



**The Communication Alumni Council and
UCSB Department of Communication present**

COMMUNICATION CAREER DAY

Saturday, April 30, 2022



SCHEDULE & PARTICIPANTS

1:00pm Welcome and Introductions

Erik Zackrison* (2017) – Alumni Council Chair; President & CEO of IDI.US, Inc.

Tammy Afifi – Chair, UCSB Department of Communication

1:30pm Panel Discussion – The Power of the Pivot

Wendy Garcia* (1990) – **Moderator**; Managing Partner at Enlightened Human Resources Services

Nikita Packard (2020) – Director of Business Development at impact.com

Cody Corona (2010) – Director of Product Management for Ripple Effect Studios at Electronic Arts

Kimia Kalbasi (2015) – Senior Social Media Manager at @KimiasKravings

2:15pm Student - Alumni Networking Hour

3:15pm Closing Remarks

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of LAS VEGAS

COMMUNICATION ALUMNI MENTORS

<u>Graduating Class</u>	<u>Professional Title and Organization</u>
JOSH BEAUREGARD-BELL	2014 Sports Agent at Octagon Basketball
DAVID BELLINGER*	1994 Private Mortgage Banker at Wells Fargo
CAROL PFIFFNER BRIDGEMAN*	1979 Executive Assistant at Presbytery of Los Ranchos
MICHELLE BYARS	2006 Senior Vice President of Development at ITV Entertainment
NIKKI CALDERON	2016 Publicist at Warner Bros. Television
CHRISSY CHO	2020 Search Engine Optimization (SEO) Strategist at GRO Marketing
XIAOXUE DU (virtual)	2014 Postdoctoral Associate, Personal Robots Group at MIT Media Lab
NICK DUGGAN*	2000 Senior Director of Inclusion & Development at AppFolio
JAKE EDSON*	2014 Associate at Willkie Farr & Gallagher LLP
JEANNETTE GIBSON*	1992 Social Media & Digital Marketing Consultant
RICK GOLDBERG*	1979 Trial Psychologist & Witness Preparation and Litigation Consultant
JONATHAN GRUBER	2017 Managing Director at Capstone Partners
EMILY HUANG	2019 Principal Sales Development Representative at PatientPop
JAYNA JI	2015 Audience Development Manager at Universal Music Group
DALIA JUAREZ	2017 Senior Talent Manager and Assistant Vice President at Robert Half
GILLIAN KAYE	2012 Manager of Branded Content at CBS Brand Studio
JASON KEARNAGHAN*	1995 Partner at Sheppard Mullin Richter & Hampton, LLP
LESLIE SOLOMON KLONOFF*	1980 Former Management Recruiter
CLAIRE KNOWLES*	2015 Marketing Communications Manager at Infineon Technologies
JESSICA LEE	2020 Marketing Coordinator at NBCUniversal
ANNIE LY* (virtual)	2001 Strategy Director at Article Group
CHRISTOPHER MATHERS	1979 High School English Teacher (Retired) at Ventura Unified School District
KENDRA MILLER (virtual)	2011 Senior Marketing Manager at Golden State Warriors
GREGORY NIETO (virtual)	1991 TV News Reporter at CW2 & Fox31
ILYSE PALLENBERG	1987 Independent Marketing Consultant
RACHYL PINES*	2020 Research Scientist at Santa Barbara Cottage Hospital
JENA PRUITT	2014 Partner at Made in Color
CASSIDY PYLE (virtual)	2019 Ph.D. Student at University of Michigan School of Information
MATT SCHERMERHORN*	2009 Professional Services Consultant at www.Alchemy.us
MORGAN STEFFEN*	2016 Client Services Manager at Impulse Advanced Communications
CHUCK TAYLOR* (virtual)	1991 Executive VP, Head of Financial Crimes Advisory at AML Rightsource
RENEE OLSON THOMAS (virtual)	2013 Director of Customer Success Americas at Citrix/Wrike
KAREN THORLAND*	1990 Senior VP, Chief Global Content Protection Legal at Motion Picture Association
JACQUELINE VIERRA	2018 Digital Marketing Manager at Focus Features
MARLA ZAMCYZK (virtual)	1985 Inside Sales Rep at NetAlly

***Member, Communication Alumni Council**

ALUMNI SPEAKERS AND PANELISTS



ERIC ZACKRISON, Class of 2017 (PhD)
Communication Alumni Council (Chair)

