Letter from the Director

Best, Rick Boyko / Director

The start of the Spring semester brought us a new Front Office Manager. Matt Rise is a 2008 graduate of The College of William and Mary, and he brings with him a wealth of experience in customer service and administrative management. Matt is already making a positive impact on the Brandcenter, and he is ready to assist our students, faculty, and staff.

This semester we have four adjunct professors teaching Brandcenter students. Here's a little bit about them:

1. Paul Seward is teaching Futurology this semester and User Participation Platforms in the fall to Creative Technology students. Paul is the founder of Futuretronics, a company that specializes in creating immersive and interactive experiences.

2. Rick Boyko has accepted the position of Director of the Brandcenter. His role will be to continue the high standards of excellence that have been set by the previous directors.

3. Andrew Kowalski is teaching Information Architecture to Creative Technology students. Andrew is the Director of Strategy at Fahrenheit Technology.

The Brandcenter is proud to have such a talented group of adjunct professors.

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Brandcenter Welcomes Class of 2013

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Real World Projects

This year's Brandcenter students have been working on a variety of real-world projects. Some students have worked on pro-bono assignments for Free the Slaves, an organization that works to end modern slavery. Other students have worked on projects for clients such as Friar's Club in New York City. Rick was roasted and toasted by Matt Scheckner, Paul Lavoie, Nancy Vonk, Janet Jordan, and others. Thanks to all of the alums who have already been promoting the school with their alma maters.

The Brandcenter Alumni Hotline

Alumni Work on Brandcenter Website

Alumni are working on the Brandcenter website. They are interested in updating the website with new information and making it more user-friendly. Thanks to all of the alums who have already been promoting the school with their alma maters.

The Brandcenter Alumni Hotline

The Brandcenter Alumni Hotline is available for alumni to call and ask any questions they may have. Our alumni are always happy to help and provide information about Brandcenter events and activities.

Six Adcenter/Brandcenter alumni had work featured in the show: "Out of 186 teams from the leading business schools in the world, three teams of first year Brandcenter students were selected as semi-finalists in the annual Innovation Challenge MBA competition – more than any other school. The three teams were invited to ring the bell at the New York Stock Exchange after the show ended. The students were selected as semi-finalists in the annual Innovation Challenge MBA competition – more than any other school.

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Who? What? When?

• McGarry Bowen in Chicago.
• August 29, 2011.
• Jacob Abernathy (CT, 2010) is a Creative at Deutsch LA.
• Courtney runs her own wedding/event planning business – www.merrimentevents.com.
• Gayle on October 11, 2011. Connally's birth announcement was featured in the New York Times.
• Sims (CW, 1998) and Bridget Camden (AD, 1999) who are also professors.
• Thomas Scaglione (CW, 2009) is a Copywriter at Taxi NY.
• Sims (CW, 1998) and Bridget Camden (AD, 1999) who are also professors.
• Kevin Rothermel (CS, 2006) and a colleague at The Martin Agency launched The Five Dollar Friend campaign.
• Shane Knight (AD, 2009) is an Art Director at Taxi NY.
• Michael is a Creative at SID LEE and Stephen is an Associate Designer at AKQA SF.
• Roberta Hatchett (CS, 2004) is an Advertising Manager for Brand USA/Corporation for Travel Promotion.
• Mona Hasan (CW, 2006) is a Copywriter at CP+B in Boulder.
• Michael Karnjanaprakorn (CS, 2006) is the co-Founder of skillshare.com, a community marketplace.
• Andrew Butler (CS, 2003) is a VP/Planning Director at Hill Holliday in Boston.
• Elizabeth Brown (CS, 2003) is a Planning Director at EnergyBBDO in Chicago.
• Melissa Cabral (CS, 2010) is working out of The Martin Agency's NYC office as an "experimental planner." She's been selected to speak at the 4A's "Transformation" conference in March.
• Joycelyn Kuan (AD, 2010) is an Art Director at Cutwater in San Francisco.
• Kristen Meloche (AD, 2006) is a Sr. Art Director at Dentsu in NYC.
• Luke Behrends (CW, 2007) is a Sr. Copywriter at Saatchi NY.
• Rachel Scott Everett (AD, 2001) and Brian Gibson (AD, 2001) recently finished their year long journey to the world's smallest country, Vatican City.
• Andrew Butler (CS, 2003) is a VP/Planning Director at Hill Holliday in Boston.
• Elizabeth Brown (CS, 2003) is a Planning Director at EnergyBBDO in Chicago.
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