

John M. McGrath, Ph.D.

A team player who has mastered the skills of the academic and corporate worlds and now blends them together in service to his students, college, and community

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Academic Credentials

Degrees from Research I institutions

Ph.D., Pennsylvania State University

- Graduate School; Dissertation: *"Integrated Marketing Communications: An Empirical Test of its Effectiveness"*

Master of Management, Northwestern University

- J. L. Kellogg Graduate School of Management; Concentrations: Marketing, Real Estate

Bachelor of Business Administration, University of Notre Dame

- College of Business Administration; Major: Marketing; College of Arts & Letters; Minor: Communication

Teaching Experience

Proven, versatile Marketing instructor

2023-2024 Mean Effectiveness Score: 4.65/5.00

Recognitions:

- College of Charleston School of Business Distinguished Teaching Award (2024)
- Marketing Management Association Teaching Excellence Award winner (2015)
- University of Pittsburgh Chancellor's Distinguished Teaching Award winner (2008)

College of Charleston, Charleston, SC

• Instructor of Marketing and Management

- Teach undergraduate and graduate business courses:
 - *Marketing Concepts; Marketing Management (undergraduate)* • *Managing and Leading Organizations (graduate)*
- Coordinate internships for Marketing, Management, and Entrepreneurship majors at the College
 - *Work with dozens of students each semester to match them with local employers and help enhance their experience*
 - *Manage all aspects of the program including its marketing to students, faculty, and local organizations*

University of Pittsburgh, Johnstown, PA

• Professor of Marketing

- Spearheaded the creation of a new B.S. Marketing degree, the largest UPJ Business major by enrollment
- Taught undergraduate business courses including:
 - *Strategic Management* • *Principles of Marketing* • *Marketing Management* • *Marketing Research* • *Consumer Behavior*
- Developed four new courses to create a distinctive "4Ps" seminar curriculum unique among its peers
 - *Product Management* • *Pricing Management* • *Promotion Management* • *Distribution Management*

DePaul University, Chicago, IL

• Adjunct Faculty Member, College of Commerce and Kellstadt Graduate School of Business

- Taught graduate and undergraduate business courses:
 - *Principles of Advertising (undergrad)* • *Advertising Management (graduate)*

Corporate Experience

Global agency experience with blue chip clients

J. Walter Thompson, Chicago, IL

• Vice President and Account Supervisor

• **Miller Brewing**

- Supervised national advertising programs for Lowenbrau, Sharp's, and Miller's new products including Miller Reserve

• **McDonnell Douglas Aerospace**

- Directed global advertising for brands ranging from F-15 fighters to MD-80 airliners to the International Space Station

• **Northwestern Mutual Life Insurance**

- Key management player on "Good Reasons" campaign (**Silver Effie winner**, rated "Gold" by *The New York Times*)

• Account Representative

- **Oscar Mayer Foods**: Deeply involved in the management of national IMC efforts for the following brands:

- New products: Lunchables (member of launch team), Center Cut Bacon (**Gold Effie winner**), Breakfast Ham
- Established brands: Regular Bacon, Pork Sausage, Oscar Mayer Food Service

• Assistant Account Representative

- **Hyatt Hotels**: Managed national advertising relationships with sales managers at Hyatt hotels throughout the U.S.

Leo Burnett, Chicago, IL

• Media Planner/Buyer

- **Schenley Liquors, RCA electronics**; Developed, negotiated, and executed media plans for these national clients

Entrepreneurial Alchemy Team member; UPJ Entrepreneurship Steering Committee (2013-2021)

- A founding member of these groups, designed to create an entrepreneurship incubator for the region. I also assisted in developing the proposal for new major and certificate in entrepreneurship at UPJ and was involved in the creation and naming of the IdeaLab on-campus incubator facility.

New Marketing B.S. and Minor Proposals Co-Author (2015-2018)

- Developed the proposals that helped create the first-ever Marketing B.S. degree and minor at UPJ.

Editorial reviewer of a new entrepreneurship book,

- Invited to edit The Wonderbook (2015), authored by Prof. Tom Boyle, Point Park University.

Co-Founder/Co-Author of The Official Chicago Bar Guide (1994)

- Created a publishing firm, Buckingham Books, Inc., to develop and market this successful book, with cumulative sales of approximately 20,000 copies.

