

Making Me



MARKETABLE

10.01.21

#MMMZOU

CREATE YOUR
PERSONAL BRAND

Workshop Panelists Bios and
Headshots

*Alphabetical Order by Last
Name*



Marketing
Robert J. Trulaske, Sr.
College of Business
University of Missouri



Erika Aaron Director of Inclusion, Diversity and Equity (IDE) - Robert J. Trulaske College of Business

Erika Aaron is the Director of Inclusion, Diversity and Equity (IDE) at the Robert J. Trulaske College of Business. Erika oversees strategic initiatives that promote an equitable and inclusive community in the business college; develops goals and programs to support the needs of Trulaske faculty, staff, and students, with a focus on underrepresented and minority populations; and offers recommendations for best practices in inclusion, diversity, and equity to all college constituents. Prior to joining the Trulaske family in May 2021, Erika was a faculty recruitment and engagement specialist for the University of Missouri's Division of IDE, where she focused on equitable practices within the academic recruitment and hiring process and served as a project manager for major diversity events at the university. Before joining the university, Erika was a corporate director of community engagement and a lobbyist for Waste Management in Atlanta; associate manager of national consumer marketing programs for Coca-Cola in Atlanta; and marketing manager at Motorola in Schaumburg, Ill.



John Abshear
Senior Director of Revenue & Profit
Management - Spectrum Brands, Inc.

Spectrum
Brands

John Abshear is the Senior Director of Revenue & Profit Management for Spectrum Brands, Inc., a holding company consisting of multiple diverse businesses (Pet Care, Home & Garden, Appliances & Personal Care, and Home Hardware). He graduated from Mizzou in 1994, double-majoring in Marketing and Management, and later completed his MBA from Washington University in St. Louis in 2002. Before Spectrum Brands, his CPG industry career has included a variety of sales and marketing roles for Energizer Holdings, The Coca-Cola Company, Campbell's Soup, and General Mills.

John has been a member of Mizzou's Trulaske College of Business Marketing Advisory Board and an active participant in the annual "Making Me Marketable" student development event for almost 20 years, and greatly enjoys coming back to campus each year to work with the college and students. John currently resides in St. Louis, with his two awesome children Mallory and Jake, and the best dog ever, Brady.



Shalyce Adamson
Senior Campus Recruiter - RSM US LLP

Shalyce Adamson is a Senior Campus Recruiter at RSM US LLP, where she specializes in the Tax and Audit lines of business. Shalyce is a proud alumni of the University of Missouri in December 2003. She also holds a Master of Business Administration and Master of Arts in Human Resource Management from Webster University.



Tiffany Alexander
Manager, Organization Effectiveness - Nestle-
Purina PetCare



Tiffany Alexander is a MU Alum (99-Business Administration, Marketing) and veteran in the field of consumer-packaged goods and manufacturing with 20 years' experience at Nestle Purina Pet Care based in St. Louis. Her career has span over a variety of departments and disciplines, including Retail Buying, Revenue Management, Sales, Training and Development and Supply Chain. In her current role, she leads all associate and people leader development solutions for Nestle Purina PetCare based in St. Louis. She has successfully led business projects in the US, Puerto Rico and Canadian markets. As an adjunct professor, she taught undergraduate business courses in Marketing, Innovation and Management. Tiffany earned a Master's Degree in Organizational Management and is currently working on a second Masters of Counseling. She's married to Andre (2000 – Electrical Engineering) and they have 2 children (Ahmad and Kendal) and enjoy traveling and spending time with family.



Mike Baker SVP of Channel Solutions -The CORE Group

- 1997 Mizzou Business School Graduate (BSBA)
- Career Summary
 - Territory Manager - Hormel Foods
 - Director of Zone Sales - Rich Products
 - Southern Division Manager - Heinz North America
 - VP of Segment Sales - Advantage Waypoint
 - **(Current Position) SVP of Channel Solutions - The CORE Group**

The CORE Group is a national foodservice sales agency with offices in every major city across the US. We specialize in selling to foodservice customers across all channels of business (commercial restaurants, K-12, College & University, Healthcare, C-Stores, etc.), and we represent some of the biggest brands in the industry (Nestle, Smucker's, McCain, Pilgrim's Pride, Ocean Spray, McCormick, Michael Foods, etc.).

