***Sandra J. Bravo, M.B.A.***

Associate Professor of Practice in Marketing at Babson College

Malloy Hall – Suite 210, Babson Park, MA 02457-0310

Office: 781-239-6436

Email: sbravo2@babson.edu

------------------------------------------------------------------------------------------------------------------------------------------

***Education***

* M.B.A. in Marketing, Babson College, 1987
* B.A. in English, University of Massachusetts Dartmouth, 1984

***Academic Experience***

* August 2015 to present, Babson College, Associate Professor of Practice in Marketing
* September 1991 to June 2012, Boston College, Carroll School of Management, Marketing Instructor (adjunct and full-time positions)
* September 1989 to May 2000, Bentley University, Adjunct Marketing Instructor

***Teaching Achievements***

***Babson College, Marketing Division:***

* *Principles of Marketing*, undergraduate core requirement
	+ Created several pop-up events including the “Pup-Up Event” designed to bring puppies on campus to lower levels of student anxiety; Public Safety decided to bring this event to Babson every year going forward
* *Strategic Marketing*, undergraduate capstone course for the Marketing Concentration focusing on strategic marketing efforts completed on a pro-bono basis for worthy organizations
	+ Created a comprehensive marketing campaign for Babson College to reduce food insecurity
	+ Created a marketing strategy and materials for Cradles to Crayons
	+ Created a “No Nic November” campaign for Babson Health & Wellness; instituted across campus to reduce the number of students smoking/vaping.
	+ Created a marketing campaign for Paws New England
	+ Developed strategic marketing efforts for MovieComm (a Babson alum-owned organization)
	+ Rebranded Babson’s Health and Wellness Amnesty Policy
	+ Created a marketing campaign for a BabsonArts program
	+ Created a marketing campaign for the Babson Women’s Rugby team

***Boston College, Marketing Department:***

* Principles of Marketing, M.B.A. program
* Marketing Research, undergraduate
* Principles of Marketing, undergraduate
* Consumer Behavior, undergraduate
* Direct Marketing, undergraduate
* Communication and Promotion, undergraduate

***Bentley College, Marketing Department:***

* Consumer Behavior, M.B.A. program
* Promotional Strategy, undergraduate
* Principles of Marketing, undergraduate
* Advertising, undergraduate

***Conference Presentations/Proceedings/Published Articles***

* Presentation entitled “Customer Acquisition and Sales for New Ventures” given to members of the Women Innovating Now (WIN Lab) created by the Frank & Eileen Center for Women’s Entrepreneurial Leadership at Babson College, Spring 2024
* Shankaranarayanan, Ganesan, Donna Stoddard, Ruth Gilleran, Lauren Bietelspacher, Sandra Bravo (2020), “*Experiential Learning of Information Systems in Functional Contexts: The Digital Brand Strategy Project*,” Association of Information Systems, Atlanta, GA
* Bravo, Sandra (2018), “*A Twist on Client-Based Learning Projects: Utilize on Campus Clients,*” Marketing Management Association Fall Educators’ Conference, Kansas City, MO
* Bravo, Sandra and Lauren Beitelspacher (2016), “*Whole Student, Whole Faculty, Whole Classroom: Managing Anxiety for Students and Faculty to Maximize the Learning Experience,*” Marketing Management Association Fall Educators’ Conference, Providence, RI.
* CELT Luncheon (2016) to present findings from “*Whole Student, Whole Faculty, Whole Classroom: Managing Anxiety for Students and Faculty to Maximize the Learning Experience.*” Attended by 30 faculty members and supported by Counseling Services.
* Bravo, Sandra, Scott Fiene, Bradford Hudson, Jeffrey Kotz and Lisa Lindgren (2016), “*From Practice to the Academy: Why it Happens, Lessons, Tips, and Leveraging Professional Service*,” Marketing Management Association Fall Educators’ Conference, Providence, RI.

***Service Activities***

 ***Babson College, Division-wide:***

* 2018-present: Select and present the annual Bertrand Canfield and Marketing Scholar Awards to deserving marketing students
* 2017-present: Faculty representative for undergrad concentration in Marketing. Meet with students each semester to plan marketing courses and concentration.
* 2017-present: Marketing faculty representative at the Career Fair
* 2022: Marketing Concentration Requirements Committee
* 2020-2021: Chair of the Principles of Marketing course redesign
* 2017-2021: SME Course Coordinator. Mentor new faculty, plan speaker event attended by over 300 students each semester, determine curriculum, work with IT faculty on joint digital brand strategy project, etc.
* 2019: Undergraduate Marketing Electives Division Chair
* 2016-2019: Developed and implemented a social media plan for the Babson Marketing Division
* 2018: Worked with students in Marketing Management to create a brochure for undergraduate students entitled “Babson Marketing Concentration”
* 2017: Co-author of the Marketing Division statement of purpose:

