



**Driving More Diverse Talent into Your Organization**

# AEF Mission

The AEF is the bridge that connects the advertising, marketing and academic communities. Together we educate and inspire the next generation of talent while advancing the understanding of marketing and advertising in society.

# At the Core, Are Professors



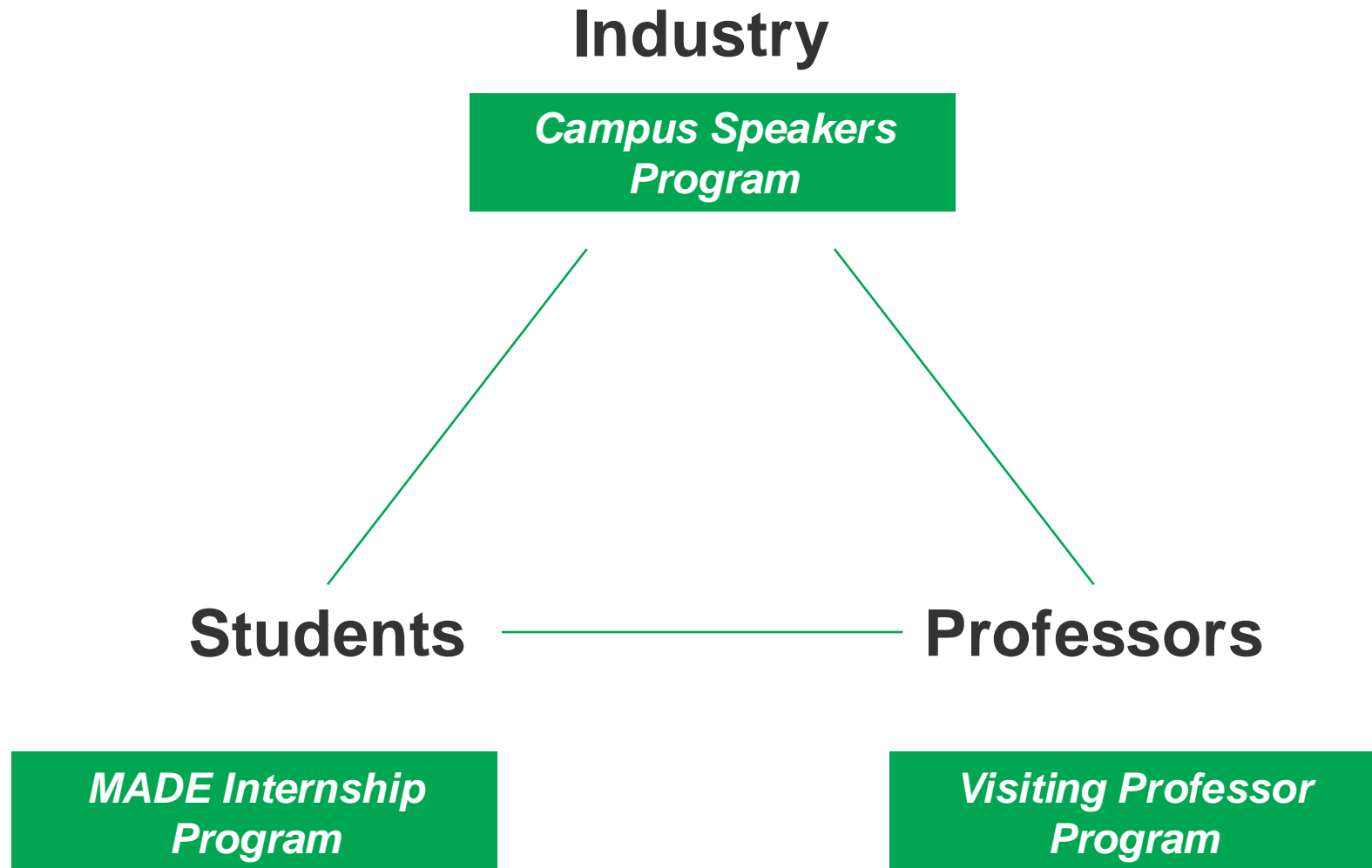
# ASQ ADVERTISING & SOCIETY QUARTERLY

*A peer-reviewed academic journal focused on advertising's relationship to society, culture, history, and the economy*










MICHIGAN STATE  
UNIVERSITY



# Key AEF Programs



# Visiting Professor Program (VPP)

Monday June 3	Tuesday June 4	Wednesday June 5	Thursday June 6	Friday June 7
<p data-bbox="180 568 568 801">Envisioning the Future of Marketing Overview at Fordham University</p>  <p data-bbox="231 1153 519 1265">Introductions, presentations, and welcome reception</p>	<p data-bbox="665 458 958 522">Focus on Brand and Creativity</p>	<p data-bbox="1085 458 1421 522">Focus on Society &amp; Sustainability</p>	<p data-bbox="1569 458 1837 522">Focus on Technology &amp; Data</p>	<p data-bbox="2053 458 2252 522">Focus on Talent &amp; DEIB</p>
				
				

# Class of 2024 VPPs

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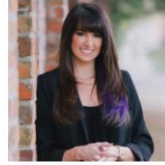
# Campus Speakers Program

OCT  
29



**Jake Odom**  
Associate Creative Director  
Big Com  
  
SCHOOL  
Salem State University

OCT  
22



**Becky Angle**  
Owner  
Angled Marketing  
  
SCHOOL  
Tulane University

OCT  
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**Renee De Pina**  
Integrated Marketing Consultant  
Brand Content  
  
SCHOOL  
Boston College

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**Carley Caldas**  
Vice President Brand Marketing & Media  
eos Products  
  
