5th Annual Communication Career Day  
Saturday, April 27, 12:30 – 4:00pm  
SCHEDULE

12:30: Courtyard Mingle Begins: Corwin Pavilion’s Lagoon Plaza
12:45: Opening Remarks by Dean Melvin Oliver and Professor Linda Putnam

1:00 – 2:00: ALUMNI PANELS SESSION I

Panel A: Entertainment Industry: Corwin Pavilion East
Moderator: Ron Rice: Professor, UCSB Dept. of Communication
Alumni Presenters:
Jessica Brandin: Creative Production Assistant, Fox Sports Marketing Department
Justin Bowler: Actor, Host & Spokesperson
Peter Iliff: Writer, Director & Producer

Panel B: Event Planning & Promotion: Corwin Pavilion West
Moderator: Laura Leindecker, Independent Consultant for Business Promotion, Riverside County
Alumni Presenters:
Cindy Andrade: Special Events Director & Owner, Celebrations by Cindy
K.C. Ellis: Group Vice President of Client Services, Fisher Investments
Brian Hirashiki: Event Coordinator for Research, Google
Matt Schermerhorn: Special Events and Promotions Associate, Oakland Athletics

Panel C: High Tech & Media Marketing: Lobero Room
Moderator: Jonathan DeLong*: Executive Vice President of Product Marketing, ZOS Communications
Alumni Presenters:
Nino Gentry: Email Marketing, Citrix Online
Jay Matheson: Business Development Executive, Apple Inc.
Bob Sacco: Co-Founder, Travel Ad Network & Actucast.com

Panel D: Fortune 500 Sales Strategists: Flying A Room
Moderator: Kibibi Springs*: Executive Team Member, Positivity U
Alumni Presenters:
Jillanne Porter: Account Manager, Clear Channel Media and Entertainment
Atossa Vaziri: Digital Media Manager, Google Digital Media
Heather Wilburn: Strategic Partner Manager, Channel Sales team at Google

Panel E: Experts in Legal Field: Goleta Valley Room
Moderator: Dan Linz: Professor, UCSB Dept. of Communication
Alumni Presenters:
Eric Burkhardt: Partner, Beall & Burkhardt
Laura Cohen: Director of the Street Law Clinic & Community Outreach, Southwestern Law School
Jason Kearnaghan: Partner, Sheppard, Mullin, Richter & Hampton

2:00 – 2:30: Courtyard Mingle (beverages & light snacks)

*Member, Communication Alumni Council
2:30 – 3:30: ALUMNI PANELS SESSION II

Panel A: Advertising Industry: Corwin Pavilion East  
**Moderator:** Ken Sterling*: Management Consultant  
**Alumni Presenters:**  
Justin Hannah: Quality Assurance Specialist, SteelHouse Media  
David Hefferman: Senior Account Executive, KEYT 3 ABC  
Rachel Lurie: Senior Media Account Planner, Quigley-Simpson

Panel B: Getting Your Foot in the Door Those First Few Years: Corwin Pavilion West  
**Moderator:** Tina Benevento*: Academic Training Solutions Advisor, Lynda.com  
**Alumni Presenters:**  
Tamara Ford: Campus Manager, Course Hero, Inc.  
Allyson Guatno: Office Manager, Maker Studios  
Debbi Shibuya: Park Event Sales Coordinator: The Walt Disney Company  
Stefana Simonetto: Client Staff Assistant, North of Nine Communications  
Katie Lieberknecht: Corporate Recruiter, Douglas Emmett Management, LLC

Panel C: Business Development Experts: Learn from the Best: Lobero Room  
**Moderator:** Kibibi Springs*: Executive Team Member, Positivity U  
**Alumni Presenters:**  
May Hui: Founder & CEO, Catch Matchmaking  
Marney Randle: Founder, Academic Advisory Counsel, Educational Consulting Services  
Seth Streeter: Co-Founder & President, Mission Wealth

