



www.linkedin.com/in/jbonoff
www.JenniferBonoff.com

Jennifer K. Bonoff

Assistant Professor, Marketing
Department of Business & Economics, Salve Regina University

100 Ochre Point Ave Newport, RI 02840
401-341-3151
jennifer.bonoff@salve.edu

EDUCATION

Ph.D., University of Rhode Island	2019
Business Administration / Marketing (AACSB)	
Dissertation: "Changing Consumer Experiences and Behaviors & the Role of the Marketer Within Mobile Environments"	
M.S., Northeastern University	2011
Technology Commercialization (AACSB)	
B.A., Yale University	1998
Political Science	

RESEARCH INTERESTS

Entrepreneurship, Community-Engaged Learning, Assessment, Mobile Consumptionscapes

FACULTY APPOINTMENTS / TEACHING EXPERIENCE

Salve Regina University, Newport, RI:

Assistant Professor	2019-present
Instructor	2015-19
Lecturer	2011-15
Adjunct	2006-11

COURSES TAUGHT

Undergraduate:

UNV-101	University Seminar I: Social Entrepreneurship
UNV-102	University Seminar II: Social Media Marketing Impact Digital Marketing
APT-308	Internet Marketing

MGT-255	Entrepreneurship
MGT-280	Principles of Marketing
MGT-280E	Principles of Marketing (hybrid)
MGT-305	International Issues in Consumer Behavior
MGT-312	Sports Marketing
MGT-348	Digital Marketing
MGT-355	Professional Selling
MGT-390	Marketing Communications
MGT-399	Social Media Marketing
MGT-399	Social Entrepreneurship
MGT-399	Entrepreneurship
MGT-399	Marketing for Entrepreneurs
MGT-422	Marketing Strategies, Senior Marketing Capstone
MGT-490	Strategic Business Planning, Departmental Senior Capstone
ISM-307	E-Business & E-Commerce

Graduate:

MGT 530	Marketing Management
MGT-530	Building Value Through Marketing
MGT-524	Entrepreneurial Enterprise
MGT-550	Nonprofit Management
MGT-551	Fundraising & Marketing for Nonprofit
HCA-505	Healthcare Marketing
HCA-570	Internship & Seminar

ACADEMIC PUBLICATIONS

Bonoff, J., Kennedy, B., Sacco, S., & Varao, M. (2024). Rethinking Assessment: Community-Engaged Experiential Learning & Complex Environments in Business from a Student Perspective. *International Journal of Learning, Teaching and Educational Research*, 23(8), 1-18.

Bonoff, J. (2024). Empowering Students Through Entrepreneurship: Assessing Skill Acquisition in Targeted Project-Based Learning. *International Journal of Business & Management Studies*, 05(05), 31-36.

Bonoff, J. K., & Sacco, S. (2023). Community-Engaged Learning in an Undergraduate Setting. *Proceedings of the Northeast Business & Economics Association*, 14-16.

Bonoff, J. (2023). Working with Community Partners to Enhance the Entrepreneurial Experiential Opportunities in Higher Education. *Academy of Business Research Summer 2023 Boston Proceedings*, 26-28.

Bonoff, J. & Sacco, S. (2022). Academic Adaptation within a COVID Environment: Infusing Entrepreneurship into the College Capstone Experience. *Northeast Business & Economics Association Proceedings*, 11-13.

Reyes, I., Dholakia, N., & Bonoff, J. K. (2015). Disconnected/connected: On the “look” and the “gaze” of cell phones. *Marketing Theory*, 15(1), 113-127.

Dholakia, N., Reyes, I., & Bonoff, J. (2015). Mobile media: from legato to staccato, isochronal consumptionscapes. *Consumption Markets & Culture*, 18(1), 10-24.

Reyes, I., Dholakia, N., & Bonoff, J. (2013). 50 shades of Mobile: The Fetishism of Mobile Devices in Contemporary Consumptionscapes. *Proceedings of the 38th Annual Macromarketing Conference*, 401-410.