***Journal of Appalachian Studies* (Summer 2023)**

Co-Authored with Skip Glenn

- "Measuring resident quality of life in Appalachian mountain towns: A case study and proposed methodology"

***Journal for Advancement of Marketing Education* (Spring 2023)**

- "Administrators love experiential service learning, but what do students think? Empirical insights using the BACE instrument"

***Journal of Hospitality and Tourism Insights* (October 2020)**

- "An affordable, sustainable tourist QoL model: the case study of Appalachian mountain towns"

***International Journal of Leisure and Tourism Marketing* (Spring, 2017)**

Co-Authored with David Primm and William Lufe

- "Tourist motivations for visiting heritage attractions: New insights from a large U.S. study"

***Journal of Marketing Development and Competitiveness* (March 2017)**

Co-Authored with David Primm and William Lufe

- "Marketing Communications Media Used by Heritage Tourists; New Insights from a Pennsylvania Study"

***Tourism Economics* (December, 2016)**

Co-Authored with David Primm and William Lufe

- "Heritage Tourism's Economic Contribution; A Pennsylvania Case Study"

***Local Economy* (Fall, 2016)**

Co-Authored with Ron Vickroy and Skip Glenn

- "Affordable Local Economic Research for Smaller Cities: 22 Years of Evolution and Refinement"

***Atlantic Marketing Journal* (Winter, 2014)**

- "Using Marketing Research and Positioning Techniques to Create IMC Campaigns for Private, Charter, or Public Magnet Schools"

***Journal of Applied Marketing Theory* (November, 2011)**

- "An Experimental Approach to Testing IMC Effects on Consumer Attitudes, Behavioral Intentions and Recall"

***Journal of Promotion Management* (October, 2010)**

- "Using Means-End Analysis to Test Integrated Marketing Communications Effects"

***Marketing Management Journal* (Fall, 2009)**

- "Congregations as Consumers: Using Marketing Research to Study Church Attendance Motivations"

***Journal of Marketing Communications* (Fall, 2005)**

- "A Pilot Study Testing Aspects of the Integrated Marketing Communications Concept"

***Marketing Management Journal* (Fall, 2005)**

- "IMC at a Crossroads: A Theoretical Review and a Conceptual Framework for Its Validation"

***Journal of Current Issues and Research in Advertising* (Fall, 2003)**

Co-Authored with Chad Mahood

- "The Impact of Arousing Programming and Product Involvement on Advertising Effectiveness"

***Journal of Marketing for Higher Education* (Summer, 2003)**

- "Attitudes About Marketing in Higher Education"

Economic Development Quarterly (Fall, 2003)

Co-Authored with Ron Vickroy

- “A Research Approach for Tracking Local Economic Conditions in Small Town America”

Pennsylvania Journal of Business and Economics (Spring, 2002)

- “A Qualitative Study of the Microculture at an Urban Academic Center”

Pennsylvania Journal of Business and Economics (Summer, 2000)

- “Marketing Main Street: An Exploratory Study of Stakeholder Perceptions”

Advertising Principles & Practice, Third Edition (Wells, Burnett & Moriarty, 1995)

- Article: “Inside Advertising: The Role of the Account Manager”

Integrated Marketing Communications, Second Edition (Duncan, 2004)

- Author of Instructor’s Resource Manual and PowerPoint slides for text

Academic Organization Leadership

Appointed to help guide national organizations

Board of Directors, **International Society of Marketing** (2024-present)

Editorial Board, ***Journal for the Advancement of Marketing Education Review*** (2023-present)

Board of Directors, **Marketing Management Association** (2015-2020)

Editorial Board, ***Marketing Education Review*** (2016-2018)

Conference Presentations/Participation

International, national, and regional experience

Session Chair at **International Society of Marketing** (ISM) Conference (2024)

- Session topic: Artificial Intelligence Issues in Consumer Behavior

Discussion Leader, and Session Chair at **International Society of Marketing** (ISM) Conference (2023)

- ChatGPT: How will it impact Marketing education?