Megan Cline Marketing Specialist at Royal Canin



- Mizzou:
 - Graduated with a Business Marketing degree in 2020
 - Psychology Minor
 - Pi Beta Phi
 - Club Sports Rec Employee
 - Studied abroad in Bergamo, Italy summer 2018 (through Trulaske)
- Internship:
 - Interned with Royal Canin during the summer of 2019
- Full-Time Associate:
 - Joined the RC org in June 2020
 - Started as a Marketing Specialist (Project Coordinator)
 - Transitioned roles in January 2021 – Digital Merchandiser
- About Me:
 - Hometown: St. Louis, MO
 - Love playing and watching sports
 - Random fact - Ran a half marathon when we went into lockdown in March 2020



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Gary Coles

Retired Marketing Professor - Trulaske College of
Business

Gary did analytics work from his graduate school days until his retirement. He worked in the areas of educational evaluation and research (American Institutes for Research), B2B marketing research (Business Incentives, DuPont), and database marketing (Reader's Digest). After retirement in 2004 he taught database marketing to MBA students attending Trulaske. He retired, again, in 2016.



Kimberly Donovan
Lead College Recruiting Manager - Human
Resources, AT&T



As a Lead College Recruiting Manager, Kim's primary responsibilities are to identify, engage, recruit and hire top talent into our AT&T's numerous college development programs. Kim works directly with The University of Notre Dame, Indiana University and Purdue University.

Kim joined Southwestern Bell Mobile Systems in March of 1988 as a Customer Service Representative. During the 12 years spent with the Wireless division, Kim was able to demonstrate her passion for developing and leading others through various management roles including responsibility for developing and overseeing a regional Customer Retention program.

In 2000, Kim moved to SBC Corporation where she had responsibility for managing a 250 seat outbound/inbound telemarketing call center post Ameritech merger. During her 12 years with SBC Corporation, Kim held numerous Operations and Staff leadership roles, including Chief of Staff assignments for VP organizations.

In 2012, Kim pivoted to Human Resources focusing on positions in Training Management for both Internal and External clients, Talent Development and Talent Acquisition. In a key role, Kim led a team of Lead Training Managers responsible for instructor certification and delivery quality of AT&T curriculum. During this time, Kim was fortunate to travel internationally and experience multiple cultures across the globe.

Kim secured her dream role as a Campus Recruiter in 2018.



Mikel Fields
Founder & Brand Strategy Consultant
- Castello Branco Fields



Mikel A. Fields is the owner of Castello Branco Fields LLC, a brand strategy consulting company that manages strategy for personal brands and businesses. CBF also owns and operates a local mobile device repair shop called Cracked Up Mobile. Mikel is a CoMO native and entrepreneur. He graduated from Hickman High School & Columbia College where he also played basketball on scholarship and studied business and marketing. Mikel's passion is working with brands, building relationships, creating, and connecting with people that aspire to a difference maker in the community. In his spare time, he enjoys socializing with friends and meeting new people, riding his bike on the MKT/Katy trail, watching movies with his wife and daughter, and traveling.



Srinath Gopalakrishna Marketing Department Chair - Trulaske College of Business

Srinath Gopalakrishna is a Professor of Marketing, David and Judy O'Neal MBA Professor, Faculty Director of the execMBA, and Department Chair of Marketing at the Robert J. Trulaske, Sr. College of Business, University of Missouri - Columbia. He is a dedicated scholar with a focus on business-to-business marketing and sales management. Specifically, his research has examined the integration of marketing communication elements, measuring the economic returns from marketing expenditures, analyzing sales motivation/incentive programs and assessing the drivers of intermediate and overall sales outcomes. Several of his research projects have been funded by the Marketing Science Institute. His publications include articles in the Journal of Marketing, Journal of Marketing Research, Marketing Science, and International Journal of Research in Marketing, among other journals. He also serves on the editorial review board of the Journal of Marketing, Journal of Business-to-Business Marketing and Journal of Personal Selling and Sales Management.