Eric is the President and CEO of IDI.US Inc., which controls the rights to the Interpersonal Dynamics Inventory (IDI), a powerful multi-rater personality/behavioral styles measurement tool. After 25 years as a manager and entrepreneur and completing his MA, MBA, and PhD, Eric has taken up the mantle of his father both in furthering the awareness and use of IDI through training and licensing others, as well as adopting the name of his father's consulting firm, Effectiveness Consultants. He focuses heavily on relationships as key to success and integrates this into his consulting and into his role in the community. Eric also teaches business communication courses to graduate students in the Technology Management Program at UCSB.



WENDY McENULTY GARCIA, Class of 1990
Communication Alumni Council

Wendy is Managing Partner and Human Resources Consultant at Enlightened Human Resources Services. She is passionate in all areas of Human Resources, but especially employee relations, conducting Sexual Harassment Prevention and Workplace Civility training, creating COVID-19 Response Plans, writing Employee Handbooks, and helping clients stay compliant with all of the confusing employment laws. Wendy is recognized by the Human Resources Certification Institute and the Society for Human Resources Management as a Senior Professional in Human Resources, and maintains her SPHR, PHRca, and SHRM-SCP certifications. She also has a Certificate in HR Management from UC Irvine.



NIKITA PACKARD, Class of 2020

Nikita is the Director of Business Development for impact.com, managing a team of seven for the world's leading partnership management platform. Growing up, she always wanted to attend UCSB and live in Santa Barbara County. After graduating high school in Whitefish, Montana in 2016, Nikita spent her first year in Seattle at University of Washington before transferring to SBCC with the intention of fulfilling that childhood dream. By 2020, Nikita had earned her BA in communication. During her time at UCSB, Nikita worked in social media account management at two social media marketing agencies to help jump-start her career after graduation.



CODY CORONA, Class of 2010

Cody is the Director of Product Management for Ripple Effect Studios, a AAA game development studio at Electronic Arts (EA). Before joining EA, he was Director of Product for Call of Duty Live Services at Activision, and a Product Manager for Grand Theft Auto V and GTA Online at Rockstar Games. With over 10 years of product and brand experience in the AAA videogame industry, Cody develops strategies for in-game monetization, player engagement, user acquisition, marketing, and more. While at UCSB, Cody majored in communication and minored in professional writing. He was the Marketing Coordinator for the Recreational Sports Department, an Account Manager for SB Media Group (a student advertising club), and Assistant Account Coordinator for The Shand Group (a local advertising agency).



KIMIA KALBASI, Class of 2015

Kimia is the Founder and Senior Social Manager at @KimiasKravings, your ultimate go-to guide for where to eat, drink, and play in style. Kimia initially started the blog as a hobby and utilized it as a creative outlet. A few years later, she learned to monetized her brand and has partnered up with hundreds of brands from Uber to American Express to deliver sponsored content at scale and built a personal business. She has been featured in Forbes, Good Morning America Digital, and Huffington Post. Her work background weighs heavily in tech sales but ultimately leveraged her personal interests and branding to land her role at Hint as Senior Content Marketing Manager and manages high-level social strategy for both the brand itself as well as the CEO and founder's. Kimia launched her career while at UCSB with an internship at Melrose PR and Pursecase, which was featured on Shark Tank.

COMMUNICATION ALUMNI MENTORS



JOSH BEAUREGARD-BELL, Class of 2014

Josh is a Sports Agent in Basketball at Octagon, a sponsorship consulting practice and a leader in athlete and personality representation and management. Before joining Octagon, Josh was an Agent Assistant for Creative Artists Agency. He also served as a Professional Athlete Manager for Combined World Enterprises. While at UCSB, he was the Founder and President of UCSB's Black Business Association and served as the Director of Membership for the Communication Association.



DAVID BELLINGER, Class of 1994
Communication Alumni Council

David is a Private Mortgage Banker at Wells Fargo. He provides residential financing and mortgage strategy for his clients across the country. David has over 27 years of sales, marketing, and business management experience across a broad range of industries including retail, manufacturing, and financial services. With over 17 years in the financial services industry, he has witnessed first-hand how severe economic cycles and fiscal policies affect the financial decisions of individuals. After graduating from UCSB with his BA in communication, David earned an MBA from Chapman University. While at UCSB, David was an active member of Phi Kappa Psi fraternity and served as the Inter-Fraternity Council Recruitment Chair.



