

JENNIFER M. SUNDSTROM-FITZGERALD

Office: 215-204-9142

Email: jenfitz@temple.edu

Academic Positions

Temple University, The Fox School of Business, Philadelphia, PA
Assistant Professor (NTT-Practice), Department of Marketing & Supply Chain Management, beginning
Fall 2014

- Teach live and online Undergraduate and Graduate marketing courses (core and elective) including: Consumer Buying Behavior, Integrated Marketing Communications, Marketing Strategy (Senior Capstone course with Capsim Simulation), Mobile Marketing & Communications (Graduate course) and independent study courses at the undergraduate and graduate level.
- Serve as both teacher/mentor to students, provide them with a high-quality academic learning experience as well as with counsel on career services, job prospecting, resume writing, interview preparation and other professional development efforts.

Temple University, The Fox School of Business and the Klein School of Media and Communication,
Philadelphia, PA

Academic Program Director, The Fox and Klein M.S. Strategic Advertising and Marketing Joint Degree Program

- Serve as main liaison with the Fox MSCM department, the Fox Graduate Admissions and Marketing Department and the Klein School on all program initiatives
- Provide direction and insight in the design and implementation of marketing, communications and recruitment activities with prospective MS students; this includes the development and deployment of internal and external marketing campaigns to drive enrollment goals, outreach at networking events, hosting WebEx information sessions, addressing student complaints, and coordination with the FOX MS advising staff on everything mentioned
- Advise MS in Strategic Advertising and Marketing (MS STAM) current and prospective students (usually, working professionals) with their curriculum and program needs and career goals.
- Arrange, coordinate, and verify experiences provided by the Graduate Faculty teaching in the program; and assure alignment of course delivery and content with program goals
- Collaborate with the Fox Academic Director of MSCM Graduate Programs and the Klein Chair of the Department of Advertising and Public Relations to assure quality of the teaching and learning experience in design and delivery

Curriculum Vitae – Spring 2021

- Work with the Associate Director of Financial Management and Strategic Initiatives in the MSCM department on faculty course scheduling and curriculum planning activities
- Supervise the MS/Thesis experience for students in the program, as part of the capstone course, on an as-needed basis

Temple University, The Fox School of Business and The Klein School of Media and Communications, Philadelphia, PA (Adjunct positions)

- Adjunct Professor, Department of Advertising, (Klein School), Spring 2011 to Spring 2014
- Adjunct Professor, Department of Marketing & Supply Chain Management, (Fox School) Fall 2013 to Summer 2014

Corporate Work History

Temple University, The Fox School of Business and The School of Tourism, Sport, and Hospitality Management, Philadelphia, PA

Executive Director of Communications & Strategic Marketing, October 2004 to July 2014

- Develop & execute annual marketing and communications plans for both schools designed to build brand image, enhance research reputation, promote faculty accomplishments, improve rankings in prestigious publications, boost enrollment of qualified students in undergraduate, graduate and PhD programs and align the two schools with the regional business community.
- Responsible for the development and execution of annual media plans for the Fox School and STHM; Act as media-buying agent on behalf of both schools for all advertising vehicles including social and online marketing, print, outdoor, transit, direct mail, and radio; work with outside media-buying agency on special advertising campaigns as needed.
- Supervise a staff of six full-time employees, one part-time employee, one freelance designer, and ten to twelve interns on the strategic goals of the Fox and STHM Public Relations Department and ensure alignment with the short and long-term goals of Fox and STHM.
- Co-manage Fox and STHM websites and online marketing initiatives with webmaster on continual basis to ensure optimal performance/ROI of all Facebook advertising campaigns, search engine marketing campaigns (Google), behavioral online campaigns as well as monitor search engine optimization with emphasis on MBA/MS visitation/application activity, ease of navigability and overall maintenance of the Fox and STHM sites.
- Forecast annual budget projections for all advertising campaigns; manage advertising budgets and provide monthly ROI reports to senior staff that prove campaigns are effective in reaching intended audiences, boosting applicant pools, and supporting enrollment goals.