Reyes, I., Dholakia, N., & Bonoff, J. (2013). Abstracts from the 2013 Macromarketing Conference: 50 shades of Mobile: The Fetishism of Mobile Devices in Contemporary Consumptionscapes. *Journal of Macromarketing*, 33(4), 395-409.

BUSINESS-RELATED PUBLICATIONS & FEATURES

Melloan, J. (2004, August). The Ultimate Valuation Guide: What’s Your Company Worth Now? Probably quite a bit more than it was last year. Several factors – including a wave of capital – have values looking up. *Inc. Magazine*, August 2004, 26(8), 64-81. [Featured the sale of my first business to KMT Media.]

The Home Business Association, The Right Move. Featured in the Infomercial; offered book, Zero to Six Figures, in hard copy and CD form, 2004.

Bonoff, J. (2004). *100% Marketing: 100 Concrete Ways to Market Your Business Online and Offline*. New View Publishing. eBook.

Bonoff, J. (2003). *Zero To Six Figures*. New View Publishing. ISBN: 0-9743848-01.

CONFERENCE PRESENTATIONS

"Rethinking Assessment: Experiential Learning & Complex Environments from a Student Perspective." *International Accreditation Council for Business Education (IACBE) 2024 Annual Conference and Assembly Meeting*. Memphis, TN. April 2-4, 2024.

"Community-Engaged Learning in an Undergraduate Setting." *50th Annual Northeast Business & Economics Association (NBEA) Conference*. Lafayette Hill, PA. October 26-28, 2023.

"Innovation and Technology in Business Education." *International Accreditation Council for Business Education (IACBE) 2023 Combined Regional Conference, New England Region 1*. Panelist. Newport, RI. October, 2023.

"Working with Community Partners to Enhance the Entrepreneurial Experiential Opportunities in Higher Education." *Academy of Business Research Summer 2023 Conference*. Boston, MA. August 2-4, 2023.

"Navigating the VUCA Environment: Enhancing Collaboration and Reducing Competition within a Small University Setting." *International Accreditation Council for Business Education (IACBE) 2003 Annual Conference and Assembly Meeting*. Orlando, FL. April 11-14, 2023.

"Business Student Modality Preference – In person versus Online." *International Accreditation Council for Business Education (IACBE) 2023 Annual Conference and Assembly Meeting*. Orlando, FL. April 11-14, 2023.

"Academic Adaptation within a COVID Environment: Infusing Entrepreneurship into the College Capstone Experience." *Northeast Business & Economics Association*. Portsmouth, NH. November 10–12, 2022.

"50 shades of mobile: The fetishism of mobile devices in contemporary consumptionscapes." *38th Annual Macromarketing Conference*. Toronto, ON, Canada. June 4-7, 2013.

"Mobile Technology Devices and Public Spaces: Contradictory Contemporary Consumptionscapes." *38th Annual Macromarketing Conference*. Toronto, ON, Canada (accepted). June 4-7, 2013

Jennifer Bonoff, "The Mobile Device: A Cultural Object and Marketing Phenomenon." *2013 Annual Meeting of the Northeast Decision Sciences Institute* (accepted). March 21-23, 2012.

WORKS IN PROGRESS

"Integrating Student Voice in Assessment: How Changes to the Assessment Process in Community-Engaged Learning Environments Impact Student Experience and Satisfaction" with Bonnie Kennedy, Sam Sacco and Melissa Varao

Institutions have seen a rise in experiential learning opportunities, particularly community-engaged learning (CEL) projects. This research will build on our previous findings regarding student voice in the assessment process for these complex learning environments which identified Adaptation, Balancing Teamwork with Individual Accountability, and Creativity & Innovative Problem Solving as key drivers that should influence the design, selection, implementation, and interpretation of assessment methods or tools. This study will investigate how student voice in the assessment process for CEL projects can be actualized and integrated into the course structure through the development of assessment rubrics (both quantitative and qualitative) that measure adaptation, teamwork with individual accountability, and creativity & innovative problem solving. The rubrics will be implemented in a CEL project-based class. Findings will report on how changes made to the assessment processes impact student experience and satisfaction over time.

