Moira Vetter is the founder and President of Modo Modo Agency, a strategic creative agency serving Fortune 500 companies and hypergrowth mid-market companies.

Modo Modo Agency has won over 275 awards in every category of marketing, is a 2017-2019 Inc. 5000 company, was a 2017 ABC Best Place To Work and is active in Go Beyond Profit. Moira is an author, a Forbes Contributor and has been recognized repeatedly for entrepreneurship, most recently in 2018 as a TiE Atlanta Entrepreneur of the Year.

In addition to the Kennesaw State University Executive Advisory Board, Moira serves on the board of non-profit 48in48, the Executive Advisory Board of the Atlanta AMA and is an active advocate for Conscious Capitalism.
Dr. Stefan Sleep did an amazing presentation at the Coles Seminar series on Friday, January 22. His talk focused on "Can Marketing and IT Be Friends?: The Impact of Information Strategy, Structure, and Processes on Business Performance."

Congratulations to Stefan Sleep for his A+ publication in the European Journal of Marketing "The business-to-business inside sales force: Roles, configurations and research agenda."

We just finished interviewing for two new Marketing Professor positions. Luckily, we have some great candidates to choose from. We are excited to have some new professors on their way to KSU!

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
To stay connected last semester, KMA held several zoom calls, chapter meetings, and a Professional headshot event. These headshots are really important when looking for a job. In October, a linkedIn workshop was held with Professor Brad Taylor. He shared his recommended tips and tricks for your LinkedIn profile. We also held a KMA Kickback at SOVA apartments. We played games, made s'mores and were able to fellowship face to face.

Upcoming events for spring semester include a February Valentines event. Upcoming educational events will be held with Nike, TTi personal development/branding workshop and a social media event with Professor Tyra Burton.

If you are interested in joining KMA, check us out at www.amakennesaw.com
NCSC

This virtual sales competition will be held March 5-8, 2021. For more information go to www.ncsc-ksu.org

Save the Date:
Digital Marketing Competition
November 6, 2021

RESEARCH CORNER

Congratulations to Dr. Armen Tashchian for his recent publication of "Effectiveness of brand placements in music videos on views brand memory, brand attitude and behavioral intentions" This article was published in the European Journal of Marketing (A+ journal)
News from the Executive Advisory Board

Welcome our newest Executive Board Members!
Steven Lent, Senior Director Brand Advocate
Home Depot

Heather Pennington, CEO
I Speak Business

A big thank you to Harry Vardis who recently made a generous gift to the University to establish the Harry and Athena Vardis scholarships. These will provide needs based support to KSU students, with special consideration paid to international students pursuing degrees within the Coles College.

A big welcome to two of our Board Members who are teaching class this semester: Dan Hennessy is teaching Principles of Marketing and Heather Pennington is teaching Consumer Behavior. We are thankful to have them teaching with us.

Congratulations to Mark Fogas who was recently promoted to COO of Epsilon Automotive.
Congratulations to all of our December 2020 Senior Graduates. We are so proud of you and wish you the best! Keep in touch with the department. Email us at ldieffen@kennesaw.edu

Pamela Diaz
Daven Hall
Indya J'nai Gilbert
Savannah Rubio
Moriah Kaye Landis
Jordan Tyler Rowley
Shalonda Martin
Michal Marek Kardacz
Jordan Hali Hunter
Jack Ryan Zegers
Dylan Alexander Newman
Catherine Nicole Nichols
Christopher Andrew Pairan
Kayla Kellia Rumph
Frederic Moussa
Nolina Musie Tesfamariam
Calista Mae Sewell
Caroline Fatima Syed
Taylor Alexis-Jade Whitley
Brooke Ashlyn Seabolt
Daniela Schaich Graniel
Chavis Jones
Erick Francisco Castillo
Kaleb Wade Bell
Jose Roberto Soto
Melissa N. Miles

Diane Noak Bounphasaysonh
Andrew Pedrick Bigalow
Lois Marie Price
Amber Cranston
Nancy Kathleen Sproule
Courtney Kenney
Kathleen McQueen
Hongze Qiu
Mark Aaron Boutilier
Robert Bailey Underwood
Madison Tumey
Mackenzie Ragan Brown
Keily Perla
Candace Salters
Larissa Hernandez Reyes
Tariq Nate' Williams
Maria Valeria Furlan
Keiry Dayana Chicas
Walker Terry
Natalya Ardrell Nimitz
Raven Breanna Lee
Brooklynn Danielle Stinchcomb
Baylee Ann Mitchell
Lily Marie Pierce
Kathryn Kirby Ward
Brianna Renee Crane
Lindsay Morgan Fraser
Garrett Evans
Candace Alicia Hicks
Lauren Ashleigh Cutchliff
Madison Godwin
Shanoy T. Smith
Jessica Zajac
Lauren Elaine Hudson

Chris Sterling
Emily Kirchmeyer
Mia Anna Schaefer
Geena R. Lawrence
Zachary Taylor McPherson
Kyle Kelley
Payton Blake Williams
Brian A Rodriguez
Lauren McCarthy Lance
Abigail Maryanne Berrios
Nasir David Emanuel Thompson
Victoria Marlow Fields
Danielle Christina Smith
Lenny Yumi Jimenez Cazon
Chris Johnathan Williams
Madison Black
Vincent William Guadagno
Lawrence Nnamdi Ofili
Emily Fredrick
Abigail Squires
Mercy Amador
John Grigsby
Miguel Janeiro Pereira
Chandler Matthew Burger
Caleb David Fortney
Mark Edward Farmer
Logan P. Molinaro
Jordan Carole Lambert
Jarrett B. Carden
Sarah Alexis Spegal
Alexis Brooke Harvey
Nathan Carter
Luis Alejandro Beltran
FLASHBACK... Can you guess what year this was? What event? Can you name everyone in the picture?