

VITA OF GENE PINDER

ENVIRONMENTAL RESEARCH & EDUCATION FOUNDATION

Director of Marketing and Communications 2020 – 2022

Led integrated marketing and communications activities for this research-driven, non-profit organization. Responsibilities included: media relations, executive presentations, branding, creative and graphic design, digital marketing (including website development, inbound marketing and social media), content creation, and events marketing and communications. Provided provide marketing communications counsel to senior staff.

JAGGAER, INC.

Field Marketing Manager 2020 – 2020

Led multi-channel North American field marketing and communications for this global supply chain software company. Advised senior sales leadership on all marketing and communications activities.

MEDAPTUS, INC.

Director of Marketing and Communications 2017 – 2020

Led the integrated marketing and communications activities for this healthcare software company. Responsibilities included: strategic marketing, digital marketing branding, advertising, analytics, internal and external communications, market research, graphic design, public and media relations, executive presentations, and branding. Advised CEO on all marketing and communications-related functions.

NC STATE UNIVERSITY | CENTENNIAL CAMPUS

Director of Marketing and Communications 2008 – 2017

Key member of Partnership Office that secured research partnerships with corporate, governmental and non-profit organizations in biotechnology, engineering, textiles and other disciplines. Led multi-channel marketing, branding, digital marketing, and communications. Reported to Associate Vice Chancellor and provided executive communications support to senior staff.

UNC-CHAPEL HILL | GILLINGS SCHOOL OF PUBLIC HEALTH | DEPARTMENT OF HEALTH POLICY & MANAGEMENT

Director of Marketing and Communications 2005 – 2008

Led all strategic marketing, digital marketing, and communications for this top-ranked department in health management and public health, including marketing the executive MHA and MPH graduate programs.

PINOAK ANALYTICS

Principal 2001 – 2005

Founded this company to provide quantitative and qualitative market research and analytical services to technology companies, non-profits, governmental agencies and other entities.

EDUCATION

NORTHWESTERN UNIVERSITY *Master of Science (MSJ) Medill School of Journalism*

UNIVERSITY OF KANSAS *Bachelor of General Studies (BGS)*