"Examining the Impact: Community Clients' Perspectives on Undergraduate Community-Engaged Learning Projects" with Sam Sacco.

This research explores the effects of community-engaged learning initiatives on both college students and the communities they serve. By gathering insights and feedback from community leaders and clients who collaborate with undergraduate students on these

projects, this study aims to assess the real-world benefits and challenges experienced by the community partners. The research highlights the significance of mutual learning, the enhancement of student skills, and the overall value added to community organizations. Through a comprehensive analysis, the article sheds light on how community perspectives can inform and improve the design and implementation of future community-engaged learning endeavors.

“Promoting a Collaborative Culture: The Evolution of an Interdisciplinary Graduate Program” with Nancy Gordon and Melissa Varao

This article outlines a structured approach to rethinking graduate-level programs in a highly volatile academic environment. The rapid expansion of graduate programs within a span of just a few years along with fluctuating enrollment trends and evolving industry demands has led to heightened competition for student engagement, particularly evident in smaller liberal arts colleges. These institutions are experiencing declines in enrollment and feeling pressure to secure students and maintain program viability. This research particularly looks at the approach to restructuring two Masters-level programs struggling with enrollment numbers: the Master of Science in Innovation and Strategic Management & the Master of Arts in Leadership Dynamics and Practice. These programs, originally housed within two separate University departments, exhibit many similarities and some unique differences. Through a series of focus groups with current students and alumni, outreach to industry professionals, community partners, faculty, admissions, and administration, we seek to reflect strategically on the following: program strengths / weaknesses and similarities / differences; how to effectively capitalize on symmetry within current offerings, resource consolidation, and industry demand; and ultimately showcase the reformulation of both programs into a single viable certificate-to-degree program.

HONORS, AWARDS, & GRANTS

Undergraduate Community-Engaged Learning (CEL) Course Development Grant	2022
Grant recipient for the MGT 255 Entrepreneurship students’ community-engaged project collaboration with Innovate Newport to produce the annual R.I.S.E. (Rhode Island Student Entrepreneurship) Summit.	
10 Years of (full-time) Service, Recognition	2021
5 Years of (full-time) Service, Recognition	2016
Grant-Funded Networked Curriculum Pilot Course	2014-15
Contracted by Salve Regina University to develop a hybrid course for the grant-funded (Davis Education Foundation) innovative pedagogy initiative that combines online learning, flipped classroom, and experiential learning (networked curriculum). Taught two sections along with the entire online	

component of this course in the Fall of 2015. A total of 100 students participated.

- Sigma Beta Delta Leadership Award** 2012
Presented to individuals who have demonstrated outstanding leadership skills, academic excellence, and a commitment to the values of the society, which include wisdom, honor, and the pursuit of meaningful aspirations.
- Keynote Speaker, Business Studies & Economics Awards Ceremony** 2012

UNIVERSITY SERVICE & ENGAGEMENT

University Committees:

- Salve Regina University Social Listening Lab, Founding Committee Member** 2021
Secured funding to institute a Social Listening Lab in the O'Hare Academic Building. The Social Listening Lab endeavor was a joint proposal of the Department of English, Communications and Media and the Department of Business & Economics. The Lab gives Salve students and faculty access to widely used industry analytical tools through the SproutSocial software.
- Graduate Evaluation Tool, Sub-Committee Member** 2020-21
- Search Committee, Director of Pell Honors Program, Appointed** 2020-21
- Curriculum Committee, Faculty Elected** 2017-20
- Nominations & Elections Committee, Faculty Elected** 2017-20
- Peregrine Assessment Exam Committee, Appointed** 2017-18
- University Mission Committee, Appointed** 2013-20

Departmental Service:

- Graduate Program Director, MS in Innovation & Strategic Management (MSIS)** 2020-24
- Marketing Major & Minor, Proposal co-author** 2023-24
Developed a proposal to revise and modernize the curriculum for the marketing major and minor that was passed by the Faculty Assembly.
- New Certificate to M.S. Degree Program Development:** 2023-24

Developed a new Certificate-to-M.S. Degree Pathway Program which integrates the Institution's Mercy Mission, the Strategic Compass core principles and values, and the Critical Concerns of the Sisters of Mercy. The new MS fosters the development of high-performing, resilient, and transformed leaders with expertise in organizational culture, sustainable business, analytical decision making, and strategic management.

