



For Immediate Release
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AMA Honors Inaugural Higher Education Marketer of the Year Recipients



CHICAGO, IL – November 16, 2011 — The American Marketing Association (AMA) presented the inaugural Higher Education Marketer of the Year Awards on Tuesday, November 8 at the 2011 AMA Symposium for the Marketing of Higher Education in Chicago, IL. The individual award was given to Kendra Losee of National University System and the team award to the University of Wisconsin Oshkosh Integrated Marketing and Communications Office. The awards recognize extraordinary leadership and achievement in the field of higher education marketing.

Kendra Losee is the Associate Vice Chancellor of Marketing for National University System. National University is California's second largest, private non-profit institution. She is responsible for managing marketing for the University, and several of the National University System affiliates.

Since assuming responsibility for the University's marketing efforts in 2004, she has had a key role in several large initiatives including the launch of the University's website, implementation of marketing Customer Relationship Management (CRM) software modules, and significantly growing online, mobile marketing and social media efforts.

Prior to her position at National University, Kendra has held several positions and leading re-branding efforts, CRM strategy development, business, marketing or community strategies for Delta Airlines, JD Edwards, EDS, and Cap Gemini among others.

Kendra has a Bachelor of Arts in communications from University of California, San Diego and an Executive MBA from Purdue University.

The University of Wisconsin Oshkosh's Integrated Marketing and Communications Office is charged with strengthening and realigning the University identity and image while re-engaging alumni and impacting student recruitment and faculty and staff retention.

The team provides creative, thought leadership and strategic support to the colleges and various departments and programs throughout the University and its communication efforts externally and internally. This integrated strategy provides UW Oshkosh with opportunities to strengthen and best communicate the distinctiveness and relevance of the institution and its role in delivering a quality, accessible and affordable education to the citizens of Wisconsin.

The IMC team is responsible for a diverse portfolio of services and responsibilities. Their role is to maintain the integrity of the University brand and champion its growth and significance through development and implementation of a marketing strategy linked with UW Oshkosh's mission, vision and strategic priorities across all channels and audiences.

About the AMA Higher Education Marketer of the Year Awards

Over 80 nominations were received for the individual and team Higher Education Marketer of the Year

Awards. The recipients were selected by a five-person panel consisting of a mix of marketing experts and practitioners with expertise in nonprofit and higher education marketing. The panel rated nominees on the following criteria: vision and leadership, strategy, and results.

The Founding Sponsor for the awards was Lipman Hearne, which helps nonprofit organizations achieve their goals through inspired marketing and communications. The Platinum Sponsor was Home Team Marketing University, which provides institutions of higher learning with the perfect campaign to reach prospective students, parents, and their key influencers, and the Silver Sponsor was readMedia, producer of Hometown Newsmaker which allows colleges to celebrate student accomplishments in print, online, and in social media.

Higher Education Marketer of the Year Awards Judging Panel

David Neff; Senior Digital Strategist/Consultant and CEO, of Lights.Camera.Help

Ed Sevilla; Executive Director of Strategic Communications Alumni Affairs and Development, Harvard University

Nancy Costopulos; Chief Marketing Officer, American Marketing Association

Luanne Lawrence; Vice President, Communications, University of South Carolina

Jennifer GoodSmith; Vice President, Integrated Marketing, American Medical Association

About the American Marketing Association

The American Marketing Association is the largest marketing association in North America. It is a professional association for individuals involved in the practice, teaching and study of marketing worldwide. Through relevant information, comprehensive education and targeted networking, the AMA assists marketers in deepening their marketing expertise, elevating their careers and ultimately, achieving better results. American Marketing Association members are connected to a network of marketing professionals more than 20,000 strong. For more information on the American Marketing Association, please visit www.MarketingPower.com.

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