

KIMBERLY (KIM) K. TRAN, PhD, HSP-P

Fayetteville State University
Department of Psychology
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PROFESSIONAL EXPERIENCE

| | |
|---|---------------|
| Associate Professor (tenured) Department of Psychology Fayetteville State University, Fayetteville, NC | 2010- Present |
| Licensed Psychologist Private Practice, Carolina Counseling Services Panels: Tricare (Prime), Medicare, Blue Cross Blue Shield | 2013-Present |
| Global Marketing and Public Relations Manager Hewlett Packard Company, Santa Clara, CA | 1997 - 2005 |

EDUCATION

PhD, Counseling Psychology
The University of Texas, Austin, TX

MA, Counseling
Santa Clara University, Santa Clara, CA

BS, Business Administration: Marketing & International Business
California Polytechnic State University (Cal Poly), San Luis Obispo, CA

LICENSURES AND CERTIFICATIONS

Licensed Psychologist, Health Services Provider (HSP-P)
North Carolina State Board of Psychology
License #4395

QPR Certified Suicide Prevention Gatekeeper Trainer
QPR Institute

Gottman Certified Marital Therapist
Gottman Institute

Mental Health First Aid Certification

RESEARCH

PUBLICATIONS

* denotes projects with students

Awad, G., Tran, K., Hall, B., Calfa, N., Chapman, C., Jackson, K., & Hess, E. (In press) The Impact of Racial Identity and School Type on Affirmative Action Attitudes of African American College Students. *To appear in Multidisciplinary Journal of Social Diversity.*

* Chang, T. K., Wong, Y. J., Liu, T., & Tran, K. K. (2017). Asian American female college students' subjective femininity perceptions: Utilizing a mixed-methods approach. *Journal of Multicultural Counseling and Development*, 45, 260-275.

McElrath, K., Taylor, A., & Tran, K. (2016). Black-white disparities in criminal justice referrals to drug treatment: Addressing treatment need or expanding the diagnostic net? *Behavioral Sciences*, 6(21), 15.
<https://www.ncbi.nlm.nih.gov/pmc/articles/PMC5197934/>

Arhin, A.O., Gallop, K. Mann, J., K., Cannon, S., Tran, K & Wang, M-C. (2015). Acupuncture as a Treatment Option in Treating Posttraumatic Stress Disorder-Related Tinnitus in War Veterans, *Journal of Holistic Nursing*.

* Wang, M.-C., Nyutu, P., Tran, K., & Spears, A. (2015). Finding Resiliency: Sense of Community and Its Mediation Effect on Military Spouses' Psychological Well-Being, *Journal of Mental Health Counseling*, 37(2), 164-174.

Tran, K., Wong, Y. J., Cokley, K., Browson, C., Drum, D., Awad, G. & Wang, M. (2015). Suicidal Asian American College Students' Perceptions of Protective Factors: A Qualitative Study, *Death Studies*, 39 (8), 500-507.

* Mei-Chuan Wang, M.-C., Tran, K., Nyutu, P.N. & Elise Fleming (2014) Doing the Right Thing: A Mixed-Methods Study Focused on Generosity and Positive Well-Being, *Journal of Creativity in Mental Health*, 9:3, 318-331, DOI: 10.1080/15401383.2014.890556

Wang, M.-C., Wong, Y. J., Tran, K., Nyutu, P. (2013). Reasons for Living, Social Support, and Afrocentric Worldview: Assessing Buffering Factors Related to Black Americans' Suicidal Behavior. *Archives of Suicide Research*, 17(2), 136-147.