Panel D: Marketing & Promotions: Flying A Room  
**Moderator:** Jonathan DeLong*: Executive Vice President of Product Marketing, ZOS Communications  
**Alumni Presenters:**  
Cody Corona: Marketing Coordinator, Rockstar Games  
Nick Duggan: Senior Internal Communication Manager, Citrix Online  
Brian Marre: Touring Marketing Coordinator, North American Concerts division of Live Nation Entertainment

Panel E: Investment Management: Goleta Valley Room  
**Moderator:** James Nicoll: Broker & Owner, Nicoll Insurance & Financial Services  
**Alumni Presenters:**  
Jose “Jon” Curameng: Private Client Advisor, J.P. Morgan Securities LLC  
K.C. Ellis: Group Vice President of Client Services, Fisher Investments  
Michelle Perry: Financial Advisor, Merrill Lynch Wealth Management

3:30 – 4:00: Courtyard Mingle & Close (beverages & light snacks)

*Member, Communication Alumni Council

UCSB Department of Communication and the Communication Alumni Council thank the following participants for their support in underwriting this event:

- Mission Wealth
- PlanMember Services
- Loyola Law School
- Target
- Fisher Investments
Communication Alumni Guest Speakers

CINDY ANDRADE, Class of 2007

Two months after Graduation from UCSB, Cindy joined the Event Planning Industry. As a Logistics Coordinator, she oversaw the budget and venue negotiations for over 60 corporate meetings annually and nationwide for Kaiser Permanente. Cindy was responsible for the airfare, lodging, ground transportation, dietary needs, and reimbursements for over 1000 Physician and Affiliates yearly. In 2011, her passion for Event Planning grew stronger and she launched her own small business, Celebrations by Cindy Event Planning Services. By providing vendor management and event supervision services in a social environment, clients can instead focus on engaging with their guests while Cindy handles all the details behind the scenes.

JUSTIN T. BOWLER, Class of 1996

Justin T. Bowler is a professional Actor/Host/Spokesperson. As a host and spokesperson, he delivers information regarding corporate products or points in a credible and charming fashion. While at UCSB, he gained the theatrical skills to perform in front of audiences and the communication skills to converse in a business world. He has hosted television shows, commercials, corporate videos, industry conventions, auto tours, private corporate functions, product launches of countless products, and live theatrical shows. Recently, he shot several commercials for Dish Network and is the voice of the character Swampy in the animated series “Swampy’s Underground Adventures” on the Disney Channel. In addition, Justin is an award winning filmmaker and stage director.

JESSICA BRANDIN, Class of 2011

Jessica is a Creative Production Assistant in the Fox Sports Marketing Department. She works for on-air promotions supporting both the Creative Director and Producer on projects. On a given project her tasks may include finding the footage to edit into the promo, requesting licensing for music, assisting on shoots, searching films for reference shots and anything necessary for the completion of the promo. Prior to her current position she worked for DIRECTV in Human Resources as an HR Coordinator scheduling interviews, hiring new employees and assisting with the internship program. She also works on DIRECTV’s Red Zone Channel on Sundays during the NFL season. Jessica was able to graduate from UCSB in three years with honors.

ERIC W. BURKHARDT, Class of 1984

Eric is a partner in the law firm of Beall & Burkhardt, focusing on real estate and bankruptcy law. His clients include the Santa Barbara Association of Realtors and in 1992 he was the Association’s Affiliate of the Year. Eric is active in local sports and has coached for over 30 years. He is currently the general manager and assistant coach of the Santa Barbara Breakers Pro Basketball team, which has won 5 league championships in 7 years. He has coached several teams in boys’ basketball and volleyball at Dos Pueblos High School, and was named the CIF Southern Section Div III Coach of the Year in 1990.

LAURA COHEN, Class of 1988

Laura is the Director of the Street Law Clinic and Community Outreach at Southwestern Law School in Los Angeles. She designed and implemented this clinical course that trains law students to teach youth who are aging out of foster care about their legal rights and responsibilities. This program outreaches to a population that is greatly in need of resources, and encourages youth to think critically about the law, help them to make good choices for themselves, and assists the youth towards a successful transition to adulthood. Laura also oversees the Public Service Program, which encourages law students to volunteer in the legal community.
CODY CORONA, Class of 2010

Cody is a Marketing Coordinator at Rockstar Games, a leading developer, publisher and marketer of interactive entertainment for consumers around the globe. Cody and his team manage the complete process of publishing a videogame, including advertising, marketing, PR, packaging, inventory, sales, web/app development, consumer events, social media, and demonstrations for each product. Cody is currently working on Grand Theft Auto V. Before joining Rockstar Games, Cody worked at advertising agencies in Portland and New York City, working on brands like Old Spice and Denny’s.