Professional Field Trip Organizer to Quallsights Research Chicago, IL Office at **ISM** Conference (2023)

Teaching Pedagogy Presentation at **Teaching, Learning, & Technology** Conference (2022)

- “Experiential Learning Assignments: How COVID-19 Prompted a Major Shift in Pedagogy”

Position Paper Presentation at **Marketing Management Association** (MMA) Fall Educators’ Conference (2019)

- “Do Students Really Benefit from Service-Learning Projects? An Empirical Test Using the BACE Scale”

Panel Moderator and Member at **MMA** Fall Educators’ Conference (2019)

- “Community Service and Outreach Programs for Engaging Students”

Professional Field Trip Organizer to Santa Fe Tourism Bureau, Santa Fe, NM; **MMA** Fall Conference (2018)

Track Chair, Consumer Behavior Track, **MMA** Spring Research Conference (2019)

Professional Field Trip Organizer to College Basketball Hall of Fame, Kansas City, MO; **MMA** Fall Conference (2018)

Paper Presentation at **MMA** Spring Research Conference (2018)

- “Using a Quality of Life Index to Market Small Urban Areas,” co-authored with Skip Glenn

Professional Field Trip Organizer to Leo Burnett Advertising Agency, Chicago IL; **MMA** Spring Conference (2018)

Reviewer, session chair at **MMA** Spring Research Conference (2018)

Panel Presentation Co-Author, **MMA** Fall Educators’ Conference (2017)

- “Successes and Challenges with Client Based Projects,” with Kim Donahue and Tony Stovall

Professional Field Trip Organizer to PPG World Headquarters, Pittsburgh, PA; **MMA** Fall Conference (2017)

Session chair for two sessions at **MMA** Fall Educators’ Conference (2017)

Reviewer, session chair at **MMA** Spring Research Conference (2017)

Reviewer, **American Marketing Association (AMA)**, Winter 2017 conference

Session chair for two sessions at **MMA** Fall Educators’ Conference (2016)

Paper Presentation at **MMA** Spring Research Conference (2016)

- “How Did You Hear About Us? An Empirical Study of the Most Important Marketing Communications Sources for Heritage Tourists in Pennsylvania,” co-authored with David Primm and William Lafe

Panel Presentation Co-Author, **MMA** Fall Educators' Conference (2015)

- *"Creative Marketing Research Assignments"* with Beverlee Anderson, Kimberly Folkers, and Sarah Rand

Session Chair, Services, Sales and Retailing session, **MMA** (2015)

Session Chair, Consumer Behavior and IMC sessions, **MMA** (2014)

Panel Presentation Co-Author (with Skip Glenn), **MMA** (2013)

- *"Helping students' craft, manage, and defend their brand image"*

Panel Presentation Co-Author (with Skip Glenn), **Northeastern Association of Business, Economics and Technology** (2012)

- *"Engaging Teaching Approaches in Marketing"*

Track Chair, Advertising, Direct Marketing and Promotion, **Atlantic Marketing Association** (AtIMA) (2012)

Paper Presenter, **AtIMA** (2011)

- *"Using Market Research and Positioning Techniques to Create IMC Campaigns for Private, Charter, or Public Magnet Schools"*

Discussant, **AtIMA**, conference (2011, 1997)

Paper Presenter, **AtIMA** (2006)

- *"Applying Market Research Techniques To Measure Churchgoing Motivations"*

Paper Presenter, **AMA** (2005)

- *"Integrated Marketing Communications: A Test of its Effectiveness."*

Discussant, **MMA**, conference (2003, 2005)

Reviewer, **MMA**, conference (2003, 2005)

Reviewer, **Association of Pennsylvania University Business and Economics Faculty** (APUBEF), conference (2002, 2005)

Paper Presenter, **AMA** (2001)

- *"Integrated Marketing Communications: Some New Empirical Evidence"*

Paper Presenter, **International Communication Association** (2001)

- *"The Impact of Arousing Television Programs on Advertising Effectiveness: An Empirical Test"*

Session Chair, **APUBEF**, conference (2001, 1999)

Panel Member, **Association of Educators in Journalism and Mass Communications** (AEJMC), mid-year graduate conference (2000)

- *"Topics in IMC: Experimentation, the Brand, and the Business of the New Economy"*

Paper Presenter, **AEJMC** (1999)

- *"The Emergence of Integrated Marketing Communications"*

Paper Presenter, **AEJMC**, mid-year graduate conference (1999)

- *"Marketing Communications: Theoretical Foundations and Future Directions"*

Paper Presenter, **AEJMC**, mid-year graduate conference (1998)

- *"An Exploratory Study of Marketing Communications Policies at Colleges in the Northeast"*

Paper Presenter, **APUBEF** (1998)