Curriculum Vitae – Spring 2021

- Develop and execute a faculty research marketing campaign designed to increase the visibility of Fox and STHM research accomplishments and to attract star faculty to Fox and STHM; the successful campaign is targeted to a highly influential niche audience including a national and international network of prominent research faculty, deans and senior administrators.
- Broaden communications among Fox and STHM stakeholders through a consistent internal communications initiative delivered via Twitter and Facebook announcements, electronic newsletters (Fox Update), e-announcements (Wednesday Media Hit List), direct mail postcards (“Top Researchers” and “Great Teachers”), special events, and key marketing collateral including: “Fox Perspectives”, “Fox Focus”, “Verge”, and more.
- Manage productivity of “Fox and STHM Faculty Expert” requests as well as story and article generation on behalf of both schools; ensure PR staff and interns consistently pursue and write stories that are timely and have the best chance in getting picked up by external and internal media.
- Responsible for implementation of all marketing/branding-related request for proposals and for establishing master purchase orders and contractual agreements with outside vendors.

The Franklin Institute Science Museum, Philadelphia, PA

Marketing Director, March 2001 to January 2004

- Successfully developed and executed annual strategic marketing plans that boosted earnings in five profit centers three years in a row.
- Effectively communicated marketing plans and progress to the Board of Directors and to the entire museum staff to ensure plans were optimally aligned with the President’s strategic plan as well as with the mission and vision of the museum.
- Served on the executive planning committee that brought in and secured large-scale sponsors for blockbuster exhibits including Titanic, King Tut, and Body World.
- Conducted quarterly performance analyses of several revenue generating programs (including Traveling Science Show program, Camp In program, and Discovery Camp program) to ensure financial goals were on track and offered solutions to help optimize earnings.
- Supervised a team of five full-time employees to ensure goals of the Marketing Department were met and/or exceeded and were optimally aligned with the strategic goals of the museum.
- Directed creative advertising agency, media-buying agency and in-house design department on all new and existing campaign fronts.
- Developed and implemented strategic direct mail programs and special events targeted to elementary school educators and administrators as well as to Museum members that increased visitation and boosted revenue streams.
- Effectively implemented group sales strategies designed to increase visitation and boost profit earnings among the Museum’s various tourism markets.

Curriculum Vitae – Spring 2021

- Led efforts on the successful implementation of email-marketing and website campaigns to museum members that increased the museum's membership base by 11%.
- Proactively built relationships with key external organizations to broaden the Museum's regional and national appeal; Examples include: The Susan G. Komen Breast Cancer Foundation, The Greater Philadelphia Tourism and Marketing Corporation, The Pennsylvania Convention and Visitors Bureau, The Greater Philadelphia Cultural Alliance, The Forum of Executive Women and others.
- Prepared and maintained annual budgets for the Marketing, Membership, and Public Relations Departments.

Estee Lauder, Inc., New York, NY

Manager, Clinique Marketing Development, December 1999 to March 2001

- Developed and implemented Clinique marketing programs, advertising and special event activities for Worldwide Military and Fashion Store accounts to maximize sales and control costs.
- Prepared fiscal year budgets for advertising and promotional spending, including new launch and holiday dollars, Gift-with-Purchase and Co-op Advertising; Monitored actual launch dollars, tracked monthly and yearly expenditures and analyzed monthly and annual reports.
- Forecasted and planned worldwide holiday program; provided direction to Forecasting Manager on the allocation of gift sets and marketing collateral using sophisticated quantitative management techniques and proprietary software.
- Supervised Clinique Administrator on all Gift-with-Purchase, Gift-with-Visit and Special Event sampling promotions for worldwide accounts.
- Furnished Worldwide Field Sales Force and Counter Managers with marketing plans, guidelines, and calendars of support allocations on a seasonal basis.
- Served as liaison between Worldwide Field Sales Force and Clinique's main manufacturing plant; resolved shipment issues and tracked inventory levels for all worldwide accounts.