Proposals approved by the Faculty Assembly:

The **Master of Science in Organizational Transformation and Leadership** provides an interdisciplinary approach to leading, along with the tools to predict, analyze, and address current and future business challenges, while integrating data-driven best-practices. This program integrates three high-demand areas for professional development in response to the ever-changing landscape of the business world, catering to organizations and individuals seeking to adapt and thrive. The program equips aspiring leaders with the mechanisms to better understand, develop and affect culture, lead innovative change, manage high-impact teams, and improve personal career options. Students learn how to unleash high-purpose leadership potential within individuals, groups, and complex organizations. Through this transformative journey, students learn to harness the power of effective leadership, drive positive change, and create a meaningful impact in both the professional realm and society at large.

The **Graduate Certificate in Business Intelligence for Organizational Progress** offers a comprehensive curriculum that equips professionals with the knowledge and skills necessary to drive organizational advancement through data analytics. This program covers topics such as quantifying metrics through data analytics, understanding and visualizing data, ethics in data and finance, and business operations and systems thinking. By integrating these areas of study, the certificate program enables participants to effectively analyze data, tell stories through data, make informed decisions, and optimize business operations. Graduates of this program are equipped to leverage data-driven insights, employ ethical practices, and apply systems thinking to enhance organizational performance and drive progress.

The **Graduate Certificate in Organizational Culture Transformation** offers a comprehensive curriculum that equips professionals with the

knowledge and skills necessary to promote inclusive leadership and address systemic inequalities. This program covers topics such as leading system change, leading group dynamics, understanding systemic inequalities, and developing cross-cultural awareness. By integrating these areas of study, the certificate program empowers individuals to become leaders capable of driving transformative change, fostering inclusive team dynamics, advocating for equity, and effectively understanding and navigating cultural transformation.

The **Graduate Certificate in Strategic Transformation & Sustainable Management** offers a comprehensive curriculum that equips professionals with the knowledge and skills necessary to navigate the complex realm of strategic organizational transformation and change, while also integrating more sustainable business practices. Students explore strategies and learn practical tools for driving organizational change, business futuring, strategic management, ethical decision-making, and innovation while addressing issues and practices in Environmental, Social, and Governance (ESG). This program is designed to equip individuals with the knowledge, skills, and strategic mindset required to navigate complex challenges, drive positive change, and build resilient, sustainable organizations.

<p>2024 Honors & Awards Ceremony, May 5th Inducted 23 Salve student recipients into the Alpha Mu Alpha National Marketing Honorary Society; Presented the <i>Anthony Vatalaro Memorial Award for Excellence in Marketing</i></p>	<p>2024</p>
<p>Salve Regina University Accepted Students Day, Academic Spotlight, Admissions Open House Presentations Active participant in events since 2011; Presented information about the Department of Business & Economics to prospective students and parents; Facilitated sessions of the <i>New Venture Marketing Food Truck Simulation</i></p>	<p>2011-24</p>
<p>Graduate Program Director, Master of Business Administration (MBA)</p>	<p>2020-23</p>
<p>MBA and MS Program Review Prepared the Program Review Report for both programs and hosted the external reviewer's campus visit</p>	<p>2022-23</p>
<p>MBA Curriculum Revision Updated the MBA Concentrations including Cybersecurity Issues in Business & Entrepreneurship. Developed a new concentration in Finance.</p>	<p>2022-23</p>

