

2016 CCI School/Major Alumni Award Winners

Advertising Alumnus of the Year

Erik Izo ('87)

Group Creative Director, mcgarrybowen, NYC

- Currently leads agency teams for United Airlines and Chevron
- Created “Two Teams, One Journey” campaign for United’s Olympic campaign in Rio
- Has received awards and recognition from every major advertising award show, including Cannes, Athenas, Effies, Obies, Communication Arts, National Addys, and many more



Erik Izo, a 1987 CCI graduate, is the 2016 Advertising Alumnus of the Year. Erik has been Group Creative Director with mcgarrybowen New York since 2014 where he leads agency teams for United Airlines and Chevron. Prior to mcgarrybowen, he worked for a number of top New York-based advertising agencies including: Vice President/Creative Director with Publicis, Vice President Creative Director with J. Walter Thompson, Associate Creative Director with Ammirati Puris Lintas, and Creative Director with BBDO. During his time at these agencies he worked on campaigns for a number of the worlds best brands including: Rolex, DeBeers, UBS, Crest, Oral-B, Visa, Pizza Hut, Smirnoff, Merrill Lynch, GMC Trucks and Burger King. Erik got his start in Knoxville as a copywriter for Bagwell Communications and The Tombras Group. Erik has won many honors and awards for his for his creative work over the years from: Cannes, New York Festivals, Communication Arts Advertising Annual, Obies, Athenas, Effies, National Addys, Archive, Eurobest, Creativity Annuals along with a number of Addys in New York, Baltimore, Washington and Knoxville.

Communication Studies Alumna of the Year

Tiffany M. Haverly ('08)

Communications Director, US Representative Phil Roe (R/TN)

- Press operations for GOP Doctors Caucus
- Sole on-the-record spokesperson
- Published in the *Wall Street Journal*, *Washington Times*, *Washington Examiner*, *USA Today* & *The Hill*



Tiffany Haverly, a 2008 CCI graduate, is the 2016 Communication Studies Alumna of the Year. Tiffany has served as Congressman Phil Roe’s communications director since 2012, and has worked in the Congressman’s Washington, D.C. office since 2009. In her role as communications director she serves as the sole spokesperson for the Congressman, oversees communications operations for the GOP Doctors Caucus and develops annual strategic communications plans for the Congressman’s office. She has succeeded in pitching the Congressman to many prominent media outlets including: Fox News, CNN, MSNBC, the Wall Street Journal, the Washington Post, USA Today and the Washington Times. Prior to becoming to

communications director, Tiffany worked as press assistant, legislative assistant and legislative correspondent. She also interned on Capitol Hill while completing her studies at UT. In 2014, Tiffany received her master's degree in Strategic Communication from American University. Her work has been published in the Wall Street Journal, Washington Times, Washington Examiner, USA Today and The Hill.

Information Sciences Alumna of the Year

Gloria Sharrar ('82)

Senior Vice President of Technology & Operations (retired), Bank of America

- CCI Board of Visitors
- Pioneer/entrepreneur in banking and accounting system setup and integration
- Created a unique fund to support CCI research

Gloria Sharrar, a 1982 Information Sciences Master's graduate, is the 2016 Information Science Alumna of the Year. Gloria was Senior Vice President of Technology and Operations with Bank of America when she retired in 2008. She was a pioneer who brought information science theory and application to her work in various IT positions in the banking industry where she worked for 23 years. She got her start at Virginia's Sovran Bank, which eventually became Bank of America after multiple mergers. During her time at Bank of America, Gloria won many awards for her outstanding work. From 1986 until she retired, she was assigned to every major Bank of America transition team. She and her team worked on the front end analysis of the projects and detailed all of the merger requirements. Prior to this, Gloria worked for a Knoxville accounting firm that hired her to manage the process of storing all of its information on a new, cutting-edge technology called a personal computer. Arthur Andersen Consulting then hired her in 1984 to integrate the warehouse and sales computers for a huge project at the Tennessee Magnavox plant because of her experience with desktop computers. Gloria is a member of: CCI's Board of Visitors, the Business Recovery Association of Virginia, the Mid-Atlantic Disaster Recovery Association, the Disaster Recovery Journal, and the Association of Contingency Planners. She and her husband, Dave, have been generous supporters of the School of Information Sciences and the College of Communication and Information by creating a unique fund to support CCI researchers.



Journalism & Electronic Media Alumna of the Year

Knight Stivender ('99)

Director of Marketing & Business Development, Alcott Marketing Science; Co-Founder & CEO, Girls To The Moon

- Girls To The Moon — working with 10- to 14-year-old girls to build community leaders
- Award-winning journalist
- Board of Directors: Nashville American Marketing Association, Chick History



Knight Stivender, a 1999 CCI graduate, is the 2016 Journalism and Electronic Media Alumna of the Year. Knight is Director of Marketing and Business Development with Alcott Whitney since December 2015 and Co-Founder and CEO of Girls to the Moon since late 2014. She leads marketing, business development and client services for Alcott Whitney, a specialized data marketing agency with offices in Nashville, Tennessee and Portland, Oregon. Girls To The Moon is a social enterprise company that connects girls and their caregivers to build strong, healthy, confident girls who are leaders in their communities. Prior to her current work, Knight spent 19 years as a journalist, editor and innovator with the Gannett Company, where she was publisher of 12th & Broad, digital director for The Tennessean, and a reporter covering Williamson County. In 2014 she won the company's Innovator of the Year recognition for her work founding 12th & Broad. In 2011, she and her colleagues at The Tennessean were Pulitzer Prize finalists for their coverage of Nashville's historic flood of 2010. Knight also serves on the boards of directors for Chick History, a non-profit celebrating local women's history, and of the Nashville chapter of the American Marketing Association.

Public Relations Alumna of the Year
Tiffany Utsman Carpenter ('96)

Associate Vice President of Marketing, The University of Tennessee System

- Board of Directors: CASE District III, United Way of Greater Knoxville
- One of *Knoxville News Sentinel* "40 under 40" in 2011
- Helped launch Nashville Predators hockey team

Tiffany Carpenter, who received her CCI degree in 1996, is the 2016 Public Relations Alumna of the Year. Tiffany has been at UT since 2004 and was recently promoted to Associate Vice President of Communications and Marketing for the University of Tennessee System. Tiffany has served UT in various positions for the last 12 years including: director of public relations for the UT Athletic Department, assistant athletic director of public relations, assistant vice president of communications for development and alumni affairs for the UT Foundation, and as Assistant Vice President of Communications and Marketing for the UT System. Prior to coming to UT, Tiffany worked for Atkinson Public Relations and The Ingram Group in Nashville. While working in Nashville, she helped launch the Nashville Predators hockey team. Tiffany describes herself as an adrenaline junky who thrives on tackling crisis issues in the workplace. She enjoys her job because she gets to witness the impact of the UT System in the lives of Tennesseans. In addition to making UT a better place, Tiffany also serves her community by sitting on the board of directors of United Way of Greater Knoxville and of CASE District III. In 2011, Tiffany's accomplishments were recognized by the Knoxville News Sentinel, which named her to its List of 40 under 40.

