

## 2015 CCI School/Major Alumni Award Winners

### Advertising Alumnus of the Year

#### *Adam Brown ('94)*

Executive Strategist, Salesforce

- Currently leads social marketing strategy at Salesforce, named the world's most innovative company by Forbes 2011-2014
- Helped Dell be named #1 social media brand (Trendstream 2011)
- Founded office of social media at The Coca-Cola Company
- Co-Host of SocialPros.com podcast, named Best Podcast of 2015 by the Content Marketing Association
- CCI BOV Member



Salesforce was named one of the World's Most Innovative Company for the past four years by Forbes. Adam Brown and his teams develop the world's leading marketing, sales and analytics tools used by hundreds of thousands of companies around the world. Brown is also co-host of the SocialPros.com Podcast with best-selling author Jay Baer. The show was named best podcast/audio series of 2015 by the Content Marketing Association and is downloaded or streamed over 70,000 times a month. Before joining Salesforce in 2013, Brown was executive director of social media at Dell, which was named the #2 global social media brand by Altimeter Group and the #1 global social media brand by Trendstream during his time at Dell. Prior to Dell, Brown spent four years creating and leading the Office of Digital & Social Media at The Coca-Cola Company and eight years at global public relations agency Ketchum, where he was vice president and director of eKetchum, Ketchum's digital media development and viral marketing strategy group. Brown has won numerous awards for his work including four PRSA Silver Anvil Awards and a National PRSA Best of Show Award. He has been a member of CCI's Board of Visitors since 2012.

### Communication Studies Alumna of the Year

#### *Elizabeth Clement Webb ('03, '05)*

Special Assistant to the Deputy Director, Federal Bureau of Investigation

- International Association of Chiefs of Police honor for outstanding contributions towards the professionalization of law enforcement
- Presidential Management Fellowship Alumna
- CCI BOV Member



Webb holds two UT degrees - a 2003 B.S. in Communication Studies and a 2005 M.S. in Public Administration. As a rising senior, she was elected Student Body President, the first female elected in over two decades at the state's flagship campus. In her current position as Special Assistant to the Deputy Director of the Federal Bureau of Investigation, she assists the Deputy Director in his daily operational and administrative oversight of the FBI. In addition, she manages the International Association of Chiefs of Police Committee on Terrorism which examines and evaluates policies, guidelines, and response capabilities of the federal government and local law enforcement to respond to the terrorist threat. She is also the Employee Assistance Program Coordinator for the FBI Director's Office and serves on the FBI's

Presidential Management Fellowship Advisory Board. Prior to her current position, Elizabeth held a number of positions with the FBI including: as a Management & Program Analyst in the National Security Branch for the Executive Assistant Director, on the Executive Staff in the International Operations Division, and as a Foreign Operations Specialist for international terrorism and criminal activity emanating from FBI Legal Attaché offices in Europe. She began her duties with the FBI as a Presidential Management Fellow (PMF) in 2005. Webb has been a member of CCI's Board of Visitors since 2012.

### **Information Sciences Alumna of the Year**

Dr. Danuta Nitecki (C&I '76)

Dean of Libraries and Professor, College of Computing & Informatics, Drexel University

- Established libraries as an integral part of the learning enterprise at Drexel
- Writes and consults extensively on library services and information technology application topics
- CCI BOV Member



Dr. Danuta Nitecki, a 1976 Communication and Information Master's graduate, has worked to develop a new model for the 21st century academic library at Drexel University where she is the dean of Libraries and a professor in the College of Computing and Informatics. She made headlines for her innovative ideas that include: lending laptops and iPads from vending machines, building a library without bookshelves and emphasizing human connections. Her vision for Drexel's Libraries continues to evolve and models Drexel University's dynamic and entrepreneurial spirit. In an increasingly online world, Nitecki has not forgotten that connections are at the heart of libraries – connecting researchers to one another, to data, to information and to ideas. She continues this legacy through such programs as the Personal Librarian, ScholarSip and Embedded Librarians. She is active in professional associations, has taught at numerous library science graduate programs, has received grants and national award recognition, and served as a consultant and invited speaker for international engagements. She has published over 90 articles, books, compilations and reviews on topics such as user-based evaluation of library services, research methods, library space, document delivery and management of library services and information technology applications. Nitecki has been a member of CCI's Board of Visitors since 2015.

