



The Summit for Marketing and Advertising Careers

UNH MAC SMAC

**SUMMIT FOR
MARKETING &
ADVERTISING
CAREERS**

3.03.23

PAUL COLLEGE

Sponsored By:

The Peter T. Paul Innovation Fund,
Paul College Marketing Department and the Dean's Office

Please visit in the Great Hall:
REAL WORLD BUSINESS CHALLENGE 11-1pm
MARKETING & ADVERTISING CAREER FAIR 11-1pm



UNH Marketing & Advertising Club



University of New Hampshire
Peter T. Paul College of Business and Economics

MAC SMAC PROGRAM AGENDA

#MACSMAC
3/3/2023

11:00 AM to 1:00 PM - Real World Business Challenge - Great Hall

- Cheese Louise
- Port City Pretzels
- Ceo's Gelato
- New Moon
- Island District
- UNH Sustainability

11:30 AM to 12:45 PM - INVITED GUEST LUNCHEON - G35

11:00 AM to 1:00 PM - MARKETING & ADVERTISING CAREER FAIR - Great Hall

- Fuselideas
- Vital
- Wasserman Next Gen
- TriggerHouse
- Octagon
- NESN
- Drinkwater Marketing
- CarGurus
- UNH Athletics

1:00 PM to 2:00 PM - KEYNOTE - G75

- Tom Hayes, UNH '87, President and CEO, Ocean Spray
- Iain Ward, UNH '97, Grower/Owner, Ocean Spray

2:00 PM to 3:00 PM - Panel 1: Marketing Industry Leaders - G75

- Emily Gervais, UNH '10, Director of Marketing - Sports and Athletes, Autograph
- Kendra Dembro, Senior Director, Brand Marketing, Panera
- Dawn Sullivan, UNH '01, VP Corporate & Franchise Marketing, Planet Fitness
- Michelle Vangel, SVP Social Intelligence & Analytics, Ipsos
- Matt Withington, UNH MBA '12, Head of Truly Seltzer, The Boston Beer Company
- Moderator: Diane Devine, Senior Lecturer, Paul College, Marketing

3:00 PM to 4:00 PM - Panel 2: Marketing Professionals - G75

- Taylor Barbagallo, UNH '20, Brand Marketing Specialist, Zipcar
- Katharina Barta, UNH '20, MBA '21, Associate Brand Manager, Stonyfield
- Brynn Foley, Coordinating Producer, Barstool Sports
- Emily Fuller, UNH '17, Consumer Insights Manager, Shark Ninja
- Devin (McMahon) Silva, UNH '19, Sr. Associate Project Manager, DraftKings
- Moderator: Shelby Nicholson, UNH '23, Paul College, Marketing

4:00 PM to 5:00 PM - Networking Reception - Great Hall

Closing remarks

Real World Business Challenge Winners announced



MEET THE TEAM



#MACSMAC

MAC Board of Directors



Madison Shatzer
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Marketing Department Chair
Professor of Marketing



Carrie Rosalia
Administrative Assistant III - Marketing
Program Manager – Paul College Executive Development Program



 **University of
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of Business and Economics

PANEL 1: MARKETING INDUSTRY LEADERS

Diane Devine

Senior Lecturer, MAC & AMA Collegiate Chapter Faculty Sponsor, Peter T. Paul College of Business & Economics

With over 30 years in strategic marketing, Diane Devine has held high-level senior positions at blue-chip companies including Saatchi & Saatchi, General Foods, Kraft Foods, High Liner Foods and the GW Hoffman Agency. She has built multi-million and billion dollar brands such as Cool Whip and Jell-O, run large brand management teams, launched innovative new products and developed provocative advertising campaigns for high profile Procter & Gamble brands. In addition to teaching marketing courses at Paul College and actively being the faculty sponsor of MAC and the UNH AMA Collegiate Chapter, Diane runs a successful strategic marketing consulting firm, Devine Marketing Group, with a variety of clients—from Fortune 100 companies to entrepreneurial start-ups, working on brands from CBS's "Survivor" to Johnson & Johnson to UNH and nonprofits. Diane has an MBA from the NYU Stern School of Business.

