketing Science*

In conjunction with the IS department (Adriane Randolph) and the Tech3Lab from HEC Montreal, Jen Riley, launched her research "Assessing the Impact of Virtual Sales Training on Performance" this October. She hopes insights from this research will help companies learn more about training sales teams for increased efficiency and results in practice.



STUDENT HIGHLIGHTS

Jen Riley and Kate Nicewicz, Cohort 10, presented during the Fall 2021 Society of Marketing Advances Wessex Press Innovations in Teaching Competition as finalists for their innovation, "Leveraging Improv Techniques to Teach Students Soft Skills". They also presented their research, "Content or Engagement, Which Comes First? A critical assessment of, eWOM, Customer Engagement, and Value Co-creation within Social Media Brand Communities," a project done in collaboration with Eric Harvey, Cohort 11.

Jen Riley, Cohort 10, presented her research, "The Evolution of Sales Technology" at the Fall 2021 Harvard Business School's Rising Scholars Conference. The Rising Scholars Conference originated at the Stanford Graduate School of Business in 2020 with a mission to highlight doctoral research with potential for making meaningful impacts within the field. The second annual Rising Scholars Conference took place October 20-21, 2021.



The event gathered participants from across the country and business disciplines to present their research and interact with faculty at Harvard Business School and from other institutions. Riley commented, "Presenting at HBS was a bucket list item for me. Being able to check that off so early in my career just motivates me to do more research and hope I can continue exploring worthwhile areas that contribute to our overall understanding of the business world."



Kate Nicewicz, Jen Riley, Brian Rutherford, Prachi Gala, Lucy Matthews, Dana Harrison at SMA Conference

The following conference papers were accepted at the 2021 SMA Conference in November:

Content or Engagement, Which Comes First? A critical assessment of eWOM, Customer Engagement, and Value Co-creation within Social Media Brand Communities - Jen Riley, Kate Nicewicz & Eric Harvey

What! Using Facebook to Teach Marketing - Eric Harvey

How do you amplify social media engagement? A conceptual framework to understand the impact of acquiring users' positive outlook - Eric Harvey & Udhyab Roy

NEWS FROM KMA



In October we hosted our semi-annual professional headshot fundraiser event. This is one of our most popular events that allows students to receive professional quality headshots to use for future employment opportunities.



Friendsgiving

In November the association held an event with three KMA alumni who work at Relutech, NerdRabbit and DCO Flooring. Our member got to hear their success stories and learn about the internship and job opportunities available at their companies.

Later in the month, KMA had an event with Porsche and United Way. Brianna Maye from PCNA spoke about the importance of networking, community service and mentorship. Our members also received the opportunity to join the United Way's volunteer committee for marketing research.



Atlanta United Game

We also attended an Atlanta Hawks basketball game where our members enjoyed a basketball game and learned about internship and job opportunities available at State Farm Arena

Next Semester will be filled with fun KMA events. We will have another chapter meeting and an event with Acadia. If you are interested in joining KMA, find us at www.amakennesaw.edu

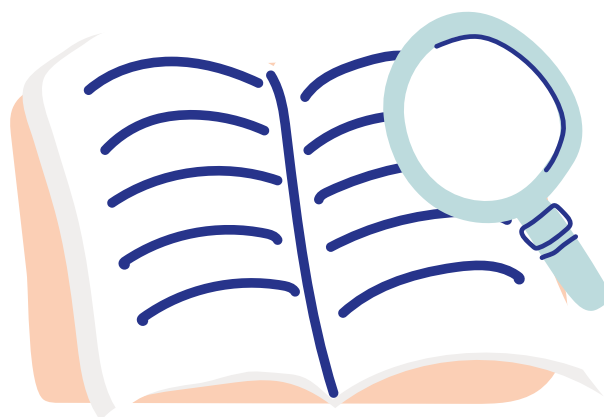
For information on **Professional Sales Club**, email Adam at astickl2@students.kennesaw.edu



RESEARCH CORNER

“The Brown Bag Series” was a huge hit and will continue next semester. Check the department calendar for future dates. Please email Patrick van Esch pvanesch@kennesaw.edu if you are interested in presenting.

Congratulations to Prachi Gala for receiving a \$4200 grant from Coles College Research and Development Committee. She along with Kate Nicewicz (Cohort 10) will be doing research on “The dark triad and intentions for COVID vaccine consumption: A prospect theory perspective.”



Congratulations to Prachi Gala for her publication:
Mishra, A., Baker-Eveleth, L., Gala, P., & Stachofsky, J. (2021).
Factors influencing actual usage of fitness tracking devices:
Empirical evidence from the UTAUT model.
Health Marketing Quarterly, 1-20.