Srinath has been the recipient of the College's Distinguished Research Fellowship Award, the O'Brien Award for Teaching Excellence and our University's William T. Kemper Fellowship for Teaching Excellence. He has taught in several of Trulaske's Study Abroad programs and has consulted with industry partners on research and teaching.



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Melissa Hensley
AVP, Healthcare Sales- Qualtrics



Melissa is an Experience management executive that manages a team of Qualtrics sales representatives across the US. She has more than 15 years of experience designing and executing experience management programs in retail, hospitality, financial services, and healthcare to name a few. Melissa has a passion for healthcare and the transformation potential in improving access to care and experiences. It is at the heart of what she loves and is always willing to support her teams and clients in solving problems to achieve their goals.

Melissa and her husband Jon reside in Jefferson City, Missouri and have four children (they all know that Kansas stinks!). She is active in her community, participating on boards for Woodland Montessori, Moreau Heights PTO, Jefferson City Speedskating Club, and Grace Episcopal Church.

Mark Johnson Senior Vice President of Sales - Vericast



Mark leads Vericast's (former name: Valassis) best-in-class sales teams, which provide omnichannel media solutions to advertisers in the restaurant, retail, and automotive categories, as well as the inside sales center. He is also responsible for developing high-level relationships, actionable insights from consumer intent data, and innovative solutions that drive revenue for Vericast (a marketing technology company).

Mark has more than 35 years of print and digital media experience, including 28 years at Vericast. He has played a key role in product management, development, pricing, manufacturing, distribution, and customer marketing. He has held various leadership positions including Vice President of Integrated

Media Sales, Vice President of Sales, General Manager of Neighborhood Targeted Products and Services and Newspaper and Print Solutions.

Before joining Vericast, Mark gained extensive publishing and retail experience with the New York Times Magazine Group as Director of Single Copy Sales where he managed marketing and distribution for numerous consumer magazines such as People, Sports Illustrated, Family Circle, and Golf Digest.

Mark holds an undergraduate degree from the University of Missouri BA 1982. He currently resides in Lake Winnebago, Missouri.



Brendon O'Toole
Vice-President of Product for Commercial
& Residential Solutions - Emerson

Brendan O'Toole is the Vice-President of Product for Commercial & Residential Solutions at Emerson. He leads a team responsible for the vision, strategy, roadmaps, program backlog, discovery efforts, and product definition for the smart home product portfolio. Prior to Emerson, Brendan worked in a variety of roles including Finance, Sales, Category Leadership, Strategic Marketing, Brand Management, and Innovation at Anheuser-Busch InBev.

Brendan graduated summa cum laude from the University of Missouri, where he received dual BSBA degrees in Finance and Real Estate. He also holds a MBA from the University of Missouri. He earned a Master of Global Management degree with honors of distinction at Thunderbird School of Global Management.





Eric Schmidt
Manager Digital Brand Management - Nestlé
Purina North America



Eric leads a team responsible for the recruitment technology, talent sourcing strategies and employment brand marketing that positions Nestlé Purina and Nestlé IT North America as an employer choice and leader in talent acquisition. He joined Nestlé Purina in 2009 and has 17 years of experience in talent acquisition and employment brand management. Eric is a graduate from The University of Missouri School of Journalism with a bachelor's degree in Advertising/Strategic Communication. He was a member of the Evans Scholars Fraternity from 1997-2001.



Andrea Seeley
Human Resources Manager - Columbia
Safety & Supply



Andrea Seeley is a career salesperson turned HR Manager for a global, Columbia MO grown, INC Magazine Best Workplace. She has focused her tenure on problem-solving and partnerships relating to the growth of industrial and service-related industries. The personal complement to her professional side includes the roles that are also the hardest jobs she has ever loved: Wife, Mama, and friend. As she mentioned, it's in her bones to be a competitive collaborator and a fiery advocate for integrity and vulnerability in the business at Columbia Safety and the community.