- *"An Urban Multi-University Academic Center: Case Study"*

Research Proposal Presenter, **Marketing Management Association** (1998)

- *"Effective Marketing Communications Policies in Higher Education"*

Paper Presenter, **AtIMA** (1997) (co-authored with Dr. James Roger)

- *"Creating Baseline Market Research for Downtown Shopping Districts: A Case Study"*

Paper Co-Author, **Decision Sciences Institute** (1997) (co-authored with Dr. James Roger and Ronald Vickroy)

- *"Localized Economic Climate Market Research for Small Businesses: A Case Study"*

Research Consulting Projects

Extensive experience on 50+ diverse projects

Economic Impact of Heritage Tourism Areas (2016)

- Major study funded and published by the Center for Rural Pennsylvania and the Department of Conservation and Natural Resources. The study employed a combined qualitative/quantitative methodology to estimate the economic and non-economic impact of Pennsylvania's designated heritage areas. Results were vetted by experts at the Center for Rural Pennsylvania, and the study is published on its website.

Regional Economic Climate Study (2018; annually back to 1994) Co-authored with Skip Glenn, Ron Vickroy

- Major study funded and published by the Greater Johnstown/Cambria County Chamber of Commerce. The study employs a mixed paper and online methodology to measure business community attitudes about the economic environment in the Johnstown region. Results are reviewed, questioned and debated in real time each year by an audience of 200+ business and political leaders at the annual Regional Economic Summit.

Tribune-Democrat Readership Study (2011)

- Major study examining readership habits and preferences for the daily newspaper in Johnstown, PA.

WJAC-TV Management Focus Group (2008)

- Moderated a focus group of key personnel to assist in the development of recommendations that would improve the work environment at the station.

Oakhurst Tea Room Market Potential Study (2007)

- Designed, fielded, analyzed and presented a study examining a restaurant's market appeal and segmentation.

The Alleghenies Regional Purchasing Habits Study (2006)

- Designed, fielded, analyzed and presented a study that estimated the buying habits of organizations in the seven-county Alleghenies regions. Co-authored with Ron Vickroy; sponsored jointly by the seven chambers of commerce in the Alleghenies region.

Community Health Care Needs Focus Group (2005)

- Developed a qualitative research plan for determining health care needs for Conemaugh Health System.

Pawlowski & Haman Architects Awareness and Attitudes Study (2005)

- Designed, fielded, analyzed and presented a study measuring awareness and attitudes toward the firm among its key clients and potential clients.

Healthcare Information Prescription Study (2005)

- Developed a research plan for determining patient and healthcare provider attitudes toward the a new online "healthcare information prescription" concept for U.S. military's health insurance organization's (Tricare) new online service (for InforMedx Group).

Conemaugh Health System Website Optimization Focus Groups (2005)

- Conducted focus groups investigating the user experience for Conemaugh Health System's website.

Tricare Online Portal Qualitative Research Study (2004)

- Developed a research plan for determining patient and healthcare provider attitudes toward the U.S. military's health insurance organization's (Tricare) new website.

Artworks Awareness and Attitudes Study (2003)

- Online study of artists' interest in a new arts space proposed for Johnstown.

Pitt-Johnstown Awareness and Attitudes Study (2002-2004)

- Designed, fielded, analyzed and presented three phases of a study measuring awareness and attitudes toward the college among a number of constituencies, including the general public, elected officials, the education community, and alumni.

Tioga Street Market Feasibility Research Study (2002)

- Designed, fielded, analyzed and presented a study measuring the market potential of the retail store.

JARI Awareness and Attitude Study (2002)

- Designed, fielded, analyzed and presented a study measuring attitudes of the key constituents of Johnstown Area Regional Industries (JARI). This data was used in the JARI strategic plan.

Crown American Corporation (1994-2003)

- Developed a number of projects to assist the firm's Marketing efforts, including an assessment of Crown's advertising agency performance and a recommendation on possible use of infomercials for mall promotions.

War Memorial Arena Attitude Study (1999)

- Designed, fielded, analyzed and presented a study measuring user attitudes about the Cambria County War Memorial Arena compared to other regional facilities.

UPJ Living Learning Center Focus Group (1998)

- Conducted this focus group to learn about user attitudes toward the facility.

Downtown Johnstown Academic Center Study (1997)

- Conducted a series of in-depth interviews to capture student attitudes about this facility.

