Kathy Naasz Introductory Bio

Kathy Naasz is the Dean of the Social Media Center of Expertise at Centenary College in Hackettstown, NJ.  Kathy designed and launched the Social Media Center of Expertise, a new venture at Centenary College, which has received national recognition, and is proud to state that it offers the only Bachelor of Science in Business degree with a concentration in Social Media Marketing in the tri-state area and students and businesses can collaborate in the hip, modern center, called #theVIBE. Kathy enjoys teaching and was elected by the students as “Distinguished Teacher of the Year” in 2013. On her Twitter profile she describes herself as a professor interested in Social Media and Social Entrepreneurship.

The majority of her professional career was at AT&T, where she started in the prestigious Bell Laboratories and advanced to become one of the youngest Global Executive Directors, holding several positions in Sales, Marketing, and Strategic Planning. She was honored to be chosen for “Leaders Council”, a recognition reserved for the top 1% of sales people, in 2004. As a business consultant, she worked with several large corporations, such as American Express, Thomas Cook, JP Morgan, and EuroTel, where she served in leadership positions applying technology to transform business operations. Kathy has extensive global experience: she speaks three languages, worked in over 15 countries, traveled to over 45 countries and lived in Spain, the Netherlands and France for a combined total of 5 years.

At AT&T, she launched four businesses and has also launched her own online business, professorsondemand.com, an innovative virtual resource pool of global talent.

From an academic perspective, she prides herself in bringing the real-world into the classroom and has completed over 40 student-powered marketing projects for small businesses. She is a published author of a textbook chapter on “Leveraging Applications for Successful Customer Relationships”. She served as the Director of Enactus for nearly five years and is enthusiastic about applying business principles to help people in need. She has led students in both local and global projects, and launched a social business in Guapi, Colombia, growing revenue over 410% in one year, increasing the standard of living of impoverished artisans, and re-investing the profit back into Guapi via a micro-financing program to scale and empower even more local entrepreneurs. Another example project involved designing a new fashion line for women going through Chemotherapy and they trademarked #ChemoWear in 2015.

Kathy holds a B.S. in Electrical Engineering from Manhattan College and an M.S. in Management from Stanford University. In 2014, she earned a certificate in a Social Entrepreneurship course from the Wharton School at the University of Pennsylvania.