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

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.
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

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, PhD, Cohort 11, who successfully passed the qualifying exam and will proceed to the dissertation phase of the program.

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

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 NeurolS Tools to Understand Consumer Interactions with Social Media Content" at the NeurolS Retreat 2021.

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
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.
NCSC

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

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:
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.
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 or email us at marketingmentoringprogram@kennesaw.edu