<p>Marketing Video for Graduate and Professional Studies Filmed a segment for a marketing video promoting the Salve MBA & MS programs.</p>	2021
<p>Chapter Advisor, Sigma Beta Delta International Business Honor Society</p>	2013-22
<p>Chapter Advisor, American Marketing Association</p>	2021-22
<p>AMA International Collegiate Conference, Chicago, IL The Salve Chapter placed in the <i>TOP 5 Small School Chapters in the country</i> and earned <i>3rd place overall</i> for the Social Impact Video competition.</p>	2022
<p>American Marketing Association Alumni & Networking Night, October 25th Partnering with the Career Development Office, this event held in Ochre Court featured 9 business alumni with 60 students in attendance.</p>	2021
<p>Marketing Week, Oct 24 - Oct 29 Marketing Week featured 17 guest speakers, several training and fundraising events, as well as community service endeavors including collecting 75 toys for the Martin Luther King Jr. Community Center's Santa's Workshop.</p>	2021
<p>Entrepreneurship Minor, Proposal co-author Developed an interdisciplinary minor in Entrepreneurship passed by the Faculty Assembly. Open to all undergraduate students, the Entrepreneurship minor offers students the opportunity to leverage their unique talents, passions, and fields of study while developing the entrepreneurial skills and tools needed to achieve their start-up goals. This field of study will equip students with the necessary proficiencies and experience to translate their big ideas into real impact, across sectors. A minor in Entrepreneurship can augment all disciplines, expand career opportunities, and enhance professional development.</p>	2021-22
<p>Department of Business & Economics Honors and Awards Ceremony Organized, hosted, and MCed the annual ceremony held in the O'Hare Academic Building, Young Building, and Ochre Court</p>	2013-22
<p>Department of Business & Economics Core Task Force, Appointed</p>	2019-21
<p>Summer Advising Contracted to advise and assist with scheduling for the incoming class of undergraduate students</p>	2020-21
<p>Pizza and Professors, March 9</p>	2020

Participated in this networking event for freshman and sophomore students hosted by The Center for Business Outreach

Departmental Liaison, Marketing	2013-20
Departmental Liaison, Global Business & Economics	2013-20
Program Coordinator, Business Administration	2018-20
Program Coordinator, Marketing	2015-18
Graduate Course Development	
Contracted by Salve Regina University to develop and/or revise online interactive graduate courses based on <i>Quality Matters</i> training: MGT-530 Building Value Through Marketing MGT-524 Entrepreneurial Enterprise MGT-550 Nonprofit Management HCA-505 Healthcare Marketing	2014-18
Department Chair, Business Studies & Economics	2015-17
Salve Business Studies Luau	2014
Organized this networking and retention event for students held in Wakehurst on March 5 th from 5-7pm which featured appetizers, an ice cream sundae bar, and business trivia contests with cash prizes.	
Find Your Good Fortune: We Mean Business!	2014
Planned the retention event for freshman business students which included Chinese food, live music, free t-shirts, & cash prizes.	
Business Studies and Economics Department Task Force, Appointed	2012-13
<u>Mission Integration:</u>	
Critical Concerns Mercy Luncheon, March 6	2018
Committee member charged with planning the luncheon and discussion sponsored by the Mission Committee in Ochre Court, featuring Sister Maureen Mitchell, RSM, Vice President of the Sisters of Mercy Northeast.	
Faces of Mercy Contest, Mission Committee, March	2017
Worked with marketing students to create the Faces of Mercy contest poster. Participated as a judge for the Faces of Mercy contest.	
“Swipe for Hunger” Fundraising Event, Hunger and Homelessness Awareness Week	2014-15

Led teams of students from the Sigma Beta Delta Honors Society in fundraising efforts for local organizations in partnership with the Community Service Office. Donations went to Lucy's Hearth in Middletown, RI and the Dr. Martin Luther King Jr. Community Center in Newport, RI.

The Catholic Intellectual Tradition: Salve Regina University Faculty Reflections 2014
Publication, Contributor

Service-Learning Project 2010
 During the Fall semester, students in MGT 305 International Issues in Consumer Behavior participated in a 1-credit service-learning project, presenting to the Hathaway Elementary School third grade class regarding cultural differences.