City of Johnstown Downtown Study (1997)

- Designed, fielded, analyzed and presented a study measuring shopper and retailer attitudes about the city.

Concurrent Technologies Corporation (1996-97)

- Analyzed Marketing Communications policies for the National Electronic Resource Center and its nationwide affiliates, many of which are administered by CTC. Then developed a recommendation, with Ron Vickroy and Helen Golubic, on how to optimize these policies.

Johnstown Folk Festival Attendee Attitudes Study (1995)

- Managed the tabulation, analysis and reporting of this study of fan attitudes toward the festival.

Barnes, Saly & Company, CPAs (1995)

- Conducted extensive marketing research to gauge awareness and attitudes about the firm.

Economic Development Projects

Focus on adaptive reuse of historic sites and structures

Cambria City Church Planning Charette Member (2012)

- Invited to participate in this 2012 brainstorming session with local historians, economic development professionals and architects in an effort to identify reuse strategies for the three historic Cambria City churches that had been closed.

Indian Lake Residential Housing Development Feasibility Project (2009)

- Worked with Indian Lake Borough council members and local residents to investigate the feasibility of a new residential housing development.

Leader, Community College Downtown Center Project (2005)

- Research and developed a detailed plan to redevelop an historic former department store (Swank's) in downtown Johnstown into the new campus for Penn Highlands Community College. The concept was based on my experience teaching at DePaul University's Downtown Center in Chicago, also located in a former department store.

Leader, Target Retail Complex Project (2003)

- Synthesized economic and demographic data as part of the development of a proposal to the Johnstown City Council outlining a detailed plan to redevelop a former brownfields site in downtown Johnstown into a multi-use retail development anchored by a Target retail store.

ArtWorks Development Team (2003)

- A member of the team planning the adaptive reuse of an historic structure into an artist community in the Cambria City neighborhood of Johnstown. My contribution was in the market research area, conducting a focus group with artists and developing and executing a national online study.

City of Johnstown Capital Projects Priority Team (1999-2013)

- Appointed to team which oversees the City of Johnstown's annual capital expenditures.

Marketing leader on the Downtown Parking Task Force (1999)

- Part of a team that helped redefine the image of parking in the downtown area, including the coordination of a press conference, and the creation of a new four color parking brochure.

Leader, Johnstown Government and Academic Center Project (1997-1998)

- Coordinated the efforts of local government and colleges in the region in the design of a new center developed in Downtown Johnstown featuring the adaptive reuse of a former department store (Glosser's).

Member, Johnstown Business District Coalition Economic Committee (1997-1998)

- Appointed to this group which is revitalizing the downtown shopping district.

Member, Johnstown Business District Coalition Marketing Team (1996-1997)

- Contributed to this group by designing, fielding, and reporting results of two major market research projects, the "Shopper Needs Study" and the "Business Needs Study."

Tourism-Related Projects

Wide range of travel/hospitality clients and projects

Lead Researcher, Pennsylvania Heritage Tourism Economic Impact Study (2014-2016)

- Managed a research grant by the Center for Rural Pennsylvania and the PA Department of Conservation and Natural Resources to study the economic impact of heritage tourism across the Commonwealth. My research colleagues were David Primm, of Tripp Umbach, and William Lafe, of the Pittsburgh Foundation and the Heinz Endowments.

Supervisor, Tourism-Related Marketing Plans (1997-2021)

- Supervised the development of 25 student service learning projects that provided marketing plans to tourism-related organizations in the region, including The Johnstown Inclined Plane, Johnstown Ethnic Festival, Quecreek Mine Memorial, Quemahoning Recreation Area, and Stonycreek River Whitewater.

Allegheny Adventure Xfest Team (2014)

- Assisted in the development of this new regional recreation event during its startup year.

Quemahoning Family Recreation Center Interpretive Project (2012)

- Researched, wrote the script, and supervised the production of a brochure and 12-minute video for the Quemahoning Family Recreation Area's new interpretive center in 2012.

Chair, Johnstown Folk Festival Strategic Planning Team (1997-1998)

- Appointed by Folk Festival leadership to form and spearhead this new group tasked with the development of a long-term strategy for the festival's future.

Leader, Save Our Sports Coalition (2003)

- Founding member and a key leader of the grass roots community organization that helped to support the Johnstown Chiefs professional hockey team in their efforts to become financially viable. The group promoted the first Chiefs sellout in five years.