CAROL PFIFFNER BRIDGEMAN, Class of 1979
Communication Alumni Council

Carol is currently an Executive Assistant at the Presbytery of Los Ranchos. Prior to this she worked in early childhood education as Lead Teacher at Bright Horizons in Seattle. She has spent more than 30 years working in education, human resources/administration, and project-and-event management. She is a community organizer with a passion for team-building and mentorship. She spent over a decade as the Director of Children's Ministries at a church in Southern California, and in addition to her professional pursuits, she has been deeply involved in several local non-profits and theater companies. While at UCSB, she was an active member of Delta Gamma.



MICHELLE BYARS, Class of 2006

Michelle is Senior Vice President of Development at ITV Entertainment, part of ITV America. She oversees all stages of development – from paper to casting and presentations – across the company's slate of unscripted projects for streaming, broadcast, cable and digital platforms. Current ITV Entertainment series include *Love Island* (Peacock), *Queer Eye* (Netflix), *The Chase* (ABC) and *Hell's Kitchen* (FOX). She also develops and adapts global formats for the U.S. Prior to ITV Entertainment, Michelle spent eight years at Turner Entertainment, most recently serving as senior director of unscripted, series and live events. In addition to the series she developed for Turner, she also managed special events and awards properties including the "Annual AFI Life Achievement Award Tributes" for Diane Keaton, George Clooney and Denzel Washington; the iHeart Radio Music Awards; and the Screen Actors Guild Awards.



NIKKI CALDERON, Class of 2016

Nikki is a publicist at Warner Bros. Television. She serves as the studio publicist for multiple broadcast and streaming shows, coordinates strategic cross-divisional initiatives, and works with various studio partners on domestic and international press strategies. Nikki began working at the studio after graduating from UCSB with a double major in communication and political science. During her time in college, she served two terms as a student senator for ASUCSB Senate and was the first woman of color to serve as the Residence Hall Association President.



CHRISSY CHO, Class of 2020

Chrissy is a Search Engine Optimization (SEO) Strategist at GRO. GRO is a digital marketing agency that focuses on SEO, online marketing, and public relations experience for top direct-to-consumer (D2C) and business-to-business (B2B) brands such as Pressed Juicery, Reformation, MuteSix, etc. Chrissy manages cross-functional projects to ensure successful SEO campaigns and help brands rank organically on Google through keyword research, content strategy, and website optimizations. Prior to her position at GRO, she also had experience on the client-facing side as an account coordinator at RPA, an advertising agency. While at UCSB, Chrissy was involved in Epic Movement, Cru, American Marketing Association, and *The Bottom Line*.



XIAOXUE DU, Class of 2014

Xiaoxue is a Postdoctoral Associate in the Personal Robots Group at the MIT Media Lab. Her current research at MIT PRG focuses on K-12 Artificial Intelligence literacy in inclusive classrooms. She received an EdD in instructional technology and media from Teachers College, Columbia University, following years of experience as a researcher and practitioner in the field of inclusive education, assessment, and assistive technology. Previously, her research utilized assistive technology to design pedagogical innovation and foster inquiry-based learning environments in diverse schools to meet the needs of students with special needs, especially the individuals across culturally linguistically diverse groups. She also holds an EdM in instructional technology and media and an MA in technology specialist from Teachers College, Columbia University, and an MA in politics from New York University.



NICK DUGGAN, Class of 2000
Communication Alumni Council

Nick is Senior Director of Inclusion & Development for AppFolio, a fast growing Santa Barbara-based software company. He leads the company's diversity, equity & inclusion (DEI) and learning & development teams. He also offers leadership coaching through his Deeper Work business. Nick previously led global employee communications for Citrix GetGo (now GoTo), makers of GoToMeeting. Prior to this he founded QuestSpace Coaching, helping clients find soul-centered solutions to life and business challenges. He began his career in the healthcare industry with training and event planning roles at DaVita, the American Heart Association, Prometheus Laboratories, and The Zitter Group. At UCSB, Nick worked on Orientation Staff and the University Children's Center, and was an active member of the LGBTQ+ community. In addition to a BA in comm, he holds an MA in organizational psychology from William James College.