Additional Service to Salve Regina University:

Rhode Island Innovation Crawl, September 29th 2024
 Represented Salve by participating in the inaugural event hosted by Venture Café Providence & Innovate Newport.

Salve Regina University Faculty Development Workshops, May 24 2023
 Hosted a presentation in the Antone Academic Center titled, "Engaging Community Partners."

Core Curriculum Renewal Focus Group, Member 2021

Strategic Compass Focus Group, Member 2019-20

Senior Hooding, May 14 2016
 Invited by the Provost to hood Seniors at the Baccalaureate Mass during Commencement Weekend.

Strategic Planning (Thunderbolt) Team, Appointed by the Provost 2015-16

Women, Gender, and Sexuality Studies, Working Group 2013-15
 Developed an interdisciplinary minor passed by the Faculty Assembly. The **Women, Gender, and Sexuality Studies** program is an interdisciplinary minor that approaches the human experience by considering the impact of gender and sexualities. The minor (18 credits) examines the intersection of complex relations among gender, sexualities, power, race, class, ethnicity, identity, and other cultural forms of difference. This individually tailored program allows students to explore service-learning opportunities and to examine how issues of gender and sexualities apply to their fields of study, including nursing,

business, art, education, politics, social work, etc. Within their practical fields of study, students discover the broader issues of social justice, the mission of the University, and the dignity of the individual.

Collaboration with the Rhode Island Small Business Development Center (SBDC) 2010-11
Assisted students in collaboration with the SBDC. Students met with local businesses helping with website development and internet marketing capabilities. Businesses included the Rhode Island Chapter of the National Contract Management Association (NCMA), the Newport Small Business Round Table (SBRT), Northeast Manufacturing, ipinz, and Bailey T's.

SELECT TEACHING INNOVATIONS & COMMUNITY ENGAGEMENT

Business Planning Capstone & Annual Seahawk Tank Competition 2021-current
Instructs all Senior Business students each semester in the Departmental Capstone Experience. Utilizing the Entrepreneurial Educational Model developed from a series of grant-funded initiatives beginning in 2021, the top student teams each year compete for cash prizes in a Pitch Competition held in May at *Innovate Newport*. Sponsored by Webster Bank, the annual event features a cocktail reception with passed hors d'oeuvres, team competition, and awards ceremony, and attracts many guests from the Salve community, local business leaders, and area residents.

R.I.S.E. (Rhode Island Student Entrepreneurship) Summit: 2023-current
Students enrolled in the MGT 255 Entrepreneurship class in partnership with Innovate Newport produced the annual R.I.S.E Summit in collaboration with RIHUB on April 2, 2023 & April 7, 2024. Sponsored by People's Credit Union, the Summits are designed to provide students from local universities (Salve Regina University, Roger Williams University, and the University of Rhode Island) the opportunity to come together to network and access workshops, flash talks, student pitch presentations, and keynote speaker addresses.

Hootsuite Higher Education Program: 2015-current
Formed a collaboration between Salve and Hootsuite allowing students to have free access to the Hootsuite social media tools and online courses. Students earn two professional certifications including the Hootsuite Platform and Social Marketing Certifications at no charge (normally a \$298 fee).

Professional Certifications: 2015-current
Students in multiple classes earned professional certificates & training including the Hootsuite Social Marketing Certification, Hootsuite Platform Certification, LinkedIn Learning "Profile Training," LinkedIn Learning "Finding a Job on LinkedIn," SEMRush

Keyword Research, Sprout Social Listening Pro, Beginner Google Analytics, Advanced Google Analytics, SEMruch SEO Toolkit, HubSport Inbound Marketing, HubSpot Content Marketing, and the HubSpot Email Marketing Certification.

Digital Marketing Competition, Purdue University Northwest: 2023-24

Student teams from the MGT 422 Marketing Strategies Capstone class were recognized in the worldwide Digital Marketing Competition hosted by Purdue University Northwest. In the Fall Semester, "Team Seahawks" placed in the Top 25 out of 271 teams. "Team Sole Sisters" placed 3rd overall in the Graduate Teams category. The Spring semester once again saw hundreds of submissions worldwide. "Team Bellevue Branding" finished as the 2nd alternate Finalists.