* Wang, M., Lightsey, R., Tran, K., & Bonaparte, T. (2013) Examining gender

- differences in suicide protective factors among African American College Students. *Death Studies*, 37, 228-247.
- Wang, M., Nyutu, P. & Tran, K. (2012) Coping, Reasons for Living, and Suicide in African American College Students. *Journal of Counseling and Development*. 90, 459-466.
- Wong, Y. J., Owen, J., Tran, K., Collins, D. L., Higgins, C. E. (2011). Asian American Male College Students' Perceptions of People's Stereotypes about Asian American Men. *The Journal of Men and Masculinity*, 13(1), 75-88.
- Wong, Y. J., Tran, K., Schwing, A. E., Cao, L. H., Ho, P. P.-H., & Nguyen, Q.-T. (2011). Vietnamese American Immigrant Parents: A Pilot Parenting Intervention. *The Family Journal*. 19(3), 314-321.
- Wong, Y. J., Koo, K., Tran, K., Chiu, Y.-C., & Mok, Y. (2011). Asian American college students' suicide ideation: A mixed-methods study. *Journal of Counseling Psychology*, 58, 197-209. doi: 10.1037/a0023040
- Cokley, K., Garcia, D., Hall, B., Tran, K., & Rangel, A., (2010) The impact of religiosity, spirituality and perceived discrimination on the mental health and self esteem of four ethnic groups. *Journal of Religion and Health*. doi:10.1007/s10943-010-9406-z.
- Cokley, K., Tran, K., Hall, B., Martinez, M., Chapman, C., Bessa, L., & Finley, A. (2010) Predicting student attitudes towards racial diversity and gender equality. *Journal of Diversity in Higher Education*, 3(3), 187-199.
- Wong, Y. J., Tran, K., Kim, S.H., VanHorn Kerne, V., & Calfa, N. A. (2010) Asian Americans' lay beliefs about depression and seeking professional help. *Journal of Clinical Psychology*, 66(3), 317-332.
- Wong, Y. J., Kim, S. H., & Tran, K. (2010) Asian Americans' adherence to Asian values, attributions about depression, and coping strategies. *Cultural Diversity and Ethnic Minority Psychology*, 16(1), 1-8.
- Wong, Y. J., Tran, K., & Lai, A. (2009). Associations among Asian Americans' enculturation, emotional experiences, and depressive symptoms. *Journal of Multicultural Counseling & Development*, 37, 105-116.
- Gonzales, G., Ramos-Sánchez, L., Tran, K., & Roeder, B. (2006). The Relationship Between Masculinity, Asian Values, Acculturation and Depression of Filipino-American Men. *Family Therapy*, 33(3), 139-145.

DIRECTED STUDIES/THESIS/DISSERTATIONS

2018-

Kelly McCallister (PhD Dissertation at Appalachian State University)

2014-2015

Sheila Harriman (MA Thesis)

Delvin McGowan (BS Directed Study)

2012-2013

Anne-Marie Harcrow (MA Thesis)

Chermaine Parks (MA Thesis)

2011-2012

Gloria Wells (MA Thesis)

Katrina Kilmartin (BS Directed Study)

Michael Jones (MA Thesis)

2010-2011

Wilbert Nichols (BS Directed Study)

Kelley Harper (McNair Scholar, BS Directed Study)

Shea-Lin Williams (BS Directed Study)

INVITED PRESENTATIONS

Tran, K., & Fu, C-C. (2020). *Engaged Pedagogy: Flipped and Active Learning*. Office of Faculty Development and Online Learning. Fayetteville State University, Fayetteville, NC.

Tran, K.. (2019). *Serving Those Who Have Served: Understanding the Student Veteran*. Behavioral Health Convening, UNC System Office, Chapel Hill, NC.

Tran, K.. (2019). *The Patchwork Cloak: The Intersections of Identities and Suicide*. Virginia Academy of Clinical Psychologists, Newport News, VA.

Tran, K, Werth, L., Thomason, S, & Green, C. (2019). *Digital Pedagogy as a Catalyst for Gateway Course Design*. Gateway Course Experience Conference, Gardner Institute, Atlanta Georgia.

Tran, K., Grohe, B, & Dilday, C. (2019). *Saddle Up Broncos! Testing the Horse of Adaptive Learning at Fayetteville State University*. Second Annual Southeastern Conference on Digital Learning, UNC Charlotte, Charlotte, NC.

Tran, K. (2018). *University of North Carolina Adaptive Learning Pilot*, HBCU Summer Institute on Digital Learning, Association of Chief Academic Officers, United Negro College Fund, Atlanta, GA.