Jared Spader CEO of Center Pivot



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Jared is a MIZZOU graduate of twice over, first from MU's College of Agriculture, Food and Natural Resources (CAFNR) with a B.S. in Agricultural Economics, followed by receiving a MBA from the Crosby MBA Program.

He began his career at Osborn & Barr (now OsbornBarr Paramore), where he served in a wide variety of strategy, business development, research, operations, planning, and leadership roles.

Following O&B, he joined Fleishman Hillard serving as Senior Vice President and a leader of Fleishman's Food and Ag Practice Group.

Jared then served as Vice President – Strategy & Business Development / U.S. Operations Lead for AgCall, Inc., a consulting firm focused on the food and agriculture industry, and led the establishment and operation of AgCall's U.S. business from 2013-2020.

More recently, Jared co-founded Engage, a customer engagement firm focused on marketing, sales, and staffing support in agriculture and food industries, and currently serves CEO of Center Pivot, a management consulting firm with leading capabilities in strategy and marketing.

Jared grew up on a diversified ranching operation, and as a 4th generation producer, is still deeply involved with his family's ranching and farming operations in Missouri and Illinois, where they raise Angus cattle, Quarter horses, corn, and soybeans.



Krissy Tripp
Director of Decision Science - Evolytics

Evolytics Director of Decision Science Krissy, BJ '11 MBA '16, strives to empower her clients and her team to make use of their data, drawing from a variety of disciplines: experimentation, data science, consumer psychology, marketing, and behavioral economics. She has supported analytic initiatives for brands such as Vail Resorts, QuickBooks, and Mint.



Craig Unruh President –AT&T Missouri

Craig Unruh, President – AT&T Missouri was appointed to his current position in September 2018 where he works closely with customers, employees, policy makers, community leaders, and business leaders to fulfill AT&T's vision to inspire human progress through the power of communication and entertainment.

Since joining the company in 1986, he has held several management positions focused primarily in public policy. Most recently he served as Regional Vice President of Legislative and Regulatory Affairs where he led AT&T's legislative initiatives with the Missouri Legislature and regulatory initiatives with the Public Service Commission. Prior to these state policy roles, he held several positions working in federal public policy and helped establish the company's regulatory policy organization.

Unruh serves on several boards and committees including the Hawthorn Foundation, Missouri Partnership, Missouri Chamber of Commerce and Industry, Jobs for America's Graduates – Missouri, United Way of Greater St. Louis, Urban League of Metropolitan St. Louis, St. Louis Sports Commission, Greater St. Louis Area Council Boy Scouts of America, and Greater St. Louis.

Unruh holds a Master of Business Administration degree from Washington University in St. Louis and a Bachelor of Science degree in Computer Science from Kansas State University.

Unruh is a native of Bucklin, Kansas and, upon college graduation, moved to St. Louis, Missouri where he has resided for over 30 years.

He and his wife, Donna, have been married for over 30 years and have two adult children – Emily and Evan.





Dean Ajay Vinzé Accountancy, Trulaske Dean's Advisory Board

Dean Vinzé started his tenure at the Trulaske College of Business in January 2017. Since his arrival at Mizzou, he has focused on situating the College among leading business schools nationally and internationally. He has done this by offering innovative programs that are market responsive and delivered both in traditional settings and in online or hybrid formats. Dean Vinzé credits the forward-thinking innovations at the Trulaske College of Business to his faculty colleagues – known for their excellence in scholarship – and to an exceptional student body and staff. Under his leadership, the College has launched a significant presence in the eLearning space, offering online graduate degrees in finance and accountancy, as well as an online bachelor's degree in business administration. The College is now innovating with experiential learning, micro credentialing and stackable certificates. A new Master of Science in business degree program leverages the stackable model and will allow the Trulaske College of Business to truly **Lead the Way in Business Education.**



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Tom Wells
Retired President - Machine Products Division -
Leggett & Platt