Entrepreneurship Lightening Pitch Competition: 2023

MGT 255 Entrepreneurship students competed in a semester-end Lightening Pitch competition with cash prizes going to the top 4 pitches. Students presented the following for their new venture: Vision and Value Proposition, The Problem, Target Market and Opportunity, The Solution, Business Model, Legal Form of Operation, Marketing Strategy, and How the Venture Obtains Financing. The outside judges included the Business & Economics Department Chair along with the Director of Innovation & Entrepreneurship at Innovate Newport.

Marketing Strategy Community-Engaged Project: 2022

Senior Marketing Students crafted a renewed Marketing Strategy for the Rhode Island Hospitality Association (RIHA) which detailed industry- specific information and trends, target market details, the "Rhode to RIHA" campaign including social and traditional channels, Key Performance Indicators, as well as Creatives for the campaign.

Business Planning Capstone & Community-Engaged Partnerships: 2017-21

Instructs all Senior Business students each semester in the Departmental Capstone Experience. Students worked with local businesses & entrepreneurs to assist with the creation of full Business Plans:

2017-18: **153 students worked with 15 businesses (8,120 hours)**

2018-19: **120 students worked with 16 businesses (8,347.50 hours)**

2019-20: **118 students worked with 19 businesses**

2020-2021: **171 students worked with 20 businesses**

Fall 2021: **54 students worked with 8 businesses (7,054.25 hours)**

#CliffWalkTogether campaign: 2021

In collaboration with Newport's Cliff Walk Commission, students in the MGT 422 Marketing Strategies Capstone created a Marketing Plan for the launch of a new mobile donation app. The Marketing Plan summarized results from a focus group along with

community feedback and sentiment, identified a target market, and formalized a Strategic Big Idea actioned through specific communication materials and social media strategies. The *#CliffWalkTogether* campaign was launched on Memorial Day Weekend 2021 with student-created signs and banners placed in various locations on the Cliff Walk itself. Articles also appeared in several local publications with positive results in terms of awareness and funds raised.

Hi-Lo Neighborhood Association Community Partner:

2018

A partnership was formed between a senior student team and the Hi-Lo Neighborhood Association. With full support of the Newport Housing Authority, the students unveiled a proposal for a Hi-Lo Wellness Center in the underutilized Donovan Manor space.

Community-Engaged Partnerships

2016

In collaboration with the Center for Business Outreach, 17 students in MGT 399 Social Media Marketing worked with 4 local businesses (a total of 306 hours) to assist in the creation of Social Media Marketing plans.

Marketing EDGE Collegiate ECHO Challenge by Facebook

2015-16

A student team in MGT 390 Marketing Communications achieved Semi-Finalist status out of 255 entries worldwide (as voted by 58 judges across the marketing industry) for their work on promotional techniques for facebook.

Davis Education Foundation Grant:

2014-15

Contracted by Salve Regina University to develop a hybrid course for a grant-funded (Davis Education Foundation) innovative pedagogy initiative that combines online learning, flipped classroom, and experiential learning (networked curriculum). Taught two sections and the entire online component (100 students) in Fall 2015.

Community-Engaged Partnerships

2014-15

In collaboration with the Center for Business Outreach, 125 students in 4 sections of MGT 280 Principles of Marketing worked with 12 local businesses (a total of 1,509 hours) to assist in the creation of Marketing plans.

Marketing EDGE Collegiate ECHO Challenge by DIRECTV

2014-15

A student team in MGT 390 Marketing Communications achieved semi-finalist status out of hundreds of students worldwide for their work on promotional techniques for DIRECTV.

Direct Marketing Educational Foundation's Competition

2010-11

A student team in MGT 390 Marketing Communications received an honorable mention award out of hundreds of students worldwide for their work on promotional techniques for the non-profit organization, Charity:water.