JAKE EDSON, Class of 2014
Communication Alumni Council

Jake is an Associate at Willkie Farr & Gallagher LLP in Washington, D.C. He graduated from UCSB with a BA in communication and a minor in history. As a student, he was heavily involved with the Communication Department as a Peer Advisor and President of the Communication Association. After graduation, Jake worked as a Community Manager at an education technology company called Course Hero. In 2019, he graduated from the George Washington University Law School and began his legal career.



JEANETTE GIBSON, Class of 1992
Communication Alumni Council

Jeanette is a Social Media and Digital Marketing Consultant who currently advises startups and companies in the high tech sector on social media strategy and customer advocacy. She has more than 20 years of experience in communication and digital marketing. She served as VP of Community at Hootsuite, a leading social media company, where she was responsible for creating vibrant online communities for Hootsuite's 12M+ users. Prior to Hootsuite, Jeanette was Sr. Director of Social Media and Digital Strategy at Cisco Systems where she championed B2B social media engagement and led social media, digital and PR teams during her 15 year tenure. While at UCSB, Jeanette was a member of Alpha Delta Pi Sorority and worked at KCSB radio station, LaCumbre yearbook, and interned at KSBY-TV and KTMS Newstalk Radio.



RICK GOLDBERG, Class of 1979
Communication Alumni Council

Rick is a Witness Preparation and Litigation Consultant. Also a Trial Psychologist, Rick has spent his 28-year career studying litigation dynamics and has prepped well over 1,500 witnesses involved in all types of high stakes and high-risk commercial, family and criminal litigation. He focuses his time on assisting attorneys in teaching their clients to testify authentically, credibility and confidently in depositions, arbitrations, hearings and trials. Rick and his team also conduct jury research (i.e. focus groups, mock trials, and community attitude surveys) and assists in jury selection and the creation of compelling demonstrative aides. In addition to his BA from UCSB, he is Board Certified by the American Psychotherapy Association, is a Professional Counselor (BCPC), and holds a master's degree in counseling psychology from the University of Santa Monica.



JONATHAN GRUBER, Class of 2017

Jonathan is the Managing Director of the Century City office for Capstone Partners. In his role, Jonathan is leading and growing a team of financial advisors, working primarily with clientele in the southwestern United States. In addition to his BA in communication, he earned his certificate in Personal Financial Planning from UCLA Extension and just recently took the Certified Financial Planner (CFP®) exam. Since 2021, Jonathan has been involved with the Comm alumni department and mentorship program, as well as the scholarship program for his fraternity, Phi Sigma Kappa.



EMILY HUANG, Class of 2019

Emily is the Principal Sales Development Representative at PatientPop, an all-in-one growth solution for private healthcare practices. Essentially, PatientPop takes care of the business side of things so that doctors can focus on taking care of their patients. Emily is responsible for building the outbound sales pipeline for the company, increasing brand awareness, and hunting down qualified prospects. Her background includes 3+ years of experience in marketing for various companies, including a live music venue and a streetwear fashion company. While at UCSB, Emily was the Director of Alumnae Relations for Alpha Phi and worked in the UCSB Sports Marketing Department for 2 years.



JAYNA JI, Class of 2015

Jayna is an Audience Development Manager at Universal Music Group. She creates digital marketing campaigns and audience growth strategies for Universal Music Group's extensive catalog and artists. She also manages several artist social media pages for artists like The Velvet Underground and for editorial brands like uDiscovermusic.com. Before joining Universal Music Group, Jayna worked at Warner Music Group's Rhino Records, developing digital marketing plans for legacy artists including Led Zeppelin and Fleetwood Mac, and managing the Grateful Dead's social media channels. While at UCSB, Jayna was a part of the Women's Rugby Club and double majored in communication and sociology.



DALIA JUAREZ, Class of 2017

Dalia is Senior Talent Manager and Assistant Vice President at Robert Half. She specializes in recruiting and placement activities for administrative, human resources, sales, marketing, and customer service roles in temporary, temporary to hire, and direct hire capacities throughout the Central Coast. She also creates training programs for new hires and implements onboarding training. Recently she also launched a Diversity and Equity Initiative within Robert Half called "Trust Falls," which aims to create a dialogue within the company to discuss the Latinx experience. While at UCSB, Dalia was a Student Ambassador for the Annual Fund, an event planning intern for the CA Higher Education Sustainability Conference, and a Research Assistant in the Communication Department.