JOSE “JON” CURAMENG, Class of 2000

Jon is with J.P. Morgan Securities LLC as a Private Client Advisor. Jon assembles and proposes in depth Financial Analyses and Personal Financial Plans for High Net Worth Clients under his care. Jon completed his Securities and Insurance Licenses and has been a Broker/Investment Advisor Representative for the past 7 years. Prior to his career as a stockbroker, he was hired as a Financial Aid Specialist at UCSB after graduation and later on, he became a Financial Aid Advisor at Cal State Long Beach. Prior to UCSB, Jon enlisted in the United States Air Force and lived in Germany for two and a half years. Jon graduated with a double major in Communication and Philosophy.

NICK DUGGAN, Class of 2000

Nick has more than 12 years of experience as a marketing, communications, and employee engagement professional. As Senior Internal Communication Manager for Citrix, he currently runs employee communication initiatives for the Online Services division. He is responsible for helping to keep the division’s 1,500 employees around the world informed, engaged and inspired via daily internal news stories, a monthly employee magazine, executive communications and more. Nick previously held a variety of marketing roles in the healthcare industry, and worked for several years as a self-employed life & business coach for holistic small business owners.

K.C. ELLIS, Class of 2003

K.C. is a Group Vice President of Client Services at Fisher Investments. Fisher Investments manages $50 billion in assets for high net worth individuals and institutional clients across the globe. K.C. began his career at Fisher in 2003 after graduating from UCSB. He has held a myriad of positions, from serving as the primary point of contact for nearly 200 high net worth clients to managing a team of employees responsible for conducting more than 1,500 in person programs across the country. During his time at UCSB, K.C. served as President of the Beta Theta Pi fraternity, and worked a number of jobs, including UCSB Summer Orientation, the UCSB Annual Fund and an internship at KEYT-TV (ABC) in Santa Barbara.

TAMARA FORD, Class of 2012

Tammy is a Campus Manager at Course Hero, Inc. The main focus of her role is to hire, train, and manager interns for Course Hero’s remote internship program at campuses across North America. Tammy works with interns to create marketing campaigns. She has also taken on writing monthly newsletters, blog posts, and educational workshops/emails for the entire internship program. Tammy began working with Course Hero directly after leaving UCSB last Spring. While at UCSB, Tammy was President of the Communication Association, a Peer Advisor for the Communication Department, a Research Assistant, and studied abroad through EAP.

NINO GENTRY, Class of 2001

Nino Gentry has been an email marketer with Citrix Online for over five years. He manages all list rental acquisition email efforts across multiple lines of business, products, and buy cycles. In addition, he oversees list suppression management across the company and works with external media brokers. During his tenure at Citrix he has also managed Google Site Targeting and social and email promotion for webinars to Mexico.
ALLYSON GUATNO, Class of 2011

Ally is an office manager at Maker Studios, a digital production company. In this position she plays a key role in assisting with the company's administration in an effort to ensure the smooth operation of the day-to-day business. She makes it possible for the 350+ employees to function efficiently whether it be managing conference room schedules or ordering office supplies. Also, she has the opportunity to work closely with company executives and the 28 verticals that make the number 1 independent network to meet their daily needs. Before Maker, she gained experience in the fashion PR and entertainment agency world. While at UCSB, Ally was a member of Alpha Delta Pi and an EAP peer advisor.