PROFESSIONAL TRAINING & CERTIFICATIONS

"Digital Marketing." <i>American Marketing Association (AMA) Virtual Conference.</i> October 18-19	2023
"AI and How to Prepare Students for Careers That Don't Exist: Learn what the future may look like for graduates entering a world of work we don't yet fully understand." <i>Inside Higher Ed Webcast.</i> September 19	2023
"Content Marketing." <i>American Marketing Association (AMA) Virtual Conference.</i> August 23-24	2023
"Preparing Today's Students for a Tech-Driven Tomorrow." <i>The Chronicle of Higher Education with support from Cambridge University Press Virtual Event.</i> August	2023
"2023 AMA Summer Academic Conference." <i>American Marketing Association (AMA) Virtual Conference.</i> July 31	2023
"Data & Analytics." <i>American Marketing Association (AMA) Virtual Conference.</i> June 14-15	2023
"2023 NEean Dialogues in the Disciplines Symposium: Student Voice in Assessment and Learning: A Primer." <i>New England Educational Assessment Network.</i> March 31	2023
"2022 NEean Dialogues in the Disciplines Symposium: Using UDL to Advance Accessibility & Equity." <i>New England Educational Assessment Network.</i> March 25	2022
"Entrepreneurial Education Workshop." <i>3 Day Startup.</i> January 12–14	2022
"Onboarding Training Series." <i>SproutSocial.</i> August-September	2021
"Pedagogicon: Agile Teaching & Learning." <i>Eastern Kentucky University Conferencing & Events.</i> May 14	2021
"Experience Design: The New Imperative!" <i>American Marketing Association (AMA) Virtual Conference.</i> April 13-15	2021
"Marketing Educators' Association Annual Conference 2021." <i>Marketing Educators' Association.</i> April 9-10	2021

“NEean Dialogues in the Disciplines: Assessing Experiential Learning: Now and When.” <i>New England Educational Assessment Network</i> . March 26	2021
"Active Learning Online: Five Key Principles with Stephen M. Kosslyn." <i>Vanderbilt University Center for Teaching Workshop</i> . March 25	2021
“The New Digital Landscape.” <i>American Marketing Association (AMA) Virtual Conference</i> . March 6-8	2020
“Region I - New England International Assembly for Collegiate Business Education (IACBE) Conference.” <i>Nichols College</i> . October 5	2015
“Peer Reviewer” Course and Certification. <i>Quality Matters</i> . September	2015
“Applying the QM Rubric” Course and Certification. <i>Quality Matters</i> . September	2014

SELECT INDUSTRY EXPERIENCE / ENTREPRENEURIAL VENTURES

Owner and President of The Home Business People, Inc. (THBP) 2002-19

- Premier international provider of custom capture websites, website hosting, and digital services, branding, social media marketing and training for the Direct Marketing industry
- Responsible for product development, design, marketing, staff management, webinar development
- Serviced 5,000+ customers worldwide since 2002
- Multi-million-dollar revenue
- Managed full-time employees and independent contractors
- *Build Your Digital Brand (DBA)*: provided personal branding and digital marketing service

Owner and President of New View Design, Inc. 1999-02

- Started as a sole proprietorship in June 1999; Incorporated in 2001
- Offered website design and hosting services; generated and sold business opportunity leads; launched an email autoresponder system; authored an Internet marketing training course

- After a successful 18-month launch period, sold the Internet-related assets including the websites, domain names, online training courses and services of New View Design to KMT Media in March 2002

BOARD SERVICE

The Pennfield School , Board of Trustees Member, Portsmouth, RI	2011-12
Yale Association of Rhode Island , Young Alumni Board Member	2002-07
Salve Regina University Business Studies and Economics Advisory Board , Member	2004

PROFESSIONAL MEMBERSHIPS

American Marketing Association (AMA)

Global Consortium of Entrepreneurship Centers (GCEC)

National Business Education Association (NBEA)

Northeast Economics & Business Association (NBEA)

New England Educational Assessment Network (NEean)

Sigma Beta Delta International Honor Society for Business, Management, and Administration (SBD)