- Tran, K., & Gonzales, J. (2018), *Adaptive Learning*, Association of Chief Academic Officers Digital Fellow Conference, Association of Chief Academic Officers, New Orleans, LA..
- Tran, K. (2018), *Take Back the Night: Understanding Victim Blaming*, FSU Women's History Committee, FSU.
- Tran, K. (2017), *Serving Those Who Have Serve: Understanding Student Veterans*, Texas State University, San Marcos, TX.
- Tran, K., Webb, W., Cogdall-Grainger, K., Wipperman, T., & Green, D. (2018), *Veterans Roundtable: Disability, Race and the Law*, NC Central School of Law, Durham, NC..
- Tran, K. (2017), Speaker Series, *When Politics Enters the Therapy Room*, NC Psychological Association, FSU.
- Tran, K., Diversity Training (2016), *Living in Diversity*, Junior League of Fayetteville, Fayetteville, NC.
- Tran, K. & Harris, J. W., (2016) Forum 2016, *The Role of Veteran Peer Support Specialists in the Transition from Military to Veteran Life*, Canadian Institute on Military and Veteran Health Research Annual Conference, Vancouver, Canada.
- Tran, K. & Harris, J., (2016) Leading Recovery - The 2016 National Conference on Peer Support, *The Recovery of Veterans*, National Association on Peer Support, Toronto, ON, Canada.
- Tran, K.(2016), PSI CHI Week, "Are you a sociopath?," PSI CHI.
- Harris, J. W., Tran, K , Fountain, G., & Taylor-El, M. (2015). *Preparing Student Veterans for Employment Opportunities*, North Carolina Association for Supporting Employment, Atlantic, Beach, NC
- Tran, K. (2014). *Multicultural/Identity Issues and the Mental Health Needs of Student Veterans* (2014), Texas State University, San Marcos, TX.
- Tran, K. & Harris, J.W. (2014). *Veteran Peer Support and PTSD/Trauma*, North Carolina Division of Veterans Affairs, NC.
- Tran, K. (2014). *CI-PEP Briefing for Naval Hospital Camp Lejeune*, Camp Lejeune, NC.
- Tran, K. (2013). *CI-PEP Briefing for Military Community Blueprint Meeting*, Fayetteville, NC.
- Cannon, S. & Tran, K. (2013). *CI-PEP Briefing on the Institute*, HQ, US Army Garrison, Garrison Admin NCOIC, Fort Bragg, NC.

Tran, K. (2012). *Suicide and Depression and QPR*, SOCOM Commander's Suicide Awareness and Prevention Stand Down Day at Fort Bragg, US Army SOCOM, Fort Bragg, NC.

SCHOLARLY PRESENTATIONS (Peer-Reviewed)

* denotes student involvement

Tran, K., Coyle, L., & Fu, C-C. (2020)., *Stress Beyond the Syllabus*, 2020 Behavioral Health Convening, UNC System Office, Chapel Hill, NC.

Montoya, D. & Tran, K., (2020) *Electronic Music Production: From Individual Cognition to Mass Resonance and Therapeutic Applications*. North Carolina Cognition Group, Durham NC.

Fu, C-C., Tran, K., Coyle, L., & Hubert, T. (2019). *Career Up, Psychology! Effectiveness of an Online Intervention on Undergraduate Career Readiness*. American Psychological Association Annual Conference, Chicago, IL.

Coyle, L., Hubert, T., Fu, C-C., & Tran, K.,. (2019). *An Examination of Online Support Groups for Individuals with Inflammatory Bowel Disease*. American Psychological Association Annual Conference, Chicago, IL.

Tran, K., Coyle, L., Fu, C-C., & Hubert, T. (2019)., *Digital Green: Optimizing Digital Learning for Diverse Military Affiliated Students*, Digital Learning Initiative Conference, UNC System Office, Durham, NC. Won “DLI Silver Award” for presentation

McAulliffe-Raynor, S., Dilday, C., Tran, K., Bell-Hughes, K., & Lamphere, R (2018)., *Acrobatiq Adaptive Learning Pilot*, TIDE 2018: Technological Innovation in Distance Education, UNC System Office, Durham, NC.

Tran, K , Harris, J. W., Fountain, G., & Taylor-El, M. (2014). *Enhancing the Military/Veteran Recovery Team: Family, Friends and Certified Veteran Peer Support Specialists*, North Carolina One Community in Recovery Annual Conference, Clemmons, NC.

*Tran, K., Liu, T., Horn, A. & Wong, Y.J. (2014). *In their own words: A qualitative study of Asian American college student suicide*. Paper presentation in the research symposium: Asian Americans' Suicide-Related Outcomes: New Paradigms, New Directions . Asian American Psychological Association Annual Conference, Washington, D.C.

*Daniel, S., Coyle, L., Tran, K., Ross, K., & Cottrell, E. (2014). *Cultural climate towards LGBT persons at a Historically Black Institution*. American Psychologist Association Annual Convention, Washington DC.