GILLIAN KAYE, Class of 2012

Gillian is a Manager of Branded Content at CBS Brand Studio, a division of CBS Television Distribution. Since joining the team nearly 3 years ago, she has helped drive the success of various strategic partnerships with numerous Blue Chip and Fortune 500 companies. Gillian previously worked on the Daytime Emmy Award winning production team of the Dr. Oz Show. She is experienced in crafting language that speaks to a variety of consumers and spends her personal time tracking industry trends, listening to podcasts, and watching terrible reality television. While at UCSB, she was a Research Assistant, served on the Executive Board of the Communication Association, and studied abroad at the University of Sussex, England.



JASON KEARNAGHAN, Class of 1995
Communication Alumni Council

Jason is a Labor & Employment Partner at Sheppard Mullin Richter & Hampton, LLP, an AmLaw 100 international law firm. Jason represents employers in state and federal courts with respect to all facets of employment law including wrongful discharge, employment discrimination, retaliation, sexual harassment, and hostile work environment. A significant portion of his practice is devoted to the defense of complex wage and hour class action litigation. He also has experience representing employers in union negotiations, organizing campaigns, elections, union grievance proceedings and unfair labor proceedings. Jason also represents clients before a number of state and federal administrative agencies. While at UCSB, Jason was an active member of Sigma Phi Epsilon fraternity.



LESLIE SOLOMON KLONOFF, Class of 1980
Communication Alumni Council

Leslie's background is in recruiting, event planning, and community organizing. She was a founding member of Cameron-Brooks, Inc., the most respected Junior Military Officer recruiting firm, helping corporate America find its future leaders from the military's top Junior Officers. In addition to Chairing our Dept. of Communication Alumni Council Alumni Engagement Committee, she is an active volunteer with on the UCSB Alumni Board of Directors. She co-founded All Gaucho Reunion GreekFest and serves on the UCSB Greek Interconnect committee. She and her husband Jeff are proud members of the UCSB Alumni Founders Circle. While at UCSB, she served as Panhellenic Chair for Alpha Phi, worked at Ortega Dining Commons, and was a Section Editor for the La Cumbre.



CLAIRE KNOWLES, Class of 2015
Communication Alumni Council

Claire is a Marketing Communications (MarCom) Manager at Infineon Technologies, a world leader in semiconductor solutions. Her days always look different and involve everything from campaign production and content creation to project management and event planning/execution. While at UCSB, she double majored in communication and global studies, which led her to pursue her career in high-tech Global Marketing Communications. But first she spent a year abroad traveling and working, including as a Supervisor at a resort on Guam where she led the Kids Club program and nightly activities for guests. At UCSB she was also involved in the Lambda Pi Eta Communication Honors Society and was Team Manager of the PowerSave Campus Program.



JESSICA LEE, Class of 2020

Jessica is a Marketing Coordinator on the Games and Digital Platforms team at Universal Brand Development, a subsidiary of NBCUniversal. She supports the marketing team in routing and managing approvals for all marketing activities, copy, assets, and more. Previously, she worked at Branded Entertainment Network as an Account Coordinator, supporting her clients' initiatives in integrating their products onto TV, film, streaming, music videos, and influencer content. While at UCSB, Jessica majored in communication and minored in professional writing.



ANNIE LY, Class of 2001
Communication Alumni Council

Annie is Strategy Director at Article Group, a product marketing agency. Prior to Article Group, she was the Senior Brand Strategist at BrandingBusiness, a B2B brand consultancy where she helped companies unlock their competitive advantage, find their greatness and tell their story. She has over fifteen years of diverse marketing experience and has worked on global projects for Alere Health, Samsung, NXP, Kia Motors, ADP, Novartis Diagnostics, Pearson, The College Board and LG. She played an integral role at Sega to bring one of the company's biggest franchise brands to market. She started her career at Goodby, Silverstein and Partners implementing digital campaigns for Wall Street Journal and Hewlett-Packard. In addition to her BA in communication, Annie holds an MBA in marketing from UC Davis.



