

J O N W . K E R B S

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S U M M A R Y

Senior marketing professional adept at positioning brands for sustained growth with a balance of strategic insight and marketing innovation. Extensive background in brand strategy, advertising, strategic positioning, business development, paid digital marketing, social media, public relations, pricing, and product development. Agile leader with revenue success across higher education, healthcare, and consumer products sectors.

E X P E R I E N C E

BOSTON COLLEGE, CARROLL SCHOOL OF MANAGEMENT, Chestnut Hill, MA

2012 - Present

Senior Lecturer, Marketing and Assistant Marketing Department Chair

Teach the core marketing course at the Undergraduate and MBA level. Also support the Boston College Global Leadership Institute, teaching classes in the Mid-East as well as on campus. Teach in the Undergraduate Summer Catalyst Program. Lead the Adjunct Mentoring Program. Faculty Advisor for the MBA Marketing Club, MBA Veterans Club, and MBA Entrepreneurship Club. Advisor to MBA Case Competition Teams. Teaching All-Star in 2016, 2017, 2018, 2019, 2020, 2021, and 2022. Received Coughlin Distinguished Teaching Award for 2018-2019.

- Coordinated extensive public relations campaigns, resulting in consistent media placements in local (San Francisco and Boston), national (BusinessWeek), and international press (Financial Times).

Adjunct Professor, Babson College

2004-2012

- Taught *Brand Management*