Rolling Mill Mine Disaster Commemoration Planning Team (2002)

- A member of the team that planned and executed the events commemorating the 100th anniversary of the Rolling Mill Mine Disaster, including media coverage and a new historical brochure.

Johnstown Folk Festival Marketing Committee Member (1995-1997)

- Contributed to this group by managing the tabulation, analysis and presentation of results of the Folk Festival attendee market research study.

University Service

Active participant in numerous campus initiatives

Recognition:

- **UPJ Community Service Recognition Award (1998)**

College of Charleston Faculty Senate Budget Committee (2024-present)

- Work with colleagues from across disciplines on campus to review the financial viability of new curriculum proposals and other academic-related budget issues.

College of Charleston Marketing Department OAKS Advising "Course" (2023)

- Worked closely with Kelley Anderson to plan and initiate a "course" on the OAKS learning management system that guides students through the complex academic advising process and provides helpful resources. The program was piloted with Marketing majors and may be rolled out to all Business School students.

"Negotiating For Success" professional development presentation (2023)

- Presented to Bonner Scholar Program students and the College of Charleston Center for Civic Engagement

Faculty Advisor, College of Charleston chapter of the American Marketing Association (2022-present)

- Work with students to build the local chapter and sponsor Marketing-related events for the CofC campus. Membership in the Chapter has grown from approximately 20 at the end of the 2021-2022 academic year to 30 at the end of the 2024-2025 academic year.

Faculty Internship Supervisor, College of Charleston Management and Marketing Department (2022-present)

- Manage internships for the Management, Marketing, and Entrepreneur programs, matching dozens of our students with Charleston area organizations each year
- Developed two infographic flyers and multiple student videos to promote the internship program with students and potential internship hosts. These efforts have contributed to an increase in internships from 56 in the 2019-2020 academic year to 63 in the 2024-2025 academic year.

College of Charleston Internship Advisory Board (2022-present)

College of Charleston Academic Advising Guide Video and Presentation (2022)

- Developed a video guide with accompanying PowerPoint presentation to assist my advisees (approximately 50 each academic year) in selecting the correct courses and navigating the registration process.

College of Charleston Marketing Department Competitive Marketing Curriculum Review (2022)

- Developed a competitive intelligence analysis reviewing the Marketing curricula of 31 peer institutions as well as the top Marketing programs in the U.S. for use by the Department in refining future course planning needs.

UPJ Faculty Senate Council member (2012—2018)

- Member of the executive council of the Faculty Senate for our campus community.

UPJ President's Teaching Excellence Award Committee (2016)

- I was asked by VPAA Janet Grady to join this team to evaluate candidates for this award.

UPJ Faculty Senate Interim Education Policies Chair (2016)

- Helped guide the review and approval of five degree programs and one minor program

UPJ Internship and Career Central (2016)

- Spearheaded a cooperative effort between faculty, Career Services, and the Physical Plant office to create this digital message board for all Business internships located near Business classrooms.

Co-author, UPJ Marketing B.S. Degree Proposal (2015)

- This proposal was approved by the Provost in 2016.
- Also co-authored the Marketing concentration proposal in 2001 (as part of “old” B.A. program).

UPJ Teaching Showcase presenter (2014)

- Showcased the student service learning experiences of providing free marketing research and plans for 80+ “clients” in the Johnstown region in my Marketing Management course.

“Epiphany Stories” panel member (2012)

- Invited to join a panel discussing career milestones for 150 UPJ students at the PPAC as part of the University Scholarship program. The panel included the Pennsylvania State Secretary of Education.

UPJ Entrepreneurship Steering Committee member (2013-present)

- Founding member of this group and also a founding member of Entrepreneurial Alchemy, a group that spearheaded the development of the IdeaLab space in Biddle Hall. My involvement included major contributions to a grant proposal to the Community Foundation for the Alleghenies

University of Pittsburgh Distinguished Teaching Award Selection Committee member (2012-2016)

- As a former recipient of this award, I was invited by the Provost’s office to serve on the team assigned the responsibility for evaluating and rating faculty candidates

UPJ Marketing Department Assessment Coordinator (2011-2021)

- Developed the methodology and questionnaire instrument we use to assess the Marketing curriculum

UPJ Marketing Department Student Advisor (1994-2021)

- Served as the personal academic advisor for up to 100 undergraduate students. I help guide my advisees in curriculum, internship and career decisions.