*Wang, M.-C., Nyutu, P., Hua-Burns, M., Barosa, A., Arhin, A., Cannon, S., Tran, K., &

- Spears, A. (2014) *Alternative Treatment Model for Military Behavioral Health*", American Psychological Association, Washington DC.
- *Wang, M.-C., Nyutu, P., Tran, K., Wong, J., Spears, A., Bowie, S., & Cottrell, E. (2014) *Suicide Preventive Factors in Outpatient Substance Abuse Clients*, APA Annual Convention, Washington DC.
- * Wang, M.-C., Tran, K., Wells, G., Fleming, E., Fields, K., Spears, A., Youngblood, J., Bonaparte, T., Nichols, W., Felton, R. (2011) *Generosity, gratitude and psychological well-being*. Poster presentation. American Psychological Association Annual Conference, Washington, D.C.
- * Wang, M.-C., Johnson, O., Nyutu, P., Fleming, E., Wells, G., Tran, K., Bonaparte, T., & Nichols, W. (2011), *Positive psychology's protective role against suicide in Black college students*. Paper presentation in the research symposium: Insights into suicide. American Psychological Association Annual Conference. Washington D.C.
- Tran, K., Collins, D., Higgins, C. & Wong, Y.J. (2011) *Asian American Male College Students Perceptions of People's Stereotypes About Asian American Men*. Paper presentation in the research symposium: Asian American Men and Masculinity: New Directions for Research and Practice. Asian American Psychological Association Annual Conference, Washington, D.C.
- Tran, K., Koo, K., Chiu, Y-C. & Wong, Y.J. (2010) *Asian American College Students' Ideation*. Paper presentation in the research symposium: Suicide Prevention in Asian American Communities: New Directions in Research and Practice Symposium. Asian American Psychological Association Annual Conference, San Diego, CA.
- Cokley, K., Garcia, D., Tran, K., Hall, B., & Rangel, A., (2009). *The Impact of Religiousness, Spirituality and Self-Esteem on the Mental Health of a Multi-Ethnic College Sample*. Poster presented at the 117th Annual Convention of the American Psychological Association, Toronto, Canada.
- Hall, B., Cokley, K., Tran, K., Bessa, L. & Chapman, C (2009). *Social dominance orientation, right-wing authoritarianism and attitudes about racial diversity and gender equity among ethnically diverse college students*. Poster session to presented at the 117th Annual Convention of the American Psychological Association, Toronto, Canada.
- Tran, K., Hess, E., Bessa, L., & Awad, G. (2008). *The effect of political ideology, racial identity, and color-blind racial attitudes on African American Affirmative Action endorsement*. Poster presentation at the Winter Roundtable on Cultural Psychology, Columbia University, New York, NY.
- Tran, K., & Y.J. Wong, (2007). *Tales of sorrow: Asian Americans' adherence to Asian values and narrative accounts of their beliefs about depression*. Research paper presentation in Y. J. Wong's (Chair), Research Symposium: Adherence to Asian values: Innovative

research, applications, and directions. Presentation at the Asian American Psychological Association Annual Conference, San Francisco, CA.

Wong, Y. J., Tran, K., & Lai, A. (2006). *Linguistic Investigations of Asian American's Psychosocial Functioning*. Poster presentation at the Asian American Psychological Association Annual Conference, New Orleans, LA.
Poster awarded: "Best Poster of 2006 Asian American Psychological Association Conference."

Gonzales, G., Ramos-Sanchez, L., Tran, K., & Roeder, B. (2006). *Masculinity, Asian Values, Acculturation and Mental Health of Filipino-American Men*. Poster presentation at the Asian American Psychological Association Annual Conference, New Orleans, LA.

Kroth, J., Gonzales, G., Tran, K., & Roeder, B. (2004). *Dream Lover: A Correlation Study Between Dreams and Relationships*. Research paper presentation at the 22nd Annual Conference for the International Association for the Study of Dreams, Copenhagen, Denmark.