### **Journalism & Electronic Media Alumna of the Year**

*Tori Blasé ('93)*

CNN Supervisor/ Executive Producer

- Recipient of national Emmy, Peabody and Dupont citations and regional Emmy
- IRTS Fellow at ABC News
- Emeritus CCI BOV Member 2009 - 2015

Blasé, a 1993 CCI graduate, was the recipient of a UT Broadcasting scholarship her senior year and served as president of UT's National Broadcasting Society. While at UT,



Blasé took advantage of internship opportunities at WBIR in Knoxville and WJLA & CNN in Washington DC. Upon graduation, she was an International Radio and Television Society Fellow, working for the ABC News program, “Primetime Live” in New York. From there, Blasé began a dynamic & rewarding career with CNN in Atlanta which continues after 22 exciting years. Blasé has held a number of CNN network news division positions including: line producer, field producer, reporter, executive producer and currently serves as a newsroom supervisor, in charge of breaking news and oversight of primetime programming including AC360 and CNN Tonight, as well as Early Start, New Day and CNN Newsroom. She is part of the CNN team that has broadcast history to the world, including the OJ Simpson saga, Oklahoma City bombing, Olympic park bombing, 9-11, wars in Iraq and Afghanistan, the Space Shuttle Columbia disaster, countless natural disasters including Hurricane Katrina and the earthquake in Haiti, the Great Recession and gay marriage. For her efforts, Blasé has been distinguished collectively with national Emmy, Peabody and DuPont recognition and individually with a Southern Regional Emmy. Blasé continues to be a strong supporter of CCI by regularly hosting CCI students at the network in Atlanta, New York and London. She is an emeritus member of CCI’s Board of Visitors having served with distinction from 2009 to 2015.

### **Public Relations Alumna of the Year**

#### ***Ellen Liston ('84), APR, Fellow PRSA***

Publicist, The Dollywood Company

- Knoxville Advertising Federation Hall of Fame
- UT PRSSA Sammie Lynn Puett Chapter Professional Advisor, 1996 - present



Liston is a 4<sup>th</sup> generation UT graduate who received her CCI degree in 1984. She returned to her roots as a Publicist at The Dollywood Company in June 2015, a role she previously held from 1991 to 2000. While she works with all facets of the Dollywood brand, her primary focus is on the newly-opened Dollywood DreamMore Resort and public relations activities for the company’s major market efforts in large metropolitan areas including Atlanta, Cincinnati and Indianapolis. Before re-joining Dollywood, Liston worked at the Wilderness at the Smokies waterpark resort in Sevierville, Tenn., for two years as director of public relations and events focusing on media relations, community involvement and outreach, sponsorships, public relations strategic planning, promotions and event execution. Prior to this, she served as community relations director at East Tennessee Children’s Hospital in Knoxville for more than a dozen years. Liston was an adjunct professor teaching a *Public Relations Cases* class for CCI from 2001 -2005. She is professional advisor for CCI’s Public Relations Student Society of America, having served in this role since 1996. She is very active in the community and enjoys “giving back.” Examples of her community work include: Board of Directors of Keep Sevier Beautiful, former Board President and Vice President for Knox County Schools Partners In Education and Board VP for the Down Syndrome Awareness Group of East Tennessee. She is an Accredited Member (APR) of the Public Relations Society of America (PRSA), a member of PRSA’s prestigious College of Fellows, was PRSA Southeast District Treasurer for several years, and served 2-terms as president of PRSA’s Volunteer Chapter.