SCHOOL  
FIT

OCT  
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**Stacey Sharpe**  
Lead Analyst  
Genuine  
  
SCHOOL  
CSU, Los Angeles

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**Nat Tripataraporn & Alex Angstrom**  
Associate Director of Strategy  
Genuine  
  
SCHOOL  
Case Western Reserve University

OCT  
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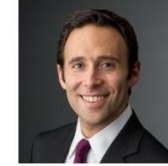
**Joe Panepinto**  
SVP, Head of Strategy NY and Global Head of Engagement  
& Learning  
Jack Morton Worldwide  
  
SCHOOL  
Ohio State University

OCT  
21



**Rick Corteville**  
Executive Director of Brand Management  
Lenovo  
  
SCHOOL  
University of Southern California

OCT  
15



**Joe Cohen**  
Chief Marketing & Communications Officer  
Axis Capital  
  
SCHOOL  
Syracuse University

**Close to 300 Visits Annually!**



# MADE Leadership Program

## Overview

Common app for students to apply to marketing and advertising summer internships

- 2,500+ applicants with 150+ chosen to interview for companies holding internships for MADE
- Applicants must have professor recommendation

## Key Program Benefits to Students

- Access to biggest and best marketer and advertiser internships
- Any junior or senior can apply
- Not geographically restricted as companies are from across the U.S.
- Mentors provided to MADE finalists with training offered to take advantage of summer

# Meet Some of the MADE Class of '24!



**Lauren Amico**  
University of Southern California '25  
GroupM



**Elsa Ammirati**  
Binghamton University '24  
MSL



**Fahmida Anam**  
Emory University '24  
Dentsu



**Diana Arceo**  
Montclair State University '24  
Weber Shandwick



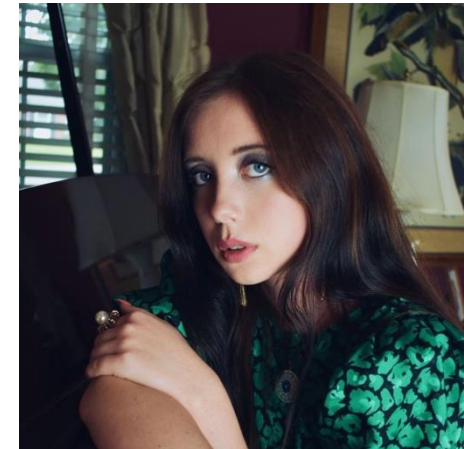
**Floriesha Bastien**  
Brandies University '24  
ANA Educational Foundation



**William Bell**  
University of North Texas '25  
Digitas



**Isabella Birch**  
Duke University '25  
AIMM



**Olivia Bokesch**  
Duke University '25  
Paramount



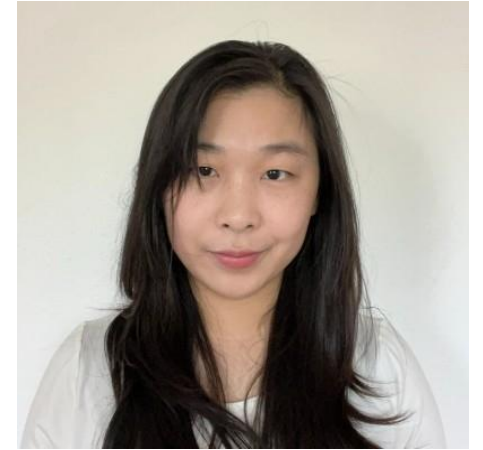
**Andrea Bucescu**  
University of Minerva '25  
Ad Council



**Destiny Carrion**  
Ithaca College '25  
Paramount



**Tia Chawla**  
University of North Carolina – CH '25  
SAAS



**Chanel Cheung**  
University of Rochester '24  
Innovid



**Alexandra Chrislu**  
University of Minnesota, Twin Cities '25  
GS&P



**David Collar**  
Wayne State University '25  
GroupM



**Ella Gilpatrick**  
Indiana University Bloomington '25  
Mediabrand



**Cooper Haines**  
Fordham University '25  
Innovid

# Our Ongoing Disconnect Research Series with Action Plan

## Talent



**MADE Leadership Program**

## Diversity



**Inclusion Index**

## Analytics



**Marketing Case Studies with Data Sets**

## Structural



**Marketing Marketing Campaign**

# Continue Disconnect Research with Deeper Dives into Specific Underrepresented Segments

2024



Black Talent

2025



Asian Talent

2026



Hispanic Talent

2027



LGBTQ+ Talent

*Released Earlier in  
2024!*

# HBCU Campus Connect Program

## North Carolina (Spring)



## Atlanta (Fall)



# University Membership Program

**TALENT PARTNER**  
*in Action*

**A+E**  
NETWORKS

FLORIDA **A&M** UNIVERSITY



**aef** THE ANA  
EDUCATIONAL  
FOUNDATION

**TALENT PARTNER**  
*in Action*

**PUBLICIS**  
GROUPE



**aef** THE ANA  
EDUCATIONAL  
FOUNDATION

# Key Takeaways

- Leverage MADE program to drive summer interns and entry level talent into your organization
  - Completely turnkey
- Forge deeper relationships with professors through classroom engagements
  - Speak on campus
  - Participate in our disconnect research
  - Get involved with our Advertising & Society Quarterly
- Become involved in HBCU events
  - Connect directly with students and professors
  - Build connections with other industry executives
- Create proprietary relationship with a university through Give the Gift of ANA Membership
  - 45 donations given to HBCUs
  - 21 given to Hispanic Serving Institutes