GRANTS

- 2020 **FSU CARES (COVID-19 Assessment, Research, Emerging Sciences)**
University of North Carolina Collaboratory
(\$1M, 1 Year),
- 2019 **Career Up Psychology!**
United Negro College Fund Career Pathways Initiative
(\$3,000, 1 year), Funded, Co-PI
- 2012 **The Establishment of a Comprehensive Interprofessional Behavioral Center that Focuses on the Biopsychosocial Health of Military Personnel, Veterans and their Families**
Health Resources and Services Administration, U.S. Department of Health and Human Services
(\$1.5 Million, 3 years), Funded
- 2011 **Behavioral Health Capacity Expansion Mini-Grant on Suicide Prevention**
HBCU-Center for Excellence (HBCU-CFE) in Behavioral Health at Morehouse School of Medicine (MSM)
(\$3,000, 1 year), Funded, Co-PI
- 2011 **Summer Research Grant: Asian American Suicide Behaviors**
Fayetteville State University
(\$4,000, 1 year), Funded, PI

2008 **June Marie Gallessich Dissertation Award in Psychology: Protective Factors Against Suicide Among Asian Americans**
University of Texas
(\$1000, 1 year), Funded, PI

MEDIA CONTRIBUTIONS

Television

Tran, K. “*North Carolina Focus on College Aged Drinking*”. Interviewed as a psychology subject matter expert for television segment focused on North Carolina Governor McCrory’s announced initiative focused on reduction of college aged drinking. *Time Warner Cable 24-Hour News Channel 14*. (May 2014).

Magazine

Tran, K. “*A helping hand*”. Quoted and interviewed as psychology subject matter expert for article focused on mental health needs for student service member/veterans/family members. *Military Advanced Education Magazine*. (April 2014).

Newspaper

Tran, K. “*What makes a hero?*” Quoted and interviewed as psychology subject matter expert for article focused on individuals that engage in heroic activities. *The Fayetteville Observer*. (May 2013).

Radio

Tran, K. “*Mental Health Needs of Veterans*”, *The Legal Eagle Radio Show*, NC Central School of Law. (February 2015).

Tran, K. “*Psychological impact of bullying*”. Interviewed as a psychology subject matter expert in support of National Bullying Awareness Month, WFSS. (February 2015).

Tran, K. “*Psychological impact of bullying*”. Interviewed as a psychology subject matter expert in support of National Bullying Awareness Month, WFSS. (February 2014).

Internet

Tran, K. “*Teaching and Supervision Success: Diversity as a Core Ingredient*”. Interviewed for an article focused on teaching and supervision of multiculturalism to students in psychology programs. *The Diversity Newsletter. The Society of Counseling Psychology Section on Ethnic and Racial Diversity*. The American Psychological Association. (June 2013).

TEACHING

2010-Present **ASSOCIATE PROFESSOR**
Department of Psychology
Fayetteville State University, Fayetteville, NC

Undergraduate Courses:

Multicultural Psychology
Stress Management and Wellness
Multicultural Psychology (online)
Behavior Modification

Graduate Courses:

Career Counseling
Group Counseling
Theories of Counseling
Psychology of Diversity
Substance Abuse and Addiction Counseling

2007-2009 **ASSISTANT INSTRUCTOR**
University of Texas, Austin, TX

Psychological Perspectives on Asian American Identity
Center for Asian American Studies, Undergraduate Course

Issues and Debates in Life Development
Department of Educational Psychology, Undergraduate Course

AWARDS, FELLOWSHIPS AND MEMBERSHIPS

2019 ***Provost Fellow, Academic Innovations***
Fayetteville State University

2019 ***Excellence in Professional Services Award***
Fayetteville State University
Department of Psychology

2019 ***Excellence in Grants Award***
Fayetteville State University
Department of Psychology

2019 ***Digital Learning Initiative Conference Presentation Award***
University of North Carolina System
Digital Learning Initiative

- 2019 *University of North Carolina Board of Governors Special Committee on Military Affairs*
Faculty committee member
- 2018 *Digital Learning Fellow*
Association of Chief Academic Officers
- 2017 *Excellence in Research Award*
Fayetteville State University,
Department of Psychology
- 2015 *2014-2015 Teacher of the Year*
Fayetteville State University, College of Arts and Science
- 2013 *2012-2013 College of Arts and Sciences Outstanding Teacher of the Year*
Fayetteville State University, College of Arts and Sciences
- 2012 *2012 – 2013 Department of Psychology Teacher of the Year*
Fayetteville State University, Department of Psychology
- 2011 *2011 – 2012 Department of Psychology Teacher of the Year*
Fayetteville State University, Department of Psychology
- 2010 *2010 – 2011 Excellence in Service Award*
Fayetteville State University, Department of Psychology
- 2009 *Counseling Psychology Outstanding Graduate Student Researcher Award*
University of Texas, Austin, TX