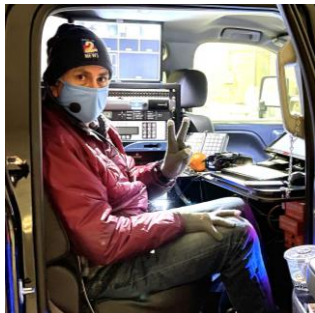
CHRIS MATHERS, Class of 1979

Chris retired in 2015 after a 30-year career in teaching. He taught high school English and public speaking in the Ventura Unified School District, mainly at Buena High School. Chris also helped coach Buena's Mock Trial team for 15 years, and worked with graduation speakers. He grew up in St. Louis and came to UCSB in 1974. He graduated with a double major in environmental studies and communication studies. Chris worked for the Orientation Program and Housing Office during and after his undergraduate years. Following that, Chris also worked as a dispatcher at the Santa Barbara Airport. He then received his teaching credential from UCSB in 1983, and began his teaching career at DeAnza Middle School.



KENDRA MILLER, Class of 2011

Kendra is the Senior Marketing Manager at the Golden State Warriors. She is responsible for brand accuracy and review for digital, TV, print, social and in-person/game promotions and advertising sponsorships. She also creates and oversees marketing initiatives and operations. Previously she worked in Marketing at CBS Films in Los Angeles. She has nearly a decade of experience in the Sports and Entertainment industry, and she is excited to share her career journey and answer any questions students may have. While at UCSB, Kendra was a member of Lambda Pi Eta Honors Society, and she interned with UCSB Development, Santa Barbara Foresters Baseball, and Santa Barbara Breakers Basketball.



GREGORY NIETO, Class of 1991

Greg is a television news reporter for Channel 2 & Fox31, in Denver. As a bilingual general assignment reporter, he reports live breaking news, investigative stories, daily news packages, and sports and weather related stories. Greg is basically the guy that reports on everything: from the protests to the weather to the Broncos. His career path has taken him from Yuma to Yakima to Orange County. He now has over 20 years' experience in writing and reporting news stories as a multimedia journalist and has been nominated for an Emmy award. While at UCSB, writing for the Campus & Greek newspapers was very valuable. Greg is also a proud member of the Delta Upsilon Fraternity.



ILYSE PALLEMBERG, Class of 1987

Ilyse is an independent Marketing Consultant. As an executive level leader with years of experience developing innovative marketing strategies and implementing successful promotional programs within the entertainment industry, she has recently started consulting for purpose driven brands. She has been leveraging her education in Conscious Capitalism and Social Impact business strategies to elevate employee engagement, sustainability and community wide initiatives with programming, internal and external communications, marketing and brand storytelling initiatives. While at UCSB, she interned at Santa Barbara Public Access Channel and UCSB Extension.



RACHYL PINES, Class of 2020 (PhD)
Communication Alumni Council

Rachyl is a Research Scientist at Santa Barbara Cottage Hospital. She conducts research in behavioral health, population health, pediatrics, and communication topic areas to improve patient education and care. After completing her PhD in communication from UCSB, she completed a postdoctoral research fellowship with the Terasaki Institute for Biomedical Innovation and University of California, Los Angeles under the direction of Dr. Amy Waterman. Rachyl serves as an executive officer for the Intergroup Communication Interest Group for the International Communication Association, and for the International Association of Language and Social Psychology.



JENA PRUITT, Class of 2014

Jena is a Partner at Made in Color (MIC). She is one of two badass women behind this creative agency that centers the voices, ideas, and stories of talent of color. As a founding partner, she focuses on strategically curating hyperlocal content and experiences that center untold stories from marginalized communities. She does this with clients like Greystar, McKinsey & Co., and P/Y/T Beauty. Her juice is best used when aligning talented individuals to opportunities within their zone of genius.



CASSIDY PYLE, Class of 2019

Cassidy is a PhD student at the University of Michigan School of Information. Broadly, she studies how marginalized and stigmatized communities leverage social media platforms for social support. While at UCSB, Cassidy was the Social Media Coordinator for the Lambda Pi Eta honors society and conducted an Honors Thesis on Facebook use and social capital development for first-generation college students. She double-majored in communication and film & media studies and minored in feminist studies.



MATT SCHERMERHORN, Class of 2009
Communication Alumni Council

Matt currently serves as a Professional Services Consultant for www.Alchemy.us. He focuses on implementing the Workday Student platform for Colleges and Universities throughout the U.S., helping to design and customize the product to meet their institutions' needs and to help support administration and students. Prior to that, Matt worked for four years in the Oakland Athletics baseball organization where he specialized in promotional marketing and special events. With a BA in communication and a minor in sport management, Matt ultimately hopes to transition into collegiate athletics by sharing his experiences from his work at the Oakland A's and at Saint Mary's College. He would like to bring added stability to the NCAA, which affects and shapes the lives of young athletes each day.



