



# KENNESAW STATE UNIVERSITY

COLES COLLEGE OF BUSINESS  
Department of Marketing and  
Professional Sales



## The Latest News and Updates at KSU

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**Kennesaw State University**

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**Brad Taylor**

Featured Board Advisor

Founder of Taylor Built Brands  
Brand/Marketing/Sales  
Strategy Consultancy

Brad is a skilled orator and facilitator and passionate about public speaking, consulting, advising, training, and teaching others who can benefit from his vast experiences and knowledge gained throughout his career. He started TaylorBuiltBrands to help businesses sharpen their brand strategy and achieve growth.

Brad recently retired from the Coca-Cola Company after serving 24 years in various sales and marketing leadership positions. Most recently he served as Vice President of Sales & Marketing, National Accounts in the Foodservice and On-Premise Division where he led cross-functional teams to deliver over \$500 million in revenue from existing national account customers, as well as secured new business in the foodservice, travel, healthcare, and specialty retail sectors.

## Special Letter From The Chair

**Welcome back students, faculty and staff!!**

It is great seeing everyone again. Thank you to everyone in the department for all the hard work you have put in to getting us back on campus. Your flexibility, patience and cooperation is deeply appreciated.

A special welcome to our newest faculty members - Swati Panda and Stefan Sleep. We are excited about the experience and knowledge that they bring to the Department of Marketing and Professional Sales. If you have not had a chance to do so, please make sure you stop by their office or "zoom" in to say hello.

Best wishes for a great fall semester!! Remember to social distance, wash your hands and wear a mask!!

Stay safe,

Dr. David J. Burns

Chair and Professor of Marketing and Professional Sales

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## Welcome Our New Faculty Members



**Dr. Stefan Sleep**



**Dr. Swati Panda**

Dr. Stefan Sleep is an Assistant Professor of Marketing. His research focus is on sales and marketing strategy with an emphasis on intra-organizational relationships and marketing's use of data. His research has been published in a variety of journals including the Journal of the Academy of Marketing Science and the Journal of Personal Selling & Sales Management. Stefan obtained his PhD in Marketing from the University of Georgia.

Dr. Swati Panda joined the Coles College of Business in 2020 after completing her PhD in Marketing from the G.Brint Ryan College of Business, University of North Texas. She also holds a PhD in Strategy from Xavier University, India and a bachelor's in electrical engineering from Kalinga University, India. Swati's research interests include Business to Business Strategy, Digital Strategy, Retailing and Entrepreneurship. Her research has been published in Industrial Marketing Management and Thunderbird International Business Review.

## The Kennesaw Marketing Association Elected their New Officers

**President:** Hannah Glass  
**Vice President:** Truett Nichelson  
**VP of Marketing:** Grant Burrows  
**Social Media & Branding Chair:** Kayla Tollerson  
**Director of Human Resources:** Amber Griffin  
**Recruitment Chair:** Maddy Godwin  
**Treasurer:** Ortisemeyuwa Enonuya  
**Fundraising Chair:** Lenny Jimenez  
**Director of Operations:** Kayla Wright  
**Faculty Liaison:** Scott Widmier



**FREE NRF PROTECT ALL ACCESS**

NRF PROTECT ALL ACCESS is a free virtual event that will deliver valuable content and timely insights from industry-leading retail security experts over four days.

The interactive, online environment lets you learn best practices from general and Exhibitor Big Ideas sessions, chat with speakers and attendees, and engage with local and federal agencies.

Special CONGRATS to Dr. Jennifer Hutchins for receiving promotion to Associate Professor and tenure!

Special CONGRATS to Dr. Leila Borders on receiving the AMA RM SIG (American Marketing Association Relationship Marketing Special Interest Group) Service Award for serving 15 years as the Chair of the RM SIG

**From Hesitant PhD Student to Acclaimed Researcher**

Jen Riley (center) attending event with Michael J. Coles on October 2018

Her work has already attracted considerable attention. In September, Riley's first solo-authored research manuscript will be published in the peer-reviewed Journal of Global Scholars of Marketing Science, and she has multiple papers in progress and under review.