PANEL 2: MARKETING PROFESSIONALS

Shelby Nicholson, UNH '23

Vice President MAC, Peter T. Paul College of Business & Economics



 **University of
New Hampshire**
Peter T. Paul College
of Business and Economics

Shelby is a senior at the University of New Hampshire, graduating in May of 2023 with a BS in Business Administration, focused on Marketing. Throughout her years at UNH, she has become heavily involved on campus both inside and outside of PAUL College. Shelby is the Vice President for MAC and has been actively involved in the UNH collegiate chapter of the American Marketing Association (AMA) for the past two years testing her skills by competing in various competitions against other colleges and universities. Shelby is highly interested in obtaining a marketing position when she graduates and has done a summer internship for Riddle & Bloom working on influencer campaigns for Amazon Prime and HBO Max. She is also a member of the UNH chapter of Alpha Chi Omega holding various leadership positions such as Vice President of Philanthropy. Shelby hails from Hampton, NH and in her spare time likes to be at the beach, travel, and soak up the last few months of senior year with her friends.

KEYNOTE SPEAKERS



Tom Hayes, UNH '87

President and Chief Executive Officer

Tom Hayes is a recognized innovator and decorated executive in the food industry who has guided some of the world's most well-known brands over the past three decades. As Ocean Spray's President and CEO, he now leads the world's leading producer of cranberry juices, juice drinks and dried cranberries, and oversees our global organization of more than 700 grower owners and 2,000 employees. Tom comes to Ocean Spray as our cooperative nears its centennial and is focused on ensuring the company is positioned for another 100 years of success.

"For everyone like me who grew up in New England, the Ocean Spray name is not just a global brand – it's part of our culture. The heritage of the company and its 700 farmer owners is one to be celebrated and shared across the world, and I want to ensure it is protected and positioned to grow for a long time to come."

Tom has played a substantial role in guiding the food industry toward innovation, sustainability, and positive growth throughout his career. As the former president and CEO of Tyson Foods, he led the largest food company in the U.S. with \$40 billion in sales and 122,000 employees, introducing a new corporate brand, purpose, global growth strategy and approach to sustainability. While at Tyson, Tom also led popular consumer brands including Tyson®, Jimmy Dean®, Hillshire Farm® and Ball Park®.

Prior to leading Tyson, Tom was the Chief Supply Chain Officer at Hillshire Brands and Sara Lee and held significant leadership roles at US Foods, ConAgra, and Kraft. Most recently, Tom was a partner at Entrepreneurial Equity Partners (e2p), a private equity firm that invests in middle market companies in the food industry. A native of southern New Hampshire, Tom earned a BA from the University of New Hampshire and an MBA from Northwestern University.

Iain Ward, UNH '97

Ocean Spray Grower-Owner

Iain Ward, a UNH graduate, is a first-generation farmer who has been growing cranberries for more than a decade in Massachusetts. He is an experienced leader in keeping farmers farming and farmland farmable. Iain operates an agricultural consulting business, works on the family's cranberry bogs and enjoys teaching his two young children about life on the farm. He is the CEO and Founder of Solar Agricultural Services dedicated to bridging the gap between solar developers and agricultural landowners. Before becoming a farmer, Iain wrote conservation farm plans for cranberry growers. He became so interested in cranberries that he left the job to work for a fellow Ocean Spray Grower-Owner. Soon after, Iain purchased his own bogs and the rest is history.



PANEL 1: INDUSTRY LEADERS

Emily Gervais, UNH '10

Director of Marketing - Sports and Athletes, Autograph



Autograph

Emily is a leader in the sports marketing industry, having worked with some of the most recognizable names in the industry like Nike and Red Bull. Most recently, Emily was the Director of Marketing for the Boston Celtics where she led cross-functional projects for the brand like the 75th anniversary. In 2021, Emily joined Tom Brady's NFT company, Autograph, as the Director of Marketing for Sports and Athletes. Emily currently leads marketing for sports projects and has launched some of the Web3 industry's first ever marketing campaigns including: Tom Brady, Coco Cauff, Rafael Nadal, Tiger Woods, Naomi Osaka, Justin Herbert, Sabrina Ionescu, Derek Jeter - just to name a few. Web3 is new to the world and she is passionate about onboarding new adopters into the space. Outside of her career, Emily enjoys mentoring and supporting other women in sports. Emily graduated from UNH in 2010 with a bachelor's in Tourism Planning and Development from the College of Life Sciences and Agriculture. Emily mentors for the Rutman Fellows (Peter T. Paul College), for marketing-focused members of Alpha Xi Delta (alumni) and for WISE, Boston Chapter (Women in Sports and Events).

Kendra Dembro

Senior Director, Brand Marketing, Panera



Panera
BREAD®

Kendra is a passionate marketer with experience creating breakthrough, integrated programs for brands spanning restaurants, beauty, and more. Kendra currently leads advertising, brand engagement and social for Panera Bread, where she is focused on defining and strengthening passion for the brand through content, partnerships and merchandise. Prior to joining Panera, Kendra was at Dunkin' where she was part of the team that energized the brand for a new generation. Kendra started her career at Burt's Bees and then moved to the agency side, working at MullenLowe in Boston and The Lambesis Agency in San Diego, CA. She is a graduate of Elon University and Cape Cod native.