CLINICAL EXPERIENCE

PRACTICE AREAS: military/veteran/family psychology, cultural influences on depression, crisis interventions (sexual/physical assault, suicidal behaviors), substance abuse, trauma and post-traumatic stress disorder, adult children of substance dependent parents, recovery, resiliency, positive psychology, couples and group therapy, integrative therapy, mindfulness, grief/loss, pain management, multicultural competencies in the counseling process

08/14 – Present **Carolina Counseling Services**
Fayetteville, NC

Activities include providing adult individual, family and couples therapy to a diverse population, including service members, veterans and their families (SMVF). Presenting concerns include:

trauma (PTSD, military sexual trauma, physical, emotional and sexual), dysfunctional families, anger management, suicidal behaviors (ideation and attempts), mood disorders (anxiety, depression, bi-polar), substance abuse, career/vocational concerns (transitioning from military and unemployment issues), relationship and interpersonal challenges. .

08/12- 07/15 **The Collaborative Institute for Interprofessional Education and Practice**
Fayetteville State University, Fayetteville, NC

One of six faculty that founded and established the institute using funds from \$1.5 HRSA grant. Additionally, provide clinical services including providing individual, family and couples therapy to a primarily active military personnel, military spouses and veterans. Presenting concerns include: PTSD, anger management, suicidal behaviors (ideation and attempts), mood disorders (anxiety, depression, bi-polar), substance abuse, trauma (emotional, physical and sexual), career/vocational concerns (transitioning from military and unemployment issues), relationship and interpersonal challenges. Developed and lead Mindfulness Based Stress/PTSD Reduction Group. Additionally provide psychotherapy training and supervision of graduate psychology students in practicum and internship in the institute. Developing curriculum for integrated class of graduate students from psychology, social work and nursing.

INTERNSHIP

08/09 – 08/10 **Texas State University Counseling Center**
American Psychological Association Accredited Internship
San Marcos, TX (2000 completed clinical hours)

Responsibilities included performing structured intake interviews as well as individual therapy from an integrative, short term model with both undergraduate and graduate students. Additionally, co-led a 12 month interpersonal process group consisting of adult children of alcoholic parents (ACOA). Duties also included supervising the clinical work of an advanced doctoral level practicum student, outreach and educational programming for the campus community and psychological assessment for learning and personality. Presenting concerns included anxiety, academic concerns, acculturation challenges with international students, sexual assault/trauma, suicidal and homicidal ideation, substance abuse, identity development, PTSD with returning veterans, and relational and interpersonal challenges.

OTHER PROFESSIONAL EXPERIENCE

2/97 – 7/05 ***Global Marketing and Public Relations Manager***
Hewlett Packard Company, Santa Clara, CA

Marketing and Media Relations

- Managed the global brand equity and market life cycle management of established and emerging product offerings

- Managed \$4.5 million annual budget and team of 10
- Conducted market research on both vertical and horizontal markets
- Ensured all programs and projects were culturally appropriate and resonated with a global customer base
- Acted as prime for multiple news releases with PR agency on special events and product news for the company
- Maintained relationships with key industry journalists, analysts and investors
- Managed pitching and placing of technical articles in targeted magazines and publications
- Managed creation and placement of white papers for international technical conferences
- Planned and executed press tours and press conferences in support of new product launches
- Partnered with marketing consulting firm to conduct product division and group level messaging workshops
- Produced and contributed content for internal and external social media platforms
- Maintained database of strategic targeted customers used by all outbound marketing
- Interfaced with advertising agency to create impactful and cost-effective marketing communications collateral in support of New Product Introductions
- Provide personnel management of a marketing team consisting of internal employees, contractors and an advertising agency

Program Management, Organization and Evaluation

- Management and execution of global tier 1 industry (3000 sq. ft booths) tradeshow. Coordination included: managing exhibit house, working with an event planner on customer event, integrating messaging into show floor and video presentations, scheduling press conference and customer meetings and overall logistics for the shows.
- Produced return on investment (ROI) analysis of generation of sales leads and media publications of new product launches
- Managed planning and coordination of numerous of technical seminars and executive customer events in partnership with field sales culminating in sales leads and customer engagements
- Planned and managed multimillion marketing and media relations budget
- Created and managed global gifting program with vendor that produces thousands of custom marketing giveaways that fortify the company brand to customer base.

REFERENCES

Available upon request