

Global Leaders speaker to present 'No Rules Marketing' program

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The first speaker in the spring 2008 semester of Alfred University's Global Leaders in Innovation Speaker Series is award-winning Maria Mandel, senior partner/executive director in digital innovation at Ogilvy. She will talk about "No Rules Marketing," at 5 p.m., Thursday, Jan. 31, in Nevins Theater, Powell Campus Center. The public is invited to the program free of charge. Ogilvy is one of the largest global marketing networks in the world with 497 offices worldwide. Mandel currently consults across the Ogilvy Group on emerging communication platforms such as broadband, mobile, video gaming, digital out-of-home advertising, and interactive TV. The "No Rules Marketing" theme revolves around the fact that with the rise of new technologies as well as innovative research, the old marketing definitions and rules have either evolved or disappeared completely. The Global Leaders in Innovation Speaker Series, College of Business at Alfred University, explores innovative marketing, advertising, media, communications, technology, and management from around the world. Speakers represent industry leaders from local, regional, national, and global brands with leadership in thought and innovation in their fields. The next speaker in the series will be Stefan Olander, global director for digital and content at Nike, Portland, OR. He will talk about "Nike Game Changer for Marketing" at 5 p.m., Thursday, Feb. 28, also in Nevins Theater, Powell Campus Center. A third program is being planned for Thursday, March 27, same time and place.