Tom Wells, Jr. was a first-generation college graduate when he received his BS BA Marketing degree from Mizzou in 1990 and subsequently completed his MBA studies at the University of St. Thomas (St. Paul, MN) in 1995. His 30-year professional career consisted of escalating levels of responsibility in sales, marketing, R&D, international operations, and executive management. In December 2019, Tom retired as President – Machine Products for Leggett & Platt, Inc to pursue his interests in teaching, mentoring, and volunteering in his church and community. Tom was blessed to be awarded the Alumni Citation of Merit in 2012, and he and his wife, Wendy, are members of the Davenport Society and have endowed a scholarship in the Cornell Leadership program.



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State Farm



Wade Wheeler

Insurance and Investment Advisor Representative - State Farm Insurance Companies



DIAMOND WADE WHEELER is an Insurance and Investment Advisor Representative with State Farm in Webster Groves, Missouri. He graduated from the University of Missouri-Columbia with a BSBA in Finance and Banking in 1984 and earned an MBA in Finance from the University of Missouri-Kansas City in 1988. He is continuing his studies in a doctoral program at Webster University pursuing a Doctorate in Business Management. After positions in commercial banking with Commerce Bancshares, Merchants Bank, and Marine Midland Bank, Wade became a State Farm Representative in 1991. He was promoted to Agency Field Consultant in 1995 and to Agency Field Executive in 1999. Wade also served as Marketing Director leading a two-year project for State Farm in Columbia to build a marketing department and marketing website from the ground up as well as oversee advertising. Wade is a Chartered Life Underwriter (CLU), Chartered Financial Consultant (ChFC), Chartered Advisor for Senior Living (CASL), Chartered Leadership Fellow (CLF), and passed the Certified Financial Planner (CFP) exam. He serves on the Marketing Advisory Board and as an Adjunct Instructor in the Center for Sales and Customer Development in the Trulaske College of Business at the University of Missouri-Columbia. He is also active in the Alumni Mentoring Program at his alma mater. He serves on the Board of Directors for Mahota Textiles which is a textile company founded by his mother who is an accomplished American Indian artist. Wade has served on the Board of Directors for the National Association of Insurance and Financial Advisors of Greater St. Louis. He has also served on the Board of Directors for the Society of Financial Service Professionals. His research on how artificial intelligence is transforming the financial services industry was published in the January 2020 issue of the Journal of Financial Service Professionals.



Mary Wilkerson Senior Vice President - Central Bank of Boone County



Mary Wilkerson is senior vice president of marketing at Central Bank of Boone County in Columbia, Missouri, a \$2 billion dollar community bank. She joined the bank in 1992 after serving as director of public relations for Stephens College for four years. Prior to moving to Columbia, Wilkerson was a public relations manager for Smith, Bucklin & Associates, the nation's largest non-profit association management company, based in Chicago. Her career began with Luhrs Marketing Research, a small family-owned research firm in Chicago. She graduated from Bradley University in 1983 with a bachelor's degree in public relations and theater, and is a Certified Financial Marketing Professional. She graduated from the American Bankers Association School of Bank Marketing and Management in 2000. In addition, she is a member of the University of Missouri Trulaske College of Business Marketing Advisory Board and received the college's highest honor for a non-graduate, the Special Citation of Merit in 2005. She also serves on the University of Missouri School of Human and Environmental Sciences Advisory Board. Wilkerson has a long history of community involvement. She currently serves as president of the Roots N Blues Foundation and vice president of the Missouri Contemporary Ballet Board of Directors.



Luke Youtsey
Analytics Consultant - Evolytics

Luke Youtsey is an Analytics Consultant at Evolytics, specializing in the eCommerce vertical. Often acting as a linchpin between the Data Engineering, Data Science, and Strategy teams, Luke may spend one day refining a machine learning model and the next presenting complicated experimentation results to a marketing director. His happy place is ETL, data pipelines, and anything code-related. Luke earned a Bachelor of Analytics and Technology from Rockhurst University.