JUSTIN HANNAH, Class of 2010

Justin is the Quality Assurance Specialist at SteelHouse Media, an online marketing firm. He works alongside client services, product development, and engineering to ensure that all branding, remarketing, and slingshot campaigns are running properly and meet a range of standards. He spends most of his time reviewing the cumulative work of other departments and testing various marketing campaigns in real time to make sure that tracking pixels and cookies are behaving correctly and not causing latency issues on a client’s website. Prior to this position, Justin was the Care Access Lead at The Holman Group, a behavioral health insurance company. While at UCSB, Justin played hockey everyday and worked as a Research Assistant with Dr. Dave Seibold, Dr. Karen Meyers, and Dr. James Blascovich.

DAVID HEFFERMAN, Class of 1979

David is the Senior Account Executive at KEYT 3 ABC where he is responsible for generating a major portion of the station’s local retail revenue. He is also the team sales leader of KEYT.COM digital video advertising, on-line advertising, pre-roll, and new page development. David created a multi-platform new business template that has produced hundreds of thousands of dollars in revenue and new clients. With over 23 years of marketing, promotion, sales, on-air experience, David's highly successful career has included roles with major media organizations such as Cumulus Broadcasting and Clear Channel/Jacor/Criterion Media.

BRIAN HIRASHIKI, Class of 2010

Brian is the Event Coordinator for Research at Google and manages the company's academic conference sponsorship request process. This requires him to work closely with researchers and engineers to coordinate Google's presence at various academic events around the world. Before joining Google, he held positions with the Golden State Warriors and AT&T. At UCSB, he obtained a minor in Sport Management and was active with Associated Students Program Board for four years. Brian currently volunteers for the Coral Reef Alliance and continues to work with ESPN's X-Games every summer.

MAY HUI, Class of 1995

As a self-professed romantic, May loves bringing people together. She graduated with a BA in Communication and Sociology, followed by 11 years working in the corporate world for a Fortune 500 company in Los Angeles. As a successful, busy professional in upper management, May saw first-hand how difficult it was to meet quality singles. May hatched Catch Matchmaking to match great catches in a fun, safe, confidential, and hassle-free way, built on her strong belief that life is better with a great catch to share it with. Aside from playing poker, May is often found at the movies, supporting charitable events, traveling around the world, taking photos, chatting up strangers, or hanging out with her boyfriend and Ace, her dog.
**Peter Iliff**, Class of 1980

Peter is a Writer, Director and Producer. He is currently adapting Stanislaw Lem’s sci-fi masterpiece "Memoirs Found in a Bathtub" for Monolith Films. Peter also has a new TV pilot, a surf gangster drama, "Glass Axes," for Netflix and Electus Entertainment. Peter’s directorial feature debut was the film "Rites of Passage" starring Stephen Dorff. Peter also has two writer-director projects in the works, "Fast Flash To Bang Time" and "59 Rows of Teeth". Peter decided to become a fulltime screenwriter when he sold his script POINT BREAK to Ridley Scott & Columbia Pictures in 1987, which was turned into a theater production and is in it’s 5th year in LA. During his 24-year career as a WGA card-carrying studio writer, Peter has been hired over 50 times to write/rewrite/doctor a script.

**Jason Kearaghan**, Class of 1995

Jason is a partner in the Labor and Employment Practice Group in Sheppard, Mullin, Richter & Hampton LLP’s Los Angeles Office. Jason represents employers in various labor relations matters involving state and federal wage and hour laws, wrongful discharge, employment discrimination, employee discipline and termination, collective bargaining, union representation proceedings, and contract arbitrations. Prior to his current position, Jason practiced business litigation in the health care context and he served in the United States Navy Judge Advocate General’s Corps as a trial attorney in criminal prosecution. He earned his JD from the University of San Diego Law School.

**Laura Leindecker**, Class of 1981

Laura is a marketing, public relations, and public speaking professional. For the last several years, she managed promotions and membership for the Banning Chamber of Commerce, but she has recently gone into her own independent venture of promoting business in Riverside County as a consultant. Laura remains with the Riverside County Workforce Investment Board, and she will continue to work on projects in the County that transform the nation’s workforce to be responsive to the demands of the global economy. In the past, she also worked for such organizations as International Media Partners as a liaison between owners, publishers and their sales, production, and administrative staff.