LVMH - TAG Heuer Division, Springfield, NJ

Assistant Brand Manager, TAG Heuer Luxury Watch Group, March 1997-December 1999

- Responsible for the development and execution of co-op advertising programs which included billboards, radio & TV commercials, direct mail efforts and point-of-sale collateral for 200+ luxury goods accounts.
- Spearheaded quarterly Wall Street Journal co-op programs with 50 key retailers throughout the nation.
- Supervised project development for on-line promotions and served as primary editor for the corporate website to ensure optimal representation of all retail partners.
- Responsible for the efficient management of both trade and consumer marketing budgets.
- Served as one of the primary liaisons with Wells Rich Green and with Saatchi & Saatchi on the creation of all consumer and trade advertising efforts.

Curriculum Vitae – Spring 2021

- Managed intercommunication process with Swiss counterparts on all marketing, public relations and advertising programs for new and existing products.
- Assisted in the creation and implementation of major events and launch parties designed to support new products and marketing campaigns.

Javerbaum, Wurgaft and Hicks, Medical Malpractice and Personal Injury Law Firm, Springfield, NJ
Paralegal to partners and several junior associates, January 1995 to February 1997

- A list of responsibilities will be furnished upon request

Research, Publications, Books, etc.

The paper below was published in the Journal of Academic Ethics (JoAE) in December 2018. Authors include Gary Blau, Roman Szewczuk, Jennifer Sundstrom Fitzgerald, Dennis Paris, and Mike Guglielmo.

Title: “Comparing Business School Faculty Classification for Perceptions of Student Cheating”

Journal: Journal of Academic Ethics, 16(4), 301-315

DOI: 10.1007/s10805-018-9315-4

The paper is available via: <http://link.springer.com/article/10.1007/s10805-018-9315-4>

Service and Professional Activities:

Fox Committee participation:

- Fox Enrollment Committee: September 2019 to July 2020
- Fox Experiential Learning Committee: March 2019 to July 2020
- Merit Committee (school-wide) for review periods: 2016-2017 and 2017-2018
- Merit Committee (MSCM department) for review period: 2017-2018
- Member of The Temple University Teaching and Learning Center’s “Online Learning Circle” for academic year 2014 – 2015.

Broadcast Interviews:

- WHY Radio Times, Marty Moss-Coane, “The Economic Impact of Halloween Marketing”, November 2016
- Burlington County Times, Inc., “The Marketing and Economic Impact of Pope Francis’s Visit to Philadelphia”, September 2015

Education

- Temple University, Fox School of Business, Philadelphia, PA, Executive MBA, June 2004
- New York University, Bachelor of Music Business, New York, NY, May 1992
- Lower Cape May Regional High School, Cape May, NJ, May 1988

Certifications and Accreditations

- Fox Online Teaching Certification, Fox School of Business, Temple University, October 2017
- Fairleigh Dickinson University, Paralegal Certification, Morristown, NJ February 1995

Computer Skills

- Microsoft Office, Blackboard, Canvas, McGraw Hill Connect (LMS), Pearson MyMarketing Lab (LMS), WebEx Conferencing, Zoom Conferencing, Salesforce, University Reporter/MediaMark MRI+ Reporter, Nielsen/Claritas/Prizm – MyBestSegments, Elements-Faculty Builder Profile, most search engine and social media sites (Google Adwords/Analytics, Facebook, Instagram, LinkedIn, SnapChat, Twitter, Pinterest, etc.)

Awards

- Crystal Apple Award and Marketing & Supply Chain Management Department Award-June 2020
- Most Valuable Professor Award, Temple Women’s Soccer Team, November 2019
- Fox Marketing and Supply Chain Management Service Award for work in M.S. Strategic Advertising and Marketing Program, May 2019
- Most Valuable Professor Award, Temple Volleyball, November 2015
- Fox School of Business, Administration Award, 2010

Interests

- Spending time with my family and friends - especially at the Jersey Shore, the Pocono Mountains, Lancaster, PA, and Venice, Florida