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Education

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

Academic Work Experience

- August 2015 to present, Babson College, Marketing Lecturer (full-time faculty)
- 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*, undergrad core requirement
- *Strategic Marketing*, undergrad capstone course for Marketing Concentration
 - Developed strategic marketing efforts for MovieComm
 - Rebranded Babson's Health and Wellness Amnesty Policy
 - Created a marketing campaign for BabsonArts
 - Created a marketing campaign for the Babson Women's Rugby team
- Average teaching evaluation of effectiveness Spring 2019: 1.3 out of 5 (1=highest)

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

- 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:

- 2019: Undergraduate Marketing Electives Division Chair
- 2018-present: Select and present the annual Bertrand Canfield and Marketing Scholar Awards to top two deserving marketing students
- 2017-present: 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.
- 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
- 2015-present: Write several recommendations for students regarding Babson competitions such as BETA Challenge and MCFE as well as external job and internship opportunities.
- 2015-present: Invite several industry guest speakers from Nielsen, Phillips DiPisa, etc. to speak with students about career advice and industry opportunities
- 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:

- 2019-present: Member of the Martin Luther King Jr. Legacy Committee
- 2019-present: 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 a Alumni Development Office’s fireside chat with Babson alum and founder of MovieComm, Scott DiGiammarino
- 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 luncheon on Student Opinion Surveys
- 2016: Attended Board of Trustees dinner
- 2016: Attended Mitt Romney event
- 2016: Attended Babson Women Faculty gathering
- 2015: Presentation on marketing consulting as a career to the Babson Marketing Consulting Association

Service to the Community:

- Friends of Children, Inc. 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 Friends of Children, Steve Pemberton (business executive, philanthropist and author of "A Chance in the World") and Aaron Walton (Babson alum and CEO of the advertising agency Walton Issacson) to create and launch a national movement.
 - 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