**Katie Lieberknecht**, Class of 2011

Katie is a Corporate Recruiter for Douglas Emmett Management, LLC. Douglas Emmett is a publicly traded Real Estate Investment Trust (REIT) located in Santa Monica, CA. Douglas Emmett owns and operates Class-A commercial and residential property in Los Angeles county and Honolulu, HI. As the only Recruiter for Douglas Emmett, Katie is part of the Human Resources department and is responsible for the entire hiring process for every open position in the company. Her duties include but are not limited to: identifying a candidate, initiating contact, conducting the initial interview, facilitating the process and subsequent interviews with the hiring manager, offering employment, onboarding and transfers/promotions. She ensures that they are hiring the right people for their open positions; the company has close to 40 open positions at any given time.

**Rachel Lurie**, Class of 2007

Rachel is a Senior Media Account Planner at Quigley-Simpson, a Los Angeles based advertising agency that represents a variety of clients such as Procter & Gamble and Shutterfly. In her current role, Rachel creates, executes, and manages a variety of cross-platform marketing campaigns in order to increase brand awareness, consumer response, and return on investment for her clients. Her expertise includes media planning, campaign management and optimization, account management, and client communications. Prior to joining Quigley-Simpson, Rachel worked at Evans, Hardy + Young, Team One, and RPA where she represented clients such as Chumash Casino Resort, Lexus, and Honda.
BRIAN MARRE, Class of 2011

Brian works as the Touring Marketing Coordinator for the North American Concerts division of Live Nation Entertainment. He supports the SVP of Marketing as well as a team of marketers who head national marketing and promotional campaigns for Live Nation tours including P!nk, Maroon 5 and One Direction. Prior to Live Nation, Brian worked as the executive sales assistant for the Clear Channel Media & Entertainment owned radio station KIIS-FM. While at UCSB, Brian worked on the Associated Students Program Board, interned with the Health and Wellness Program and was involved in both Communication and Psychology honors societies.

JAY MATHESON, Class of 1996

Jay is a business development executive at Apple Inc. where he creates and delivers events that educate customers with regard to Apple technology and provide solutions for the greater academic community. Jay works closely with the UC and California Community College system and often partners with campus leadership to speak on the topics of personal branding in a digital world and the challenges of the 21st century workforce and economy. Prior to joining Apple, Jay worked with some of the top Hollywood movie studios to create viral marketing campaigns for new releases.

JAMES NICOLL, Class of 1981

James is Broker and Owner of Nicoll Insurance & Financial Services based in Ventura County. Nicoll is one of the few fully licensed Independent Life, Health and Disability insurance professionals in the area that represents only the top companies for his clients’ benefit. He is a certified Long Term Care Insurance champion agent. Nicoll Insurance & Financial Services specializes in providing the best in family and business life insurance planning, vanishing mortgage funding, employee benefits, major medical insurance and Long Term Care insurance planning. He is a proud UCSB graduate and also was a member of the UCSB track team for two years.

MICHELLE PERRY, Class of 2001

As a Financial Advisor with Merrill Lynch Wealth Management, Michelle offers wealth management solutions to help business owners, executive leaders, and high net worth individuals achieve their financial goals based on their risk tolerance, time horizon, liquidity needs and overall investment goals. She has 10+ years of leadership and business management experience, including owning and operating a graphics and print service business in Santa Barbara for 7 years. Michelle holds both the Series 7 and 66 licenses, and has received numerous prestigious awards from the Committee of 200, Zonta International, and the American Association of University Women. She is a founding member of the Pepperdine Ambassadors Club, the Santa Barbara Pepperdine Alumni Chapter; and the Committee of 200 Scholars Network.