OUR SPEAKERS

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Dawn Sullivan, UNH '01

VP Corporate & Franchise Marketing, Planet Fitness

Dawn is a 2001 graduate of the UNH Peter T. Paul College of Business and Economics, formerly known as WSBE. Since graduating in 2001, Dawn joined Planet Fitness who at the time had only four New Hampshire locations, she launched her career at the original club. Dawn has been an intricate part of the massive growth & expansion of the Planet Fitness Brand; now one of the largest and fastest-growing franchisors and operators of fitness centers in the United States with approximately 17 million members and 2,410 stores in the United States, Canada, Panama, Mexico and Australia. Dawn is the Vice President of Local Marketing and works directly with both domestic and international franchisees and local agencies to drive their local marketing full funnel strategy. This includes building annual co-op plans to drive awareness, consideration and conversion with strong returns from a ROAS perspective as well as unique marketing plans for new stores and competitive blunting. Dawn is one of 3 original team members, she celebrates her 21st anniversary this year.



Michelle Vangel

SVP Social Intelligence & Analytics, Ipsos

Michelle Vangel is the SVP of Social Intelligence Analytics in North America at Ipsos. Her team leverages best-in-class technologies, AI and proven research frameworks to synthesize and interpret millions of social posts daily to better understand the hearts and minds of consumers. Under the Ipsos umbrella, the team is able to integrate and align with rich data sets to better connect dots and contextualize findings. Access to subject matter experts across Ipsos service lines provides a unique opportunity to innovate and collaborate to deliver insights that drive meaningful business outcomes.



Prior to joining Ipsos, Michelle has spent much of her career at SaaS technology companies like Brandwatch, Visible Technologies and Cision, building and delivering agile insights based on traditional and social media data. She lives in Portsmouth, NH with her son Eli and rescue dog Rosie.

OUR SPEAKERS

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Matt Withington, UNH MBA '12

Head of Truly Seltzer, The Boston Beer Company

Matt Withington is the Head of the Truly Hard Seltzer brand and the 2022 Ad Age Brand Marketer of the Year. As a marketer, Matt believes in the power of bold creativity and cultural connection to drive brand relevance and growth. Prior to leading the Truly Hard Seltzer brand, Matt served as the Head of the Samuel Adams beer brand and was a key architect of the 'Your Cousin From Boston' campaign. Matt holds two master's degrees, an MBA from the University of New Hampshire and an MS in Integrated Marketing Communications from Northwestern University.

PANEL 2: MARKETING PROFESSIONALS

Taylor Barbagallo, UNH '20

Brand Marketing Specialist, Zipcar

Taylor graduated from UNH in 2020 with a degree in Business Administration and concentrations in Marketing and Management. She has been at Zipcar for 1 year and is currently a brand marketing specialist. Zipcar is the world's leading car-sharing provider, putting cars around cities and campuses for members to book whenever they need one. Taylor's role on the brand and communications team varies day to day, with a strong focus around brand storytelling, strategy work, peak season initiatives, corporate social responsibility programs and more. She works closely with the creative team and reviews all creative assets across owned and paid channels from a brand standpoint.

Katharina Barta, UNH '20, MBA '21

Associate Brand Manager, Stonyfield

Katharina graduated from UNH in 2021 with her MBA following her dual-undergrad degree in International Business/Economics and Marketing. The predominant focus of Katharina's career has been in the CPG industry. After leaving UNH she joined Stonyfield, a brand belonging to Lactalis, the world's leading dairy group. The company is present in 52 countries and owns additional brands such as Sigg's, Glabani Cheese, Kraft Natural Cheese and many more. She initially started as the Assistant Portfolio Strategy Manager focusing on the club channel and supporting the sales and marketing team with selling stories. She was recently promoted to be the Associate Brand Manager of the kids portfolio. Katharina's role as an ABM on the kids brand team carries many responsibilities including the development and implementation of marketing strategies, new product renovation and innovation and more. She truly enjoys the CPG industry due to the highly competitive and fast moving nature of the channel. Staying on top of competitor's products, promotional activities and positioning is something she does on a day to day basis to to improve internal decision making.