MORGAN STEFFEN, Class of 2016
Communication Alumni Council

Morgan is a Client Services Manager for Impulse Advanced Communications. She manages the relationship for all major accounts within the organization, which covers a variety of responsibilities such as relationship management, sales, project management, crisis management, and customer service. Helping people navigate problems has always been at the forefront of her career and something she truly loves doing. In addition to her job at Impulse, she serves on the Board of Directors for Domestic Violence Solutions in Santa Barbara, which aims to educate and prevent DV. She graduated from UCSB with a BA in communication and a certificate in exercise science. She also holds a Business Management Certificate from Harvard. While at UCSB, she volunteered and worked at the Isla Vista Food Coop.



CHUCK TAYLOR, Class of 1991
Communication Alumni Council

Chuck serves as Executive VP, Head of Financial Crimes Advisory (FCA) at AML RightSource. He has over 20 years of regulatory compliance experience with multiple financial institutions and is an expert in Bank Secrecy Act (BSA)/Anti-Money Laundering (AML) and Sanctions compliance. The FCA Practice at AML RightSource is a full service advisory consultancy providing BSA Program support for all types of covered financial institutions. In addition to his BA in Communication, Chuck holds a Juris Doctorate, received certification as an Anti-Money Laundering Specialist (CAMS), and completed the master's level Bank Management & Finance program through Pacific Coast Banking School. He is a Certified AML and Fraud Professional (CAFP), the current Chair of the Board of Directors for the West Coast Anti-Money Laundering Forum, and an instructor for the ACAMS Advanced Certification Program and the CAMS Examination Preparation Course.



RENEE OLSON THOMAS, Class of 2013

Renee is the Director of Customer Success for Citrix/Wrike, a technology company that provides Collaborative Work Management and Project Management software. Renee leads three teams across the United States, Czech Republic, and Russia who are focused on enabling their customers to unlock the value of the platform and achieve their objectives. Before Wrike, she has led globally dispersed Business Development organizations and Retail teams. During her time at UCSB, Renee served as a Student Supervisor at the campus bookstore and Head of the Toastmasters club while majoring in communication with a French minor.



KAREN THORLAND, Class of 1990
Communication Alumni Council

Karen is Senior Vice President, Chief Global Content Protection Legal at the Motion Picture Association (MPA). She co-leads MPA's Content Protection Department, manages domestic content protection civil litigation and oversees the Association's worldwide voluntary initiatives and civil litigation efforts. She is also engaged in the development of the Association's global policies and strategies related to content protection, and she provides legal support for the content protection department and criminal referrals. Prior to MPA, Karen was a Partner at Loeb & Loeb, LLP, with experience in a broad range of litigation and intellectual property matters, including copyright and trademark, rights of publicity and privacy, First Amendment, entertainment contractual disputes and appeals. She graduated from UCSB with Highest Honors, College Honors, and Distinction in Major, and is a graduate of the UCLA School of Law.



JACQUELINE VIERRA, Class of 2018

Jacqueline is a Digital Marketing Manager at Focus Features, a film studio owned by NBCUniversal. She manages the digital marketing campaigns of Focus Features films to ensure their successful theatrical and paid video on demand releases. Jacqueline has worked on such films as: *Downton Abbey*, *Last Night in Soho* and *Promising Young Woman*. Before working at Focus Features, Jacqueline earned her master's in Management from the University of Michigan's Ross School of Business. She graduated from UCSB with a degree in communication and a double minor in professional writing and applied psychology. While at UCSB, Jacqueline was the president of the Communication Association, a member of the Lambda Pi Eta honor society, a member of the American Marketing Association and completed a Senior Honors Thesis.



MARLA ZAMCZYK, Class of 1985

Marla is an Inside Sales Rep at NetAlly. NetAlly sells Handheld tools for trouble shooting wired and Wireless networks. Her role as an inside sales rep is to work with her Outside sales Rep to sell to new and Existing Customers. She does quotes and demos for Customers, and she works with Channel Partners. Marla has worked as a Sales Development Rep, Renewals Rep, Inside Sales Rep and Outside Sales Rep. While at UCSB, Marla spent time going to baseball games, and she took political sciences classes and coaching classes.



