

## Prof Stacy Schwartz

1. Stacy is a professor of Marketing /Digital Marketing at Rutgers. She is also president of the Board of a nonprofit. Former Social Enterprise Board member and co-lead of Env and Health Comm.
2. She likes our idea and would be glad to be a member of our network. Limited time commitment and with advance notice she can do! She misses Community Partners! This seems like a way to participate given her time demands.
3. She would be happy to have a session with our group to discuss her framework for thinking about digital marketing, some readings she likes, some tools she thinks helpful. The second half of May would work, after grading.
4. She is signed up for the Board Summit , along with her ED, with her Board President hat on.
5. She thinks of Digital Marketing as Marketing in a new form. Still needs to be grounded in the fundamentals of marketing.
6. She mentioned Amol Shah to me , who she worked with on the Liver Association CP project. He now works at TicToc. Used to be at Facebook. I will reach out to him.
7. Stacy will organize some materials for us.