



Brandcenter

Graduation Ceremony / May 14, 2022

Order of Ceremony

Procession of Graduates

Welcome, Vann Graves and Hermon Ghermay

Student Speaker, Craig Kisson, *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

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

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 Acxiom, 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.

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.