OUR SPEAKERS

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Brynn Foley

Coordinating Producer, Barstool Sports

Brynn Foley is a Coordinating Producer at Barstool Sports. With an Emmy in TV production, Brynn has extensive knowledge and experience in digital media, content creation, production, directing, marketing, social media, and brand strategy. Barstool Sports is a rapidly growing digital media company that spans all facets of the internet from sports, pop culture, gambling, comedy, and finance. After beginning her career at MLB Network in TV production, Brynn started working at Barstool in 2019, with a desire to focus on digital content and media. Brynn manages a team of producers at Barstool Sports who work on a variety of different shows and platforms. She also works on the brand strategy team, which focuses on the monetization and distribution plan for different brands.



Emily Fuller, UNH '17

Consumer Insights Manager, SharkNinja

Emily Fuller is a 2017 Paul College alumni who currently works as a Manager of Consumer Insights at SharkNinja, supporting Shark's corded vacuum and personal care businesses. Emily started her career in the agency world working for brands such as Microsoft, GlaxoSmithKline, and PepsiCo to optimize product concepts and marketing materials. She then found herself within the New Product Development sector of SharkNinja. In her tenure, she has been a staunch consumer advocate in all product and marketing asset development, allowing for the successful launches of over 10 new products including the Ninja Speedi Multicooker and the Shark FlexStyle.



Devin (McMahon) Silva, UNH '19

Senior Associate Project Manager, DraftKings

Devin graduated from UNH in 2019 and began her career working as an account and project manager at GroupeConnect. Handling accounts for Merrill and Bank of America Private Bank, she coordinated projects and client needs across a variety of areas including site, digital media, and social. With experience coordinating internal strategy, creative, and media teams, Devin has now moved into a project management role at DraftKings where she continues to help teams deliver on digital and traditional media placements. Outside of her career, Devin has partnered with her husband on their first fixer-upper investment property and has recently earned her newest and by-far favorite job title: Mom.



THANK YOU

The UNH Marketing and Advertising Club (MAC) thanks you for attending our 7th Annual Summit for Marketing & Advertising Careers (SMAC). We extend a warm welcome to our guest speakers and want to thank them for sharing their industry knowledge and expertise. We also want to thank the Paul College Dean's office, the Marketing Department and the Peter T. Paul Innovation Fund, who make this event possible. We hope today's keynote and panels with these highly accomplished business leaders, provide you with real world insight into what it is like working in the industry at some of the top companies in the world. Most importantly, we hope this event will inspire and empower you to move forward with passion and confidence in your studies and career!

NEED A JOB OR INTERNSHIP?

Recruiter Tabling will take place between 11:00 a.m. - 1:00 p.m.

Special thanks to Paul College Career and Professional Success and Leslie Smith for organizing this opportunity!



Please visit our REAL WORLD BUSINESS CHALLENGE from 11:00 a.m. - 1:00 p.m.



What is MAC?

The UNH Marketing & Advertising Club (MAC), an AMA Collegiate Chapter, creates a dynamic and engaging program that allows you to gain real world exposure and experience. It is a great opportunity—to empower you to be successful in your business careers. Open to all students, whether or not you are pursuing marketing or advertising, MAC provides invaluable tools, builds skills and resumes, and creates networking opportunities with industry leaders to help jump start your career. MAC is the official collegiate chapter of the American Marketing Association (AMA).

MAC Programs & Events

SPEAKER SERIES, WORKSHOPS & FIELD TRIPS

Every fall and spring, we host industry leaders to speak about their experiences and criteria for success in the marketplace. We get speakers from local companies, as well as national brands. You get to hear what it is like to be on the frontline in marketing and business. Workshops are held to hone your business skills. This also provides you with a chance to meet these professionals face-to-face and ask questions.

REAL WORLD BUSINESS CHALLENGE & CLIENT PROJECT WORK

Every spring, student teams work on a marketing problem for a real company to develop solutions and action plans to address real issues. You get to meet with selected businesses over the course of 4 weeks to develop plans/programs and to showcase your results in the MAC Real World Business Challenge held at MAC SMAC.

This is a great way to have fun with other students and to build your resume and give back to the community by helping local businesses.

In addition, MAC and the AMA team work on nonprofit clients and small businesses who need marketing help. This provides agency experience and engages you in the business community.

MAC SMAC (SUMMIT FOR MARKETING & ADVERTISING CAREERS)

This is your opportunity to get a front row seat on what it is like to work in the marketing and advertising field from top industry leaders of top companies. This is a not-to-be-missed event for those considering a career in business. MAC members get first dibs and get to work behind the scenes for this amazing event.

AMERICAN MARKETING ASSOCIATION



MAC is an official collegiate chapter of the AMA. Test your skills and participate in national competitions against other colleges. Participate in the annual International AMA Collegiate Conference held in New Orleans.

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