JILLANNE PORTER, Class of 2010

Jillanne is an Account Manager for Clear Channel Media and Entertainment in Los Angeles. Jillanne works on the Brand Integration team, which specializes in creating and executing large multi-platform media campaigns across 8 LA based radio stations. Working for four Senior Account Directors, Jillanne performs market research, identifies potential prospects and manages client campaigns. While at UCSB Jillanne served as the Deputy Commissioner on the AS Program Board, was an intern for the Gaucho Fund with UCSB Athletics, was a research assistant in the Communication Department, and graduated with highest honors.
MARNEY RANDLE, Class of 2008

Marney is the founder of Academic Advisory Counsel, Educational Consulting Services. She serves as the Consultant for Educational Development, where she operates with an ethic of care to provide the knowledge and support necessary for the admission, retention, and graduation of students in the higher educational arena. Marney enhanced her passion for higher education through her involvement as a student leader and mentor at UCSB. She continued her educational journey to pursue her Master of Science degree in Student Affairs in Higher Education from Colorado State University, while helping hundreds of students in their educational endeavors along the way.

BOB SACCO, Class of 1987

Bob is an Internet pioneer with 18+ years of sales management experience, having previously worked with various Fortune 500 and corporate clients engaged in online media sales/operations, marketing, and account management. Bob Co-Founded Travel Ad Network (TAN) in 2004, which remains the world’s largest online travel information audience, providing exclusive online sales & advertising representation to travel publishers. Prior to co-founding TAN, Bob directed national sales efforts for San Francisco Chronicle (SFGate.com), Knight Ridder Digital, LastMinute Travel and CyberGold.com. Bob is currently engaged in a Silicon Valley SaaS startup called Actucast.com, an online marketing company that applies the power of actuarial science to e-commerce.

MATT SCHERMERHORN, Class of 2009

Matt is the Team Leader for the Oakland Athletics Promo Team, AKA “The Herd,” as part of the Special Events & Promotional Marketing Department. Matt coordinates and manages the promotional game events at Oakland A’s home games. Working hand in hand with Corporate Sales, Matt and his team develop additional interactive promotions for the corporate sponsors of the Oakland A’s to be presented to the fan base at each game. Outside of normal game days he and his team market the team at outside communal and charitable events. Studying Communication and minoring in Sports Management, Matt first began his path in sports, interning for UCSB’s Rec. Sports and Marketing team under Director Paul Lee and fellow Alum Hunter Peterson.

DEBBI SHIBUYA, Class of 2011

Debbi works at Disneyland Resort and sells special events (i.e. dessert receptions, dinners) to local, national, and international corporate groups. After graduation, she participated in the Disney College Program as an Attractions Hostess to gain experience and land a Disney Parks & Resorts Professional Internship. In her leisure time, she serves as a membership chair for the Orange County chapter of Public Relations Society of America (PRSA), an executive board member of a Disney Diversity Group for Asians and Pacific Islanders, a Disney VoluntEAR, and is learning to play netball and obtain her scuba diving certification. She will be moving to New Zealand in October to work and further her passions for international relations, travel, and writing.

STEFANA SIMONETTO, Class of 2012

Stefana is a Client Staff Assistant (Assistant Account Executive) at North of Nine Communications in San Francisco. She provides public relations support to Intel and other tech companies. She manages media and social media community relations and coordinates speaking, award, and editorial calendar opportunities. Prior to joining North of Nine, Stefana was an intern with Fleishman-Hillard where she supported various clients, including Huawei, Autodesk, EA, Visa, Safeway, Kiva and Net Impact. She graduated with honors from UCSB with a degree in Communication and Economics.
SETH STREETER, Class of 1992

Seth is the Co-Founder and President of Mission Wealth, a leading wealth management company on the Central Coast that specializes in comprehensive financial planning and investment advisory services for high-net-worth individuals. In 2002, the Pacific Coast Business Times recognized Seth as a "Top 40 under 40" business leader and in 2008, Worth magazine named him one of the nation's top wealth managers. Seth is an active contributor to six local non-profit organizations and as the Global Chair of the Young President's Organization's (YPO) Financial Services Network. While at UCSB, Seth was a founding member of the Pi Kappa Alpha fraternity, involved in student government and intramural sports, and worked as an on-campus gardener.

ATOSSA VAZIRI, Class of 2007

Atossa is a Digital Media Manager for Google.com and works with various advertising agencies, trading desks, and direct advertisers to manage their digital media campaigns via display advertising (banners & video). She spends most of her time working with a client to come up with effective strategies to meet their revenue goals and then executes these ideas on their behalf. Atossa travels, both domestically and internationally, to meet with various clients and internal team members to train them on the merits of our product and how to effectively manage campaigns. While at UCSB, Atossa studied Communication and focused on courses regarding the media, and she also studied abroad in Paris.

