Order of Ceremony

**Procession of Graduates**

**Welcome**, Vann Graves and Hermon Ghermay

**Student Speaker**, Craig Kissoon, *Copywriter*

**Introduction of Keynote Speaker**, Hermon Ghermay

**Keynote Address**, Philippe Krakowsky

**Student Awards**, Presented by Faculty

**Presentation of Diplomas**, Ashley Sommardahl

**Closing Remarks**, Vann Graves

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The Tradition of the Beret

The tradition of wearing berets began with the very first graduating class in 1998. While a lot has changed over the years, this tradition lives on.

If you don’t know the story, the remarks that were made during that first commencement speech are below:

“This school is not like other advertising or marketing schools in the country. As a result of that, you are stronger, more focused, better prepared, and tougher than graduates from most other schools. You’re an elite group. Like the special forces of advertising and marketing. Like the Green Berets. Consider this a school for marketing’s special forces.”

- John Adams, former President of The Martin Agency

So, like the first graduating class 24 years ago, the beret is a symbol of your membership to this elite group. In the end, the reason why the Brandcenter is so special is because of its alumni, and you’ve officially joined their ranks. It is now your responsibility to join your fellow alumni in setting the standard for all who follow.
The Class of 2022

Fadé Akinsade, Strategy
Zoe Alexander, Art Direction
Matthew Allison, Experience Design
Myles Alston, Art Direction
Van Leigh Armer, Art Direction
Zey Aydogmus Masunu, Art Direction
Jackson Baehr, Strategy
Annie Balint, Strategy
Kasra Baniisfahany, Creative Brand Management
Molly Barnett, Creative Brand Management
Ben Bashaw, Copywriting
Brooke Beam, Experience Design
Ira Birch, Experience Design
Tiffany Boggs, Creative Brand Management
Katie Boller, Experience Design
Erika Booker, Creative Brand Management
Isabelle Boothe, Experience Design
Olivia Bouzigard, Creative Brand Management
Lianne Boxley, Strategy
Taylor Brazukas, Art Direction
Archer Brinkley, Experience Design
Kaelan Brown, Experience Design
Shannon Bullock, Art Direction
Kai Butler, Strategy
LeeAnn Dancy, Experience Design
Jay Do, Art Direction
Griffin Drew, Art Direction
Patrick Dunegan, Strategy
Sophie Durand, Creative Brand Management
Raven Faux, Copywriting
Abby Fine, Strategy
Harrison Fuerst, Copywriting
Grace Geary, Art Direction
James Glass, Creative Brand Management
Kayla Hall, Copywriting
Corey Hambly, Copywriting
Izzy Hansen, Creative Brand Management
Chrislin Hearn, Art Direction
Natalie Hogan, Creative Brand Management
Madeline Honig, Art Direction
Aniya Hope, Creative Brand Management
Michal Howick, Strategy
Hannah Hugeback, Strategy
Stephon Jacob, Strategy
Heaven Jones, Creative Brand Management
Trés Jones, Strategy
Pareesa Khwaja, Experience Design
Craig Kissoon, Copywriting
Houston Knight, Experience Design
Jess Leonard, Art Direction
Max Lichtfuss, Creative Brand Management
Ivy Lu, Strategy
Francisco Marcano-Santos, Strategy
John March, Creative Brand Management
Casey Mattis, Creative Brand Management
Tori McCarl, Creative Brand Management
Olivia McGrath, Creative Brand Management
Trey McMillan, Copywriting
Sean McSherry, Art Direction
Alaysha Mikell, Experience Design
Kevin Nguyen, Strategy
Edo Ohayon, Copywriting
Tracy Okafor, Creative Brand Management
Urvesh Patel, Experience Design
Charles Pfaff, Experience Design
Erin Philips, Experience Design
Rolang Piocuda, Strategy
Sarah Redmond, Art Direction
Jessica Rhee, Experience Design
Sabrina Rivera, Copywriting
Laura Rouw, Art Direction
Ryan Shih, Experience Design
Ann Shoen, Art Direction
John Simons, Strategy
Karah Smith, Strategy
ShahRukh Tailor, Art Direction
Danny Todesca, Copywriting
Cara Toebbe, Copywriting
Leslie Townsend, Strategy
Ellen Veith, Art Direction
Shrinidhi Vijay, Art Direction
Ryan Waltz, Strategy
Andrea Wenck, Experience Design
Emily Wills, Experience Design
Cara Wolder, Art Direction
Kathryn Worrall, Copywriting
Ashanti Wright, Strategy
Vivien Zhu, Creative Brand Management
Josh Zinger, Strategy
Faculty and Staff

Vann Graves, Executive Director
Ashley Sommardahl, Associate Director
Emma Barone, Student Affairs
Caley Cantrell, Faculty
Jordan Childs, Faculty
Dean Collins, Operations
Sabrina Connor, Operations
Peter Coughter, Faculty
Allison Duffee, Faculty
AJ Dunn, Operations
Wayne Gibson, Faculty
Holly Hessler, Faculty
Berwyn Hung, Faculty
Andrew LeVasseur, Faculty
Ken Marcus, Faculty
Jeremy Paredes, Faculty
Jonathan Pitts, Operations
Rick Plautz, Faculty
Christina Quental, Admissions
Daniel Riddick, Faculty
Amy Robinson, Operations
Kevin Rothermel, Faculty
KT Schaeffer, Faculty
Tom Scharpf, Faculty
Stacy Thomas, Faculty
Shannon Wilke, Operations
Scott Witthaus, Faculty

Hermon Ghermay / Global Chief Culture Officer of Mediabrands / Special Guest

As the Global Chief Culture Officer of Mediabrands, Hermon is responsible for overseeing the agency network’s global cultural efforts, which includes overseeing Diversity, Equity and Inclusion (DE&I) strategy and leading the agency network’s Learning & Development efforts globally. Hermon began her career at renowned agency brands including Leo Burnett, Deutsch LA, and Goodby Silverstein & Partners. She was most recently a Director at executive search firm Grace Blue, where she managed a diverse portfolio of senior leadership searches on the brand and agency sides. An Eritrean immigrant and Harvard graduate, Hermon is an accomplished leader and industry advisor who has spent her career building strong team cultures that enrich team members and drive business results. She currently sits on the Director’s Council of the VCU Brandcenter, the premier graduate school for advertising and communications, and is the lead Director on Education and Pedagogy for the Council.

Philippe Krakowsky / CEO of Interpublic Group / Keynote Speaker

Prior to being named IPG’s CEO, Philippe was the company’s Chief Operating Officer, managing business operations across all of Interpublic, with direct oversight of IPG’s independent companies Axiom, Carmichael Lynch, Deutsch, Hill Holliday, Huge, Kinesso, Matterkind and R/GA. During that time, Philippe was also Chairman of IPG Mediabrands. Over the course of his nearly two-decade tenure at IPG, Philippe has also led the strategy, talent, communications and business development functions for the holding company.

During his long tenure at IPG, Philippe also served as Chief Strategy and Talent Officer. Prior to being named COO, Philippe was also CEO of Mediabrands. In that role, he strengthened the group’s leadership position in digital and data-driven marketing and increased its collaboration across the network. Since joining IPG in 2002, Philippe has implemented major strategic actions that have helped IPG become an industry leader. These include the decision to embed digital and emerging media capabilities across the group’s portfolio, the creation of both Mediabrands and IPG’s Healthcare Council, and the acquisition of Acxiom.

Originally from Mexico, Philippe holds an A.B. from Harvard University. He’s been inducted into the American Advertising Federation’s Hall of Achievement, the premier honor for marketing services professionals under age 40.