

Center for Branding

2018 Update

WORKSHOPS

An important mission of the Center for Branding is to educate Katz students in new digital methods and techniques. Workshops are taught by industry professionals. A Google AdWords workshop was held on January 5 and 6, 2018, in collaboration with the Center for Executive Education. A Google Analytics workshop also took place on October 20 and 27, 2018. New workshops in Adobe Enterprise, Instagram Advertising, and Facebook Advertising are scheduled in 2019. **Stay tuned here for updates: www.business.pitt.edu/branding-workshops**

BRANDING CASE COMPETITION AND BRAND SUMMIT AT HARVARD BUSINESS SCHOOL

Katz students, as part of the MBA Marketing Club, participated in Harvard Business School's Marketing Club Branding Case Competition and Brand Summit in November 2018. Team members were Bre Evans, Naval Gupta, Sarang Puri, and Tristan Wimmer.



"The Harvard Marketing club case competition was a fantastic experience which allowed me to compete with the top-ranked schools. The case preparation was for five hours, which meant every minute was critical and exciting. Watching the winning team present in the end helped us immensely on how to improve ourselves. The Brand Summit the following day opened my perspective on the profound impact of branding on consumers in today's world and also gave me an opportunity to connect with other MBA students." — **Naval Gupta (MBA Candidate '20)**

RESEARCH, HONORS, AND AWARDS



Vanitha Swaminathan — President of AMA Academic Council

Vanitha Swaminathan is the Thomas Marshall Professor of Marketing in the Joseph M. Katz Graduate School of Business at the University of Pittsburgh and will serve as President of the AMA Academic Council from July 1, 2018, to June 30, 2019.

Read more here: bit.ly/vs-amapresident



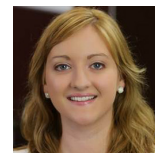
Katz Center for Branding PhD Student Christian Hughes Wins Answers in Action Grant

Read more here: www.katz.business.pitt.edu/hughes-grant



Award for Best Paper and Theme

Christian Hughes and Vanitha Swaminathan wrote "Communicating in a Melting Pot: How Audience Diversity Impacts Word of Mouth Valence" and presented at Winter AMA in New Orleans, LA, and received an award for Best Paper in Theme.



Visiting Scholar

Fulbright Scholarship recipient Rabia Bayer is visiting Katz for a year to research luxury-brand purchasing in online contexts.

COMPANY PROJECT AND SPEAKERS

DowDuPont worked with our MBA students on a project for the Marketing Management class focused on the topic of "Branding a Business-to-Business Brand." Students developed a marketing plan to help market a business-to-business brand to the consumer market.



MEDIA MENTIONS

Instagram and Tinder go back to school with features just for college kids

CNNMoney ▪ August 27, 2018

"It's possible there's a shift back to basics," said Vanitha Swaminathan, a social media and branding expert at the University of Pittsburgh's business school...

Read more here: bit.ly/vs-cnnmoney

Instagram, Tinder go back to school with features for college kids

Channel3000.com - WISC-TV3 ▪ August 28, 2018

"It's possible there's a shift back to basics," said Vanitha Swaminathan, a social media and branding expert at the University of Pittsburgh's business school...

Read more here: bit.ly/vs-channel3000

The richest of them all

Independent Online ▪ August 29, 2018

... said Vanitha Swaminathan, a professor of marketing at the University of Pittsburgh's Katz Graduate School of Business. "For scale, Jenner has 111 million Instagram followers..."

Read more here: bit.ly/richestofall

Instagram and Tinder go back to school with features just for college kids

CBS Detroit ▪ August 28, 2018

"It's possible there's a shift back to basics," said Vanitha Swaminathan, a social media and branding expert at the University of Pittsburgh's business school...

Read more here: bit.ly/vs-featureforcollegekids

How Kylie Jenner got to be on the brink of becoming youngest billionaire ever

Bay City Observer ▪ August 21, 2018

"...share a personal connection with Jenner," said Vanitha Swaminathan, a professor of marketing at the University of Pittsburgh's Katz Graduate...

Read more here: bit.ly/vs-jenner

How Kylie Jenner became richer than Kim Kardashian

Opinion-gulfnews.com ▪ July 14, 2018

Read more here: bit.ly/vs-gulfnews

Instagram y Tinder apuestan por el 'match' de los universitarios

Expansión ▪ August 29, 2018

"Es posible que haya un cambio hacia lo básico," dijo Vanitha Swaminathan, experta en redes sociales y desarrollo de marca de la escuela de ...

Read more here: bit.ly/vs-expansion

Instagram y Tinder regresan a sus orígenes con funciones solo para ...

CNN ▪ August 29, 2018

Read more here: bit.ly/vs-cnn

Jenner about to be youngest self-made billionaire

Fort Wayne Journal Gazette ▪ July 15, 2018

"Core to that success is a social-media presence that convinces consumers they share a personal connection with Jenner," said Vanitha Swaminathan, a professor of marketing at the University of Pittsburgh's Katz Graduate School of Business.

