

ALLISON WERDER

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EDUCATION

GEORGETOWN UNIVERSITY, Washington, DC
Master of Business Administration, 1997 - 1999

UNIVERSITY OF NOTRE DAME, South Bend, IN
BA in English, 1988 – 1992

Stanford University, Executive Program - Publishing on the Web, 2012

Northwestern University Kellogg School, Advanced Executive Program for Media Management, 2005

Oxford University, International Business Management Program, 1998

PROFESSIONAL EXPERIENCE

ISENBERG SCHOOL OF MANAGEMENT, UNIVERSITY OF MASSACHUSETTS AMHERST, AMHERST. MA **12/2019 – PRESENT**

Chief Marketing Officer/Assistant Dean Marketing and Communications

Oversee the planning, development and execution of Isenberg's marketing and advertising initiatives. Report to the Dean and work with senior leadership to ensure our school's messaging is delivered through effective media to targeted audiences to produce positive results in recruitment, reputation management and revenue generation.

- **Branding:** Manage internal team and media agency to develop creative assets and evolve brand identity to remain authentic while continuously adapting to new marketing platforms. Leverage technology, market research, and analytics to optimize performance and ensure brand vibrancy and consistency across all channels. Ensure all messaging furthers our school's priorities around Diversity, Equity, and Inclusion.
- **Recruiting:** Work with senior leadership, program directors and campus admissions team on recruiting diverse and qualified students for on-campus, online and hybrid Isenberg programs.
- **Digital Marketing:** Lead the development of integrated marketing plans by program, including strategies and tactics that increase brand awareness, enhance reputation, and generate demand for existing and expanding Isenberg educational offerings.
- **Communications:** Ensure students, alumni, faculty, and staff are connected and engaged in Isenberg.

Adjunct Lecturer, Brand Management & Strategy

1/2022 - PRESENT

WIT: WOMEN INNOVATORS AND TRAILBLAZERS, SPRINGFIELD MA

2/2016 - PRESENT

Co-founder of WIT, which is a joint initiative by the Economic Development Council of Western Massachusetts and Valley Venture Mentors. WIT is a mentoring organization focused on igniting a female-led start-up economy and empowering innovative ventures with education and professional mentors to create a stronger and more diverse economy in our region

STATE HOUSE OF REPRESENTATIVES, CANDIDATE, BOSTON, MA

11/2017 – 11/2018

Challenged 10-year incumbent for State Representative seat for 2nd Hampden District. Lost close election, but earned 9K votes, raised over \$100K (triple state average), knocked 8K doors and earned the endorsement of [Governor Baker](#), Mass Women's Political Caucus, Mass Small Business Association and [The Republican Newspaper](#).

MASSLIVE MEDIA, ADVANCE DIGITAL, SPRINGFIELD, MA

4/2013 – 6/2017

President

Responsible for all aspects of running the largest news and information website in Western Massachusetts. Grew site to over 4.3M monthly readers and expanded reach to be the second largest news website in New England.

- **Management:** Responsible for all aspects of P&L management, performance management and company operations. Oversaw recruitment and expansion of operations from 14 to 68 staffers.

- **Brand Building:** Relaunched and re-branded MassLive including completely new logo, more focused brand positioning and expanded target market. Reinvigorated Springfield operations with new office and skyline signage and expanded operations and brand exposure into Worcester and Boston.
- **Digital Growth:** Grew sales staff across the State and expanded multi-platform offerings leading to a 300% increase in client base and revenue growth of 450%. Secured multi-year, cross platform digital marketing programs with hospitals, universities, retail, finance, and automotive clients.
- **Community Relations and Publicity:** Acted as the brand and community ambassador and formed relationships with the region's largest advertisers as well as influential community, media, and political leaders across the state. Created annual and periodic events including Breakfasts with Google, Digital Summits and Annual Holiday Parties attracting hundreds of business, community, and political leaders.

PARADE MEDIA, CONDE Nast/ADVANCE MEDIA, NEW YORK, NY

Chief Marketing Officer, Executive Vice President

10/2010 – 3/2013

SVP/VP, Planning and Development

10/2002 – 9/2010

Oversaw Digital Operations, Brand Marketing and Research, Partnership Development, Product Development and Syndication Strategy for the US's largest circulation magazine (60 million readers weekly), PARADE Digital Partners content network (58 million monthly unique visitors). Managed staff of 45.

- **Integrated Marketing:** Oversaw all Marketing and Research initiatives across print, digital, mobile and event platforms. Developed programs and campaigns across PARADE assets (+100 Million audience), and across Parade's Digital Partner Network – comprised of over 500 newspapers, 58 Million monthly unique visitors.
- **Product Development:** Responsible for conception, development, sales, and monetization of brand extensions including mobile applications, social media, custom publications, blogs, events, and video.
- **Advertising Finance:** Responsible for all aspects of pricing, budgeting, and negotiating over \$600 million annual advertising revenue generated from top tier advertising clients (P&G, Target, Walmart, HP, Dell).

TIME INC., NEW YORK, NY

Advertising Revenue Manager, Money Magazine and People Weekly

7/1999 – 10/2002

- Worked with Publisher, Sales staff, and new business development team in creating packages for large-scale advertisers and partnership marketing programs. Performed P&L analyses, conducted negotiations and developed sales incentive programs and advertiser proposals.

CAPITAL STYLE MAGAZINE, ROLL CALL/ECONOMIST GROUP, WASHINGTON, DC

12/1998 – 5/1999

Associate Business Manager

- While earning an MBA worked part-time on the launch of a new consumer magazine including circulation efforts, advertising pricing, and sales and marketing programs.

PRICEWATERHOUSE COOPERS, LONDON, ENGLAND

Corporate Finance, Mergers and Acquisitions Summer Associate

5/1998 – 11/1998

- Internship focusing on Media sector valuations and the impact of the formation of European Union on media. Studied under CFO of the Economist Group.

MCCORMICK TAYLOR & ASSOCIATES, INC., PHILADELPHIA, PA

11/1993 – 8/1997

Management Consulting, Project Manager

- Project Managed the Environmental Impact Statement and Public Relations for the Mon-Fayette and Southern Beltway transportation projects (100 miles of new highway in Western Pennsylvania).

ADDITIONAL PROFESSIONAL AND COMMUNITY AFFILIATIONS

[Center for Human Development](#) – Board Member/Current Vice Chair – 2015 – present

[Western New England Board of Trustees](#) – 2014 – 2019

[River Valley Investors](#) – Angel Investor/Member – 2013 – 2018

[Valley Venture Mentors](#) – Founding Board Member – 2015 – 2018

[Western Mass Economic Development Council](#) – Board Member, Chair of Marketing Cmte, 2013 - 2017