

Six dynamic business leaders will share their experiences and perspectives on marketing in today's complex and competitive marketplace. Please plan to join us. 12:45 to 1:45PM, Special Collections Room (382), 3rd Floor, Library Technology Center. See dates below. No registration required.

Thursday, September 23, 2010



Jim Smith Chief
Marketing Officer
Atlanta Falcons

Jim and his team are responsible for maximizing revenue opportunities through effective management of the Atlanta Falcons brand via stadium assets, broadcast rights, new media, team marketing rights and event marketing. Under Jim's leadership local sponsorship and broadcast revenues have increased over 300% since 2003 and new advertising has resonated and connected with more Falcon fans. Prior to joining the Falcons six years ago Jim held several executive positions within the sports industry. He has a bachelor's of Science degree in Radio, TV and Film from Northwestern University and a Masters of Arts in Sports Management from Ohio State.

Thursday, September 30, 2010



Stan Sthanunathan
Vice President, Marketing
Strategy & Insights
The Coca-Cola Company

Stan and his management team have global responsibility for understanding consumers and the marketplace, transforming research data into useful insights, and for developing marketing strategies. He began his research career with Pathfinders. He then joined The Coca-Cola Company as Research Manager of the Middle East and North Africa Division based in London. Prior to his current position Stan headed up the Knowledge & Insights department for the Asia Group headquartered in Hong Kong. Stan earned his Bachelor Degree in Mechanical Engineering from Bombay University, and MBA from India Institute of Management.

Thursday, October 7, 2010



John Baumstark
Chairman & CEO
Suniva

John has 20 plus years of technology and leadership experience in early and late-stage private and public companies. He has served as CEO of Infinium Software, COO of TRADEX Technologies, CEO of DWL, and Operating Partner of HIG Ventures. As the founding CEO of Suniva, John leads a highly-regarded team of business executives and experts in photovoltaic technology and manufacturing. Suniva has received numerous awards and recognitions including the #2 ranking on The Wall Street Journal's list of Top 10 Venture-Backed, Clean Technology Companies and #15 in the Top 50 Venture-Backed Companies across all industries. John earned a BA in Business/Economics from Colorado College.

Tuesday, October 26, 2010



Debbie Stroud
Vice President, Quality,
Service & Cleanliness
McDonald's

Debbie is the Quality, Service & Cleanliness Vice President for McDonald's Atlanta Region. In this role, she provides leadership to deliver a superior customer experience for more than 780 restaurants generating \$1.9 billion in annual sales. Throughout her career, Debbie has played a key role in interfacing with Owner/Operators, Supplier Partners and staff as she provided day-to-day leadership to achieve both short and long-term sales and income goals. Debbie has been widely recognized for her leadership, including her receipt of the prestigious McDonald's Presidents Award. Debbie holds a Bachelor's degree in Accounting from Illinois Wesleyan University and is a CPA.

Tuesday, November 9, 2010



John Buckles
Vice President & General
Manager
PepsiCo Foodservice

John began his career with Coca-Cola as a Territory Sales Manager. He ascended to Vice President, National Accounts before accepting an executive position with Kellogg's. While serving as General Manager for Kellogg's Nordic Division he was offered an opportunity to join PepsiCo as Vice President & General Manager Yum! Restaurant Group. Today John leads a cross functional team accountable for PepsiCo's 130 largest restaurant customers with \$1.5B in revenue and responsible for all aspects of the business relationship including sales, marketing, operations, and finance. John received his BSBA with majors in Marketing and Management Information Systems from Central Michigan University.

Thursday, November 18, 2010



Frank Bifulco
SVP & Chief Marketing
Officer
Home Depot

Frank and his management team are responsible for the company's strategic marketing vision as well as its category marketing and brand development. Prior to joining Home Depot he was Chief Customer Officer and President of Hasbro North America Sales, Chief Marketing Officer for Timberland Company and Senior Vice President of Marketing for Coca-Cola North America. Frank earned a bachelor's degree in engineering from the United States Military Academy at West Point. He also holds a master's degree in engineering science from Cornell University and a master's degree in business management from Central Michigan University.