HEATHER WILBURN, Class of 1998

Heather is a Strategic Partner Manager on the Channel Sales team at Google. She joined Google in 2002 as one of the founding members of the AdWords online advertising program, focusing primarily on developing advanced online strategies for small to medium businesses. Today, she manages high profile partnerships for increased adoption of Google advertising solutions, with an emphasis on partners who specialize in managing franchise brands. As a result of working closely with popular franchise brands, Heather co-founded and co-produced the first Franchise Summit at Google, in partnership with the IFA (International Franchise Association). Through building market awareness of Google’s local digital marketing solutions, the half-day Franchise Summit empowers franchisers to drive more traffic to their stores while cultivating enhanced expertise of managed partners.
COMMUNICATION ALUMNI COUNCIL MEMBERS

TINA BENEVENTO, Class of 2007

Tina is an Academic Training Solutions Advisor for lynda.com, a Santa Barbara based company that is a recognized leader in software training. Tina works with Colleges and Universities in the Midwest, Canada, and Australia to see how the lynda.com Online Training Library can assist with their challenges of digital literacy. In this sales role, she maintains relationships with current and new clients, attends Trade Shows, creates marketing campaigns, and works to find new accounts that will translate into ongoing business for lynda.com. Previously Tina worked as an Account Executive at Paychex and in the Corporate Sales Department of Citrix Online.

JONATHAN DELONG, Class of 1998

Jonathan is the Executive Vice President of Product Marketing for ZOS Communications. Founded in 2007 with initial patent filings, ZOS has made key pivots in a changing global economic and telecommunications landscape. Strategically growing from a developer of social applications, to a geospatial sciences think-tank and lab, and finally into a formidable Platform-as-a-Service and API/SDK based solution provider. Now with three global offices, ZOS supports Carriers, Infrastructure Providers, and Large Enterprises by delivering mobile and M2M solutions. A commanding understanding of mobile operating systems and the commoditization of APIs into 3rd party cloud services and developer communities has positioned ZOS at the apex of wireless, application enablement, and location-based services. Jonathan was the second employee at ZOS.

FRANCESCO (FRAN) D. MANCIA, Class of 1980

Fran is the Vice President of Government Relations, Western Region for Muniservices, and PRA Government Services. He is responsible for overseeing company legislative, regulatory, and government relations activity throughout the country. With a focus on fiscal impacts to local districts, Fran monitors, analyzes and leads company lobbying efforts related to legislation, state mandates, and regulatory changes and policies that affect client revenue streams and special district tax allocation. Following UCSB, Fran earned his M.B.A. from the University of San Francisco. Fran recently completed a two year term as President of the League of California Cities’ Partner Program and is now serving on the UCSB Alumni Association Board of Directors in addition to the Communication Alumni Council.

LAURA C. MCHUGH, Class of 1989

Laura is a founding partner of the law firm Rediger, McHugh & Owensby, LLP in Sacramento. The firm represents employers in labor and employment law matters. She also counsels with employers on employment practices and policies and other workplace issues. She is a graduate of Santa Clara University School of Law, where she was an editor for the Law Review and she is a member of the Labor and Employment Law and Litigation Sections of the American Bar Association and the California State and Sacramento County Bar Associations. Previously, she worked in corporate human resources for a large bank and graduated magna cum laude from UCSB.