*Our commitment: The Marketing Division at Babson College gives students the opportunity to acquire the intentionality, the knowledge, and the skills to create value for customers, investors, enterprises, and society. We motivate them to be purpose-driven leaders with the competence to run successful businesses and shape a better, sustainable world.*

*Our approach: We enable students to develop real-world, marketing-focused analytical and creative skills through integrative and innovative classroom experiences and business connections. Students are immersed in a rich learning experience with an emphasis on bringing an entrepreneurial approach to addressing contemporary marketing issues in a changing, technology-intensive world.*

* 2017: Wrote articles for the Babson Marketing Division blog regarding the research published by colleagues
* 2017: Worked with CCD to create a video of services that was implemented into the SME course
* 2017: Worked with students in Marketing Management to create a video for the Marketing Division website, which touts the reasons for obtaining a marketing concentration at Babson

***Babson College, University-wide:***

* 2023-2034: Mentor Circle Leader for new faculty
* 2022-2023: Co-chair of the Martin Luther King, Jr. Legacy Committee
* 2023: Babson TedX Talk entitled “You Hold the Power to Change Your Corner of the World”
* 2019-2021: Member of the Teaching Innovation Fund (TIF)
* 2020: Judge for the “Len Green Ultimate Entrepreneurial Challenge” Contest
* 2020: Creator of the “Power of One” Campaign
* 2020: Contributor to Babson’s Academic Integrity Video for Students
* 2020: Host of Alumni Development Office’s fireside chat with Babson alum and founder of MovieComm, Scott DiGiammarino
* 2019-2022: Member of the Martin Luther King, Jr. Legacy Committee
* 2019: Member of the IP faculty team to strengthen the role within the College
* 2019: Classroom simulation for prospective students and parents during Launch Babson
* 2019: Community dinner with prospective students and parents
* 2019: Attended “Sustainability in the Curriculum” lecture for Babson professors
* 2019: Working with the Dean of Faculty, created the Peer Review Evaluation for betterment of teaching practices across the College
* 2019: Member of Babson’s AP/IP standards committee for Accreditation process
* 2018 and 2019: Attended the annual Diversity Retreat
* 2016 Interim Faculty Senator from the Marketing Division
* 2016: Created a chart to evaluate SEERS and gender diversity in marketing courses which was provided to the Marketing Division and a subcommittee of the Faculty Senate
* 2016: Invited the Babson Counseling Center to make a presentation to the SME students to help reduce/manage anxiety and stress
* 2016: Attended CELT workshop on Student Opinion Surveys
* 2015: Presentation on marketing consulting as a career to the Babson Marketing Consulting Association

***Service to the Community:***

* Friends of Children, Inc. – Formerly on the Advisory Board
* Former Board Member of Citizens for the Preservation of Upton
* Founder and former Board Member of Upton Zoning Bylaw Review Committee
* Former pro bono Marketing Consultant for Greenville Wildlife Park

***Significant Industry Experience***

* 2020-Present: **Founder and President of the 440K Project, Inc.**
	+ Currently spearheading a national marketing campaign to bring awareness and significant change to the foster care system. Working with Walton Isaacson, a multicultural advertising agency, we are creating and launching a national advertising campaign.
	+ Over the next several years, we will work on national policy to change the way the foster care system is implemented.
* 1990-2020: **Founder and Marketing Consultant at Bravo Communications.**

Consult with small- and medium-sized businesses in the New England area. Emphasis on corporate identity systems, sales development programs, marketing research, positioning strategy, value proposition determination, and copywriting for white papers, websites and direct mail.

*Consulting Activities through Bravo Communications:*

* + Provide executive interviewing through marketing research for a national search firm, Phillips DiPisa. Use of the data ensures customer relationship management efforts that aid the organization in customer retention and marketing strategy.
	+ On Friends of Children Advisory Board to provide marketing consultation and write legislation on behalf of foster children in the care of the Massachusetts Department of Children and Families. Testified at the State House and passed legislation to benefit the children currently in foster care.
* 1992-1993: **Marketing Manager for Handex of New England**

Handex is a publicly held environmental company. Responsible for marketing efforts along the East Coast including marketing research efforts to determine the feasibility of new locations, development of sales leads and new business pitches, development of seminars, attendance at trade shows, and all marketing and communication efforts.

* 1987-1989: **Marketing Specialist for Winter, Wyman & Company**

Winter, Wyman is New England’s leading recruitment firm. Responsible for developing advertising campaigns, conducting marketing research, creating and executing public relations activities, developing competitive analysis, and copywriting for marketing materials. Managed a significant budget for all marketing expenses.

* 1984-1986: **Asst.** **Advertising Account Representative for Giardini/Russell**. Planned and implemented advertising strategies for various clients including BASF Systems, Hewlett-Packard Medical Products Division, and Christian Science Monitor. Co-editor and writer of monthly newsletter.

***Personal Activities***

* Reading, traveling, photographing wildlife, swimming, hiking