She will also present in October at New York's Baruch College research symposium, an event recognizing exceptional work from minority PhD candidates. The symposium is conducted in-part by the PhD Project, a nationwide partnership of sponsors and universities encouraging minorities to pursue doctoral business degrees.

**Jen Riley**

Less than 20 years ago, Jen Riley was convinced that her professional goals did not include graduate school.

Since enrolling in the Michael J. Coles College of Business's PhD in Business Administration program in 2018, Riley has seen her research on social media published at academic conferences and in peer-reviewed journals.

Riley recently accepted a full-time position teaching marketing and professional sales at Kansas State University's National Strategic Sales Institute. While teaching was not her original career goal, she has discovered a passion for it.

Randy Stuart had an article featured:

<https://wise-ly.com/>

## Sales and Marketing Career Fair

Find your next Career or Internship!

**October 21, 2020 - 4pm to 7pm  
Virtually**

Questions | MaryFoster | [mfoster@kennesaw.edu](mailto:mfoster@kennesaw.edu)

## NCSC Virtual Career Sponsors

Find your next Career or Internship!

**2020 Fall - Sept. 18 | 11am-5pm EST**

**Students and Faculty register for  
NCSC Virtual Career Fair:**

<https://www.careereco.com/events/ncsc>

## Faculty Brings a Taste of Italy to Students

What do you do when a global pandemic prevents 25 students from traveling to Italy for a once-in-a-lifetime, hands-on, study-abroad learning experience in Italy? For Mona Sinha, the answer is that you bring Italy to the students.

“When the study abroad was canceled, I could have turned it into a general international business course with a standard textbook and assignments,” Sinha said. “For many students, it was going to be their first time visiting Italy. It just didn’t seem fair doing a regular class after promising something so different. They were so disappointed that I just had to try and bring some Italian experiences to class.”

The experience was an eye-opener for Sinha’s students.



### Welcoming the Executive Advisory Board Members:

Kristin Bitter VP Industry Affairs at Coca-Cola Company  
Mark Fogas Exec VP of Epsilon  
Dan Hennessey Sr. VP of Serta-Simmons Bedding Co.  
Brad Kehm Director IMC at Nike  
Tim Lamb VP of Marketing at PRGX Global  
Skip Meyer Channel Lead at Newell Brands  
Brad Taylor Former VP National Accounts at Coca-Cola  
 President of TaylorBuiltBrands & Marketing Instructor at KSU  
Harry Vardis Adjunct Faculty at KSU and Emory University  
Michele Velcheck CEO of Solid Source Real Estate  
Moira Vetter President of ModoModo Agency  
Carl Zaglin President and Finance Executive of Atlanco Inc.

**Next BOA  
 VIRTUAL Meeting:  
 September 11 @  
 8:30**

## 2020 Summer Marketing Graduates

Mckenna Alberstadt  
 Rachel Allen  
 Allyson Budreau  
 Kristy Byler  
 Emily Cook  
 Megan Cooney  
 Carson Corley

Lauren Cutcliff  
 Tyler Dodge  
 Mitchell Feathers  
 Jesse Fitzgerald  
 Katie Fontanella

Ryan Glancy  
 Taylor Greer  
 James Hammond  
 Nicholas Hill  
 Erin Hines

Allison Jeffcoat  
 Chavis Jones  
 Ansley Law  
 Ciara Lawrence  
 Bryce Lee  
 Jordan Linton

# CONGRATULATIONS!

Jackson Lott  
 Kyla McLean  
 Madeleine Minotto  
 Ruby Montenegro  
 Cassandra Mouchakkaa

Alexis Murer  
 Jonathan Noble  
 Madison Notarthomas  
 Brandon Notheis  
 Connor Phillips

Lois Price  
 Ashlyn Richter  
 Savannah Roberts  
 Heather Simpson  
 Genesis Sosa

Megan Spernak  
 Miranda Taylor  
 Walker Terry  
 Cristian Trevizo  
 Staci Tunkel

Jacob Tupper  
 Ashley Walker

Steven Wehde  
 Taylor Whitley

Adam Williams  
 William Young

**Staff Editors:  
 Ahijah Ireland  
 Linda Rowlette**