Marketing Plan Service Learning Projects (1997-2021)

- Matched student “consulting groups” with 80+ local not-for-profit “clients”
- The “clients” received a *pro bono* marketing plan to address their most pressing issues

University of Pittsburgh Provost’s Advisory Council on Instructional Excellence (ACIE) (2009-2011)

- Served as UPJ’s representative for three years and had the opportunity to meet and network with colleagues from other Pitt campuses and to help choose “Innovation in Teaching” award winners

UPJ Business Faculty Search Committee Member (2010, 2011, 2012, 2013, 2014, 2015)

- Member of the committee assigned to consider candidates for multiple positions

Executive Editor of *BizConnection*, the UPJ Business Department newsletter (2008-2015)

- Supervised UPJ students in the graphic design and editorial content of this newsletter, published every term.

UPJ Business Forum Planning Team Member (2002-present)

- Member of the faculty team that plans and executes this annual event which serves as a showcase for recent Management Department graduates to discuss advice with current students.

Faculty Advisor, American Marketing Association UPJ Collegiate Chapter (1997-2002)

- Spearheaded the effort to form a local chapter of this organization to serve our students.

UPJ Integrated Marketing Communications Team member (2001-2006)

- A faculty representative on this inter-disciplinary team that advises the Director of Marketing and Public Relations on major UPJ marketing issues.

Faculty Coordinator, Foy Lecture Series (1999-2002)

- Served as key faculty representative to a group of community business leaders who plan this major initiative involving UPJ students and local businesspeople.

Chair, UPJ Campus Communication Coordination Team (1996-2000)

- Appointed by President Albert Etheridge to head this group of faculty

UPJ Vision Discussion Group Leader (1996)

- Appointed by President Etheridge to serve as a discussion leader for a group of faculty and staff members in the process of developing a new college vision statement.

Other Service Contributions

Track record of assisting my city, neighborhood, church and school

Recognition:

- **Pride of Westmont Community Service Award (2002)**

St. Patrick's Church, Charleston, SC Lector (2025-present)

- Assist the parish by serving as a lector during religious services

Our Mother of Sorrows, Johnstown, PA Lector (2018 to present)

- Assist the parish by serving as a lector during religious services

Our Mother of Sorrows Leadership Team member (2018 to 2021)

- Active and vocal member of this team that helps guide the current and future direction of this parish in the West Hills area of Johnstown

Our Mother of Sorrows Strategic Planning for the Future leader (2013)

- Spearheaded a huge year-long effort that involved the participation of over 200 individuals across six planning teams lead to the implementation of major changes in the way the OMOS parish operates.

"Negotiating to Win" professional seminar leader (2013)

- Conducted a seminar that attracted approximately 100 Johnstown area business professionals. The session was sponsored by the Johnstown Women's Information Network.

Bishop McCort High School Softball Booster Organization leader (2011-2014)

- Leader of the booster organization, coordinating all communications with parents, finances, and fund-raising.

CamTran Route Improvement Project contributor (2011)

- Worked with CamTran leadership and the management of the Graystone Estates housing complex near campus to ensure that CamTran added stops at the Graystone property for residents without cars.

"Setting Yourself Apart Professionally" seminar leader (2011)

- Developed and ran this session for the Greater Johnstown Chamber of Commerce young leadership group.

Cambria County Human Capital Needs Assessment Report (2005)

- Co-author and developer, with Diana Shark and Anne McGrath, of a four-color newspaper insert reporting on quality of life issues including economic, health, and child welfare in our community

Our Mother of Sorrows School Council (2003-2005)

- Appointed to the committee overseeing the management of one of the largest private elementary schools in the region with approximately 300 students. My role was strategic planning including conducting market research.

John Gunter Leadership Skills Seminar Series (1996)

- Helped design the curriculum for this project, designed to encourage young executives to become involved in community volunteerism. The program has thrived for the past 25+ years.

Media Experience

Professional newspaper and radio experience

The Observer, Notre Dame, IN

- Editor-in-Chief of daily college newspaper with 12,000 circulation

The Tribune Democrat, Johnstown, PA

- Regional News Reporter and Features Reporter

WSND-AM, Notre Dame, IN; WGLU-FM, Johnstown, PA

- Radio Announcer