Read more here: bit.ly/vs-journalgazette

Making financial decisions: The endowment effect

MD Magazine ▪ March 22, 2018

Sara Loughran Dommer and Vanitha Swaminathan's 2012 experiment demonstrates the point. Dommer is assistant professor of marketing at...

Read more here: bit.ly/2HVP0mA

INTRODUCING CENTER FOR BRANDING'S EXTERNAL ADVISORY BOARD

The Center for Branding is grateful to its External Advisory Board, who are world-renowned scholars in marketing and prominent business leaders.

CENTER FOR BRANDING'S EXTERNAL ADVISORY BOARD MEMBERS

Aniko DeLaney

Global Head of Corporate Marketing,
BNY Mellon

Aniko DeLaney is the Global Head of Corporate Marketing for BNY Mellon, which had \$33 trillion in assets under custody and/or administration, and \$1.9 trillion in assets under management. DeLaney is responsible for BNY Mellon's global corporate brand strategy, digital marketing and market research. She is the member of BNY Mellon's Senior Leadership Team. Previously, DeLaney has held various marketing roles for The Bank of New York's retail bank. DeLaney is vice chair and Board member of the Borough of Manhattan Community College Foundation. She is a member of the Association of National Advertisers and Corporate Financial Group and the Alumni Committee at Middlebury College. She is a member of BNY Mellon's Diversity and Inclusion Executive Committee. DeLaney received her BA in French literature from Middlebury College and her MBA in finance and marketing from the Stern School of Business at New York University.

Kevin Lane Keller

E. B. Osborn Professor of Marketing
Tuck School of Business, Dartmouth College

Kevin Lane Keller is the E. B. Osborn Professor of Marketing at the Tuck School of Business at Dartmouth College. Keller's impressive academic resume includes degrees from Cornell, Duke, and Carnegie-Mellon universities, award-winning research with over 120 published papers, and faculty positions at Berkeley, Stanford, and UNC. Through the years, he has served as brand confidant to marketers for some of the world's most successful global brands, including Accenture, American Express, Disney, Ford, Intel, Levi-Strauss, L.L. Bean, Nike, Procter & Gamble, Samsung, and Starbucks. His textbook, Strategic Brand Management, now co-authored with Center Director Vanitha Swaminathan, has been adopted at top business schools and leading firms around the world and has been heralded as the "bible of branding." He is also the co-author with Philip Kotler of the all-time best selling introductory MBA marketing textbook, Marketing Management, now in its 15th edition.

Matt Naeger

Chief Strategy Officer
Merkle

Matt Naeger is the Chief Strategy Officer at Merkle, one of the largest digital advertising agencies in the United States. Naeger has an undergraduate in business and political science from the University of Pittsburgh and a JD from Duquesne University School of Law. He is a world-renowned thought leader in the field of digital marketing. Naeger has spent his entire career focusing on the evolution of marketing in both the online and offline world. Having had the opportunity to work with some of the most recognizable brands in the world, such as Mercedes Benz, Comcast, MetLife, Whirlpool, and Office Depot to name a few, Naeger believes marketing is "as much about knowing your customer as it is about knowing your brand and why they are a fit together."

Anne Rivers

Managing Director

BAV Group, a Young & Rubicam Brand

Anne Rivers has more than 20 years of marketing experience, working at agencies, on the client side, and in investment banking. She is a marketing and brand strategist who specializes in building brands and a company's brand assets.

Rivers has helped brands to map out strategies, including the development and launch of new brands, positioning, segmentation, journeys, messaging, architecture, and valuation. She has extensive experience in financial services, telecommunications and media, health care and pharmaceuticals, consumer products, industrials, nonprofits, and sports.

Luke Skurman

CEO

Niche.com

Luke Skurman is Founder and CEO of Niche.com. Niche.com uses its data science platform to help consumers decide life's questions of where: where to live, where to send your kids to school, where to go to college, and where to work. Skurman is passionate about education, entrepreneurship, and leadership. He holds bachelor's and master's degrees from Carnegie Mellon University and is a member of its Board of Trustees, vice chair of the Research Innovation and Entrepreneurship committee, and a member of both the Finance and Property & Facilities committees. Skurman is a cofounder and chairman of Ascender, a nonprofit focusing on bolstering innovation and entrepreneurship in the Pittsburgh region. He is the founding curator of the Global Shapers Pittsburgh Hub, an initiative of the World Economic Forum. He has won national awards related to entrepreneurship from BusinessWeek, Fast Company, and Inc. magazines and has been featured in numerous media outlets, including *The New York Times*, CNN, and *Fortune*. Skurman was awarded the Ernst & Young Entrepreneur of the Year for the Pittsburgh region in 2016.

ACKNOWLEDGMENTS

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- Thomas Marshall Foundation and Ms. Sue Marshall Roberts
- Arjang A. Assad, Henry E. Haller Jr. Dean, University of Pittsburgh Katz Graduate School of Business
- Ira Gumberg, CEO, JJ Gumberg
- Marketing and Business Economics Faculty, University of Pittsburgh Katz Graduate School of Business & College of Business Administration

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