The Department of Marketing at Lehigh University New York City Corporate Visits are aimed to allow students an opportunity to gain a respect for a variety of marketing positions across industries. Beginning in 2014, marketing students have been given an annual opportunity to engage and interact with marketing executives at leading firms in New York City. The Department of Marketing NYC Corporate Visits are generously supported by our Lehigh alumni.

In March 2017, thirty five marketing majors and minors traveled to New York City to meet with marketing executives at Bloomberg LP and Ogilvy & Mather. At Bloomberg, students met with Lehigh alumni that work in various marketing roles. Students were also treated to a tour of the firm’s incredible corporate headquarters. Next, the group meet with marketing executives and Lehigh alumni at Ogilvy & Mather, such as Maria Lopez, Media Planner, Paige Mandy, Assistant Account Executive, Halle Mizrahi, Account Executive, and Jessie Wolfe, Talent Acquisition Coordinator, learning about the various career paths available today in the advertising industry. Professor Griffith and Department of Marketing Coordinator Morgan Nelson organized the event and accompanied the students to NYC.
Marketing majors traveled to New York City on a spring day in March 2016. The group had a chance to learn about marketing from the perspective of executives at GroupM and Cisco. At GroupM, students interacted with Scott Kruse, Managing Partner - Print Director, Molly Dulin, Print Analyst, and Courtney Press, Print Manager. At Cisco, students learned about the changing technological landscape effecting marketing from Patrice D’Eramo, Vice President, Cisco Americas Marketing, Jim Burke, Major Accounts Manager, and Matthew Schaner, CNG Product Sales Specialist. Students were treated to a tour of Cisco’s emerging technologies and existing product lines. Professors Griffith and Savino and Department of Marketing Coordinator Morgan Nelson organized the event and accompanied students.

Marketing majors ventured off to New York City on a snowy spring day in March 2015 to learn more about the challenges that marketers face at Coach, WPP, and Conde Nast. At Coach, students interacted with Todd Kahn, Global Corporate Affairs and Officer and General Counsel, David Duplantis, President, Global Marketing, Digital and Customer Experience, and Paul Annuziata, VP North America Wholesale, Sales, Field operations, Visual Merchandising. Students were also treated to a visit to the Coach Museum housing the firm’s products since the firm’s inception. Next, students visited WPP where they were treated to a presentation and open discussion with Robin Steinberg, SVP, Group Planning Director and Lehigh Alum, Larry Tormey, Chief Operating Office, Connie Eggert, EVP, Consumer Bank Integration Lead, and Rachel Howald, EVP Chief Creative Officer. The day was capped-off with a visit to Conde Nast at 1 World Trade Center. Students meet with seven executives, including Beth-Ann Eason, SVP/Head of Digital Development and Lehigh Alum, Edward Menicheschi, CMO, President, Conde Nast Media Group, Pat Connolly, VP Marketing Solutions, and many more. Professor Griffith and Department of Marketing Coordinator Morgan Nelson organized the event and accompanied students during the visit.
Marketing students traveled to New York City on a beautiful spring day to interact with executives and Lehigh alumni at Macy’s, Bravo and AOL. At Macy’s, students met with Kristi Glazer, Head of College Relations and Caitlin Oberlyn, Merchandising Assistant, Johnathan Westfield, Assistant Buyer and Kelly Fox, Assistant Buyer. At Bravo, students were treated with a wonderful presentation and open discussion with Ellen Stone, Executive Vice President of Marketing at Bravo and Oxygen Media and Lehigh Alum. At AOL, students first learned about the history and corporate environment at AOL by Lauren Bloch, College Recruiter, and then they had the chance to interact with panel of five executives demonstrating the breadth of marketing roles within the company. The visit ended with a tour of AOL’s facilities. Professors Griffith and Savino and Department of Marketing Coordinator Morgan Nelson organized the event and accompanied students throughout the day.