

**Donna C. Wertalik**  
Director of Marketing Strategy Analytics & Associate Professor of Practice  
Pamplin College of Business

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### Contribution

Seasoned marketing and advertising executive, with a focus on digital marketing and expertise in consumer, pharmaceutical, direct mail, social media, gaming and user experience. Core skills reside in strategic marketing and predictive data analysis, with key impact through analytic solutions, effective brand building, and influencer network identification. Core passion resides in the love of mentoring students and assisting to build impactful career paths.

### Professional Preparation

<b>Institution</b>	<b>Major</b>	<b>Degree &amp; Year</b>
Fairleigh Dickinson University, Rutherford, NJ	Marketing	BS; 1993
Southern New Hampshire University, Manchester, NH	Marketing	MS; 2013

### Professional Appointments

2019-Present	Director of Marketing Strategy Analytics & Associate Professor of Practice
2008-Present	Associate Professor of Practice, Virginia Tech
2010-Present	Founder & President, SPEAK Marketing, LLC (Consulting)
2015-2019	Director of Marketing, Pamplin College of Business, Virginia Tech
2004-2010	Founder & President, SPEAK Advertising Group, LLP
1999-2003	Vice President, Account Supervisor, Ogilvy Commonhealth
1996-1999	Account Supervisor, Pace, Inc.
1992-1994	Field Account Manager, Nestle Food Corporation

### Publications

- Lammarino, E. (2019, July 29). Our Interview with Professor Donna Wertalik of Virginia Tech University. Retrieved from <https://www.sixthcitymarketing.com/2019/07/29/professor-donna-wertalik/>
- Ballentine, C. (2018, August 31). The Hot College Gig: Online Brand Promoter. The New York Times. Retrieved from <https://www.nytimes.com/2018/08/31/technology/college-students-online-influencers.html>

- Foy, Bill. "Super Bowl splash first step in larger, digital campaign according to Virginia Tech expert." *VT News*, Virginia Tech, 19 Jan. 2018, vtnews.vt.edu/articles/2018/01/unirel-superbowlads.html.
- "Strategic Social Media Plan for First & Main, an Outdoor Shopping Mall." In Tuten, T. and Solomon, M. (2018), *Social Media Marketing*, Third Edition. London, UK: Sage
- "Strategic Social Media Planning for a University Business School." In Tuten, T. and Solomon, M. (2018), *Social Media Marketing*, Third Edition. London, UK: Sage.
- Wertalik, Donna. "Social media and building a connected college." *Cogent: Business & Management*, vol. 4, no. 1, 27 Apr. 2017.
- Donna Wertalik, (In collaboration with VT PRISM). "Pamplin College of Business Social Media Organization". Online Access: <https://itunes.apple.com/us/book/pamplin-college-of-business-social-media-organization/id930221825?mt=11>. Published October 2014.
- Donna Wertalik. "The Marketing Experience". Pearson Learning Solutions. Published 2014.
- Chris Ayers, Brian Collins, Kent Nakamoto, and Donna Wertalik. "What Senior Executives Want Salespeople to Know". Online Access: <https://www.scribd.com/doc/287553616/What-Senior-Executives-Want-Salespeople-to-Know>. Published 2009.

## Collaborators & Other Affiliations

### **Master's Thesis Advisor:**

Crystal Mueller, CPA – Virginia Tech

### **Collaborators:**

Chris Brown (Carrot Creative), Richee Chang (Huge), Briana Crabb (Capital One), Casey Davis (Modea), Mike Denham (Dahlgren Naval Base), Sara Goforth (Barber Martin Agency), Michael Harnisch (Sapient Nitro), Kristina Hurd (Otis), Patrick Kampfmüller (Deloitte Consulting), Jayme Katis (Indeed), Madeline Keeler (Virginia Tech), Anuja Kelkar (Cerner), Molly Marshall (Florida Panthers), Leslie McCrea (Whereoware), Kristin Miller (DataXu), Rohit Rajendran (Deloitte Consulting), Adam Rothe (Wakefield Research), Marybeth Schmidt (Sapient Nitro), Marybeth Schmitt (SapientNitro), Amanda Schnurr (Grant Thornton), Ed Sciortino (Red Ventures), Kayla Smith (The Advisory Board Co.), Lindsay Stewart (Nestle), Mike Yourshaw (Clakston Consulting)