PhD Project Hall of Fame

The PhD project, an organization devoted to encouraging minorities to pursue doctoral education and become business professors, has named Coles College of Business faculty **Leila Borders** to their Hall of Fame.



EXECUTIVE ADVISORY BOARD

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

Bob Bachrach: Exec. & COO of Congregation Etz Chaim

Next BOA Meeting:

TBD

News from the Executive Advisory Board

Mark Fogas, COO, Epsilon Auto, will be resigning from the Executive Advisory Board after seven years of service. Mark has always played a very active role and has brought a wealth of business knowledge to the faculty. Additionally, he was our top donor for student scholarships last year. Thank you Mark for all of your years of service. We will miss having you on the board and wish you the best.

Thank you to all of our board members . We appreciate all that you do for the department. We look forward to working with you in 2022.

thank you

EVENTS



NCSC

NCSC will be held on campus March 4th-7th and volunteers are needed to help with this event. Please email Dea Barker at dbarke18@kennesaw.edu

The **Digital Marketing Competition** has been moved to April 23, 2022. Please contact Tyra Burton tburto13@kennesaw.edu for more information.

The "**Greek Economy**" Panel was held on October 21. With over 90 in attendance, there was much to learn about Greece and its role in imports, exports and sustainable models.

A huge thanks to Mike Serkedakis, Jennifer Hutchins, Tyra Burton and Linda Rowlette along with the DGA for making this a huge success.



Endy D. Zemenides, Mary Waters, Theodoros Dimopoulos, Ted Diamantis



Jennifer Hutchins



Mike Serkedakis, Jennifer Hutchins and Panelists



Prachi Gala and Keith Tudor's booth at the study abroad fair in October

ITALY May 11-May 28, 2022
MKTG 4490, BUSA3500

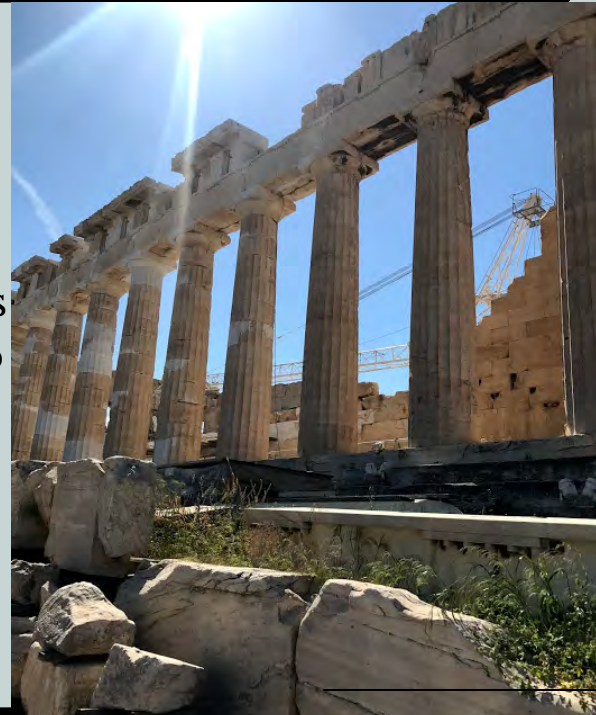
This education abroad trip provides a unique learning opportunity set against the backdrop of two of Europe's most important business centers, Germany and Italy. In addition to the rich culture and history in these European countries, students will visit and directly interact with industry leaders as they explore international aspects of business and culture.

Keith Tudor ktudor@kennesaw.edu

GREECE May 13-May 27 2022
MKTG/SA 4490, BUSA 3500

This Education Abroad trip provides a unique business learning opportunity; Greece and the island commerce of Crete and education on Chios. All set against the backdrop of the world's most important founding culture. In addition to culture and history, students will interact with industry leaders in beverages, wines and beauty as they explore international aspects of education, business and consumer behavior

Mike Serkedakis mserkeda@kennesaw.edu



GERMANY May 13 - May 25, 2022
MKTG 4490, BUSA 3500

With many international companies doing business in both Germany and the U.S., students who experience this program will develop an appreciation for and specific skill around digital media strategy and execution, and observe critical considerations in communication given cultural, normative, geographic, and social diversity. This unique and highly specialized program intended for KSU students who are following a path into the world of digital media and marketing will undoubtedly provide an advantage in a highly competitive job market.

Jennifer Hutchins jhutch25@kennesaw.edu



CONGRATS to the Class of 2021!!!

We are so proud of everything that you have accomplished. Good luck on all of your future endeavors.



Mona Sinha, David Burns, Patrick van Esch, Keith Tudor, Swati Panda and Mike Serkedakis on their way to the commencement ceremony.

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 or email us at marketingmentoringprogram@kennesaw.edu



**Staff Editors:
Jenn Kaminski
Linda Rowlette**