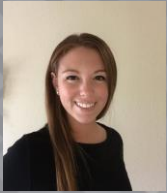


AMA + DECA AT CLARK UNIVERSITY INVITES YOU

JOIN US FOR OUR NATIONAL CONFERENCE

THE SPECTRUM OF MARKETING

SPEAKERS:



KIERSTEN POST:

Kiersten has been helping college students with professional development and career advice for five years and has been a recruiter for the last two and a half. Currently Kiersten is a Talent Acquisition Specialist for Signature Consultants in Florida. When she's not working, she is out on her boat or at the beach, enjoying the benefits of living in south Florida year-round.



LIDA CITROEN:

After 20+ years in Corporate America, Lida launched LIDA360, LLC in 2008 as a boutique reputation management and personal branding firm in Denver, Colorado. Today, she works as an executive coach, keynote speaker, author and influencer in the area of personal branding, reputation repair and online positioning. Additionally, Lida has authored four books, and her fifth book Control the Narrative: The Executive's Guide to Building, Pivoting and Repairing Your Reputation will be published in May 2021.



JEREMY LECHAN:

Jeremy Lechan has more than 16 years experience in communications and media relations, including the past 10 years in the Marketing and Communications Department at Tufts Medical Center. Prior to joining Tufts MC, he worked in the Media Relations Department for the Boston Red Sox, spent four seasons as a radio broadcaster and media relations representative for two minor league baseball teams and was a member of the radio broadcast team for Holy Cross men's and women's basketball for 11 years.



ISHVEEN ANAND:

Ishveen Anand is the the founder and CEO of OpenSponsorship, an impressive company founded in 2014 which makes it easy for professional athletes to make deals with hundreds of brands. She was featured on Inc Top 100 Female Founders list in 2019 and Forbes 30 under 30 Sports List. Prior to founding her business Ishveen attended University of Oxford and served as the CEO of Auxis Strategic solutions and was a Board Member of Influence Mobile.



MICHELLE CANNIZZARO:

Michelle has found purpose in leveraging her knowledge from 11 years in corporate sales and business development to lead Marketing efforts for her family's Commercial Real Estate, Property Management, Business Coaching and Wine Concierge Businesses.



THOMAS MURPHY:

Thomas Murphy is an Associate Professor of Practice at Clark University School of Management, teaching Marketing and Branding courses at both the undergraduate and graduate levels. His role as a Professor of Practice requires that he work with global corporations in sustainability marketing and branding and bring that experience into the courses he teaches. In this capacity, he consults to and advises global brands and corporations in Branding Strategy and Sustainability Marketing. Before beginning his teaching career in 2010, he was the founder and President of Nautilus Decisions INC., a management decision consulting and software company. After receiving his MBA degree from the University of Rhode Island, he worked at Digital Equipment Corporation as a Principal Marketing Strategy consultant to senior executives and business units across the corporation.

APRIL 18TH, 2021
9AM ONWARDS
EST

Zoom link:

[http://join.clarkudec
a.org/](http://join.clarkudec.a.org/)

REGISTER HERE!



AMERICAN MARKETING
ASSOCIATION

CLARK
UNIVERSITY



CHALLENGE CONVENTION. CHANGE OUR WORLD.

Click on the icon's below to follow Clark AMA and Clark DECA on Social Media!



@amaclarku



@clarku_deca