VICKI PRENTICE-RUBIN, Class of 1980

Vicki is President of Vicki Prentice Associates Inc. in New York City. She is a nationally recognized artist representative, creativity coach, and visual arts consultant. Her clients include Top 50 advertising agencies, book publishers, graphic design firms, magazines, and Fortune 500 companies. Vicki was one of the first 3 graduate students from UCSB’s Communication MA program, receiving her first Master's Degree in 1980 (BA in 1977). She is also currently doing doctoral work at the Institute of Transpersonal Psychology, with a specialization in creative expression and being with art in the unique context of museums worldwide. She is a member of the UCSB Department of Communication Alumni Council.
LAURA ROENICK, Class of 2005

Laura is the Event and Project Manager for United Talent Agency’s Foundation in Beverly Hills. In this capacity, she is responsible for planning and executing company-wide charitable initiatives, maintaining relationships between the non-profit community and the agency, and helping clients and employees explore their charitable interests. In addition, she assists with the agency’s employee training and internship programs. At UCSB, Laura also minored in Art History, was the founding President of Lambda Pi Eta, was President of the Student Communication Association, and was President of Alpha Phi Fraternity.

KAMYAB SADAGHIANI, Class of 2008

Kamyab is president of Core Life Sciences, Inc., which he founded in November 2011 as a distributor specializing in high quality yet affordable laboratory instruments for life science research. Kamyab graduated from UCSB with highest honors and distinction in the communication major. He graduated in 2011 with his MBA from Duke University's Fuqua School of Business.

MARY SHIRLEY, Class of 2007

Mary Shirley is a Product Marketing Manager promoting Google's B2B ads products to large advertisers and agencies. She leads marketing communication for the Google Display network, including web presence and overall brand positioning. Before marketing, Mary worked in the sales organization for 4 years, most recently as a Senior Account Manager working with some of Google's largest Healthcare advertisers and agencies. She has lived professionally in San Francisco, Boston, and now New York.

KIBIBI SPRINGS, Class of 1995

Passionate about helping people move into positive action, Kibibi is driven to impact organizational culture by facilitating communication that encourages the adoption of behavior, evolves brand awareness, and stimulates employee and consumer engagement. She has directed global consumer marketing and employee communication strategies for Global 50, 100 and 500 organizations, media agencies, non-profits and start up businesses. Her diversified experience includes directing global consumer product launches, marketing sales for B2B media services, project management, meeting design and facilitation, professional coaching. Currently a member of the executive team of Positivity U, Kibibi drives business goals through the development of content marketing and relationship building strategies and evolves the discussion and adoption of positive psychology in ways that improve employee happiness and result in greater productivity and profitability. An accomplished writer, Kibibi has published articles with iMediaConnection.com, co-authored a book for FabJob, writes for the business and self-help industry and curates a blog at LifeonSprings.com.

KEN STERLING, Class of 2012

Ken graduated from UCSB with a B.A. in Communication and a minor in Applied Psychology. He is Executive Vice President at Valiant Group, managing a real estate portfolio in excess of $300 million. Ken is also a partner at BigSpeak, the leading business speakers’ bureau, serving Fortune 1000 companies. Ken's background includes co-founding a technology company (cloud computing), co-founding BigSpeak and co-founding an international manufacturing company. Ken earned his MBA from Babson College and is currently pursuing his PhD in Education at UCSB with an emphasis in technology and organizational leadership. Ken has participated in several research projects in the areas of technology, psychology, communication, leadership, mentorship and online education. Ken is passionately involved in instruction, mentoring and enriching student experiences at UCSB.
REBECCA LAW STONE, Class of 2002

Rebecca is the Senior Marketing Manager at Steelwedge Software, a cloud-based, sales and operations planning software company. In this position Rebecca oversees outbound communication strategy, including lead nurturing, social media, e-marketing and trade shows. Rebecca has over ten year experience as a marketing professional in communications, brand identity, and social media, and was most recently the Senior Marketing Communications Manager at Occam Networks in Santa Barbara. Rebecca currently resides in Mill Valley, CA with her husband. She is an active member of the UCSB Communications Alumni Council.

Your gift makes a difference!
Your gift of $50 or more helps the department to meet all types of needs from classroom equipment and supplies to software for computer labs.

How your donation can help the department:
$100: Information about internships to post on the department website
$150: Sashes for Honors Students to wear at commencement
$200: Recognition for Communication graduates, such as symbols that make it easier to spot our graduates at commencement
$200: Special Career Development materials from National Communication Association
$300: Reception to honor Graduates following Commencement

Please visit the Department of Communication’s giving page at: http://www.comm.ucsb.edu/giving