UCSB COMMUNICATION ALUMNI COUNCIL

MISSION

The mission of the UCSB Department of Communication Alumni Council is to support the professional development and lifelong engagement of students and alumni, and the success and visibility of the department at large.

STRATEGIC GOALS

Strengthen relationships between students and alumni and their connection to the Department

Increase visibility of Department to positively impact reputation and help meet membership and financial goals

Develop student and alumni career skills, knowledge, and professional networks

Raise monetary contributions to financially support Council, Department and student needs

STAY CONNECTED!



[LINKEDIN.COM/GROUPS/3083700](https://www.linkedin.com/groups/3083700)



[INSTAGRAM.COM/UCSB_COMM](https://www.instagram.com/UCSB_COMM)



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[TWITTER.COM/UCSB_COMMALUMNI](https://twitter.com/UCSB_COMMALUMNI)



[COMM.UCSB.EDU/ALUMNI/COUNCIL](https://comm.ucsb.edu/alumni/council)

ADDITIONAL COMMUNICATION ALUMNI COUNCIL MEMBERS
(not able to be mentors this year, but we thank them for their support!)



MEGHAN KILLIAN, Class of 2010

Meghan is an Associate Attorney at Duane Morris LLP in San Francisco, where she specializes in trademarks, copyrights, and brand protection. She received her law degree from the University of San Francisco School of Law, specializing in Intellectual Property Law. Meghan double majored in communication and psychology at UCSB. While at UCSB, she served as treasurer for the Lambda Pi Eta Communication Honor Society and was a research assistant for a graduate student researching communication accommodation within law enforcement-civilian interactions.



FRANCESCO (FRAN) D. MANCIA, Class of 1980

Fran is the Vice President of Government Relations for Muniservices, LLC. He is responsible for overseeing company legislative, regulatory, and government relations activity throughout the country. With a focus on fiscal impacts to local districts, Fran monitors, analyzes and leads company lobbying efforts related to legislation, state mandates, and regulatory changes and policies that affect client revenue streams and special district tax allocation. Following UCSB, Fran earned his MBA from the University of San Francisco. Over the past twelve years, Fran has spent a significant portion of his time interacting with mayors and council members, members of the State Board of Equalization, county assessors and tax collectors, state legislators, and state agency directors. He also serves as one of four Regents for the University of California system.



JAMIE MORGAN, Class of 1999

Jamie is currently the Head of Technical Recruiting at Cruise. She has been working in talent acquisition for 20 years and specializes in building teams and in candidate generation strategy. Her background in recruiting for technology and infrastructure roles spans both Fortune 100 companies, as well as small organizations. She maintains that the best outcomes derive from a human, unguarded approach; and that doing the right thing, over the easy thing, is in the best interest of all parties. While at UCSB, Jamie served as Panhellenic President, Rush Chair for Alpha Chi Omega, and Patient Advocate for the Student Health Center. She holds a BA in communication with a minor in English, and she holds an MA in organizational management.



BRYANA RYAN, Class of 2015

Bryana is the founder and CEO of Bryana Ryan Consultancy, a leading strategic marketing firm focused on crafting campaigns that resonate with the digital native target audience. She is an entrepreneur, expert marketer, paid ads and funnel expert. Bryana and her funnel expert team have helped several multi-million dollar businesses scale their services online in the past 3 years. She's proud to be living in her God-given purpose of helping entrepreneurs grow their businesses profitably with Paid Ads, funnels and advanced marketing strategies. While at UCSB, she was a Research Assistant in the Dept. of Communication, a member of the Communication Association and a Resident Assistant in San Rafael Hall.



YARDENA ZWANG-WEISSMAN, Class of 2003

Yardena is a Litigation Partner in the Los Angeles office of Morgan, Lewis & Bockius LLP. Yardena focuses her practice on environmental, mass tort and product liability litigation and is a member of her firm's crisis management practice. She also counsels clients in investigations and internal examinations, and she represents financial institutions and clients in the technology industry in commercial litigation with an emphasis on class and mass actions, as well as contract and business disputes. Yardena graduated from UCSB with Highest Honors, Distinction in Communication, and she received the Steven H. Chaffee Award for Excellence in Research. She received her law degree from University of California, Hastings College of the Law.