## Awards and Honors

- 2019 – Virginia Tech Organization of the Year-Prism, Founder & Faculty Advisor
- 2018 – Featured in the New York Times
- 2016 – Telly Award
- 2016 – GOLD MUSE Award
- 2015, 2011 – VT Faculty Advisor of the Year
- 2013 – Teaching Excellence-Pamplin College of Business
- 2013 – Pi Sigma Epsilon-Faculty Advisor of the Year
- 2012 – Bloomberg Business Week, Favorite Professor

## Grant Activities

- Altria Funding-2012-\$5,000
- Pamplin Funding-2012- \$21,500

- Altria Funding 2013-\$10,000
- Pamplin Funding-2013-\$21,500
- Altria Funding 2014-\$15,000
- Pamplin Funding-2014-\$21,500
- Altria Funding 2015-\$15,000
- Pamplin Funding-2015-\$30,000
- Altria Funding 2016-\$15,000
- Pamplin Funding 2016-\$30,000
- Altria Funding 2017-\$15,000
- Pamplin Funding-\$50,000
- Altria Funding 2018-\$18,000
- Altria Funding 2019-\$10,000
- Pamplin Funding- 2018-\$61,500
- First & Main- (2012-2019)-\$35,000
- Click & Pledge- (2016-2017) \$25,000

### Teaching: Student Ratings

- 5.32 average student evaluation rating since 2013

### Entrepreneurship

- Speak Advertising, Founder, 2005-Present
  - Innovative Marketing Strategic Consulting Firm focusing on market research, brand audit, strategy, tactics, ROI and social media and analytic assessments.

### Service

- Professional: Service as an officer of an academic or professional association
  - AMA
  - PSE
  - Advertising Federation
- External
  - Montgomery County Sheriff's Department-Personal Branding & Training
  - The Weight Club-Marketing & Social Media
- Department, college, or university service
  - Marketing Website management, career advising and video content
  - VT MKTG & Coca-Cola Barracuda Bowl
  - Virginia Tech Branding RFP & Current Steering
  - Pamplin Women in Business Leadership Team
  - Marketing Department Lead-Advisory Board—2016
  - Apex CIE-Marketing Consulting
  - Committees
    - Creativity & Technology-Destination Area
    - VT Master Brand Committee
    - Unirel Search Committee
    - Awards Committee
- Service that promotes diversity or inclusion
  - Selected as Committee Member for Entrepreneurship & Innovation by Virginia Tech President Sands
  - Personal Branding and Marketing Training-DSA, Athletics and Career Services

- Service to Students
  - Pi Sigma Epsilon-VP Educator
  - PRISM Founder & Advisor
  - American Marketing Association Advisor

### **Synergistic Activities**

- Developed social media organization for the Pamplin college of business (PRISM; 2011)
- Created the first Women in Business Panel Member Series for Pamplin College of Business, inclusive of 110 female alumni members and younger students networking and nurturing.
- Committee member for Entrepreneurship & Innovation by Virginia Tech
- Member of creativity, technology and experience committee-evolving classroom plans and virtual spaces for VT future offerings to students. In addition,
- Online website and blog created for social media class, as well as live campaign launches and modifications
- In-class voting and role-playing for sales courses to determine outcome of pitch
- Virtual videos for online class and personal branding project
- Barracuda Bowl—Shark-Tank like competition offered exclusively for marketing students and sponsored by Coca-Cola for the past 2 years
- Digital strategy course – insight and recommendations
- Chosen to speak at Senator Mark Warner events as a key note speaker – 2014 & 2015
- Selected as key note speaker at the 2015 Connections Conference, hosting more than 50,000 marketers
- Selected as a keynote speaker at the 2014 Dreamforce conference hosting 120,000 marketers and digital fortune 500 companies.
- Founding Committee Member Reimagining diversity Initiative (2019)

**Quality References Furnished Upon Request**