

DAVID W. BROWN
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EDUCATION

Duquesne University, Pittsburgh, PA - Bachelor of Arts, Journalism Major, 1984
Eastern Baptist Theological Seminary - Masters of Theological Studies, Public Policy, 1998

ACADEMIC EXPERIENCE

January 2016 – Present **Temple University**
Assistant Professor of Instruction, School of Media and Communication

Full-time faculty member teaching news writing, public relations and management strategy to undergraduate students studying public relations. Also working with the university in attracting students of color to the public relations discipline.

LaSalle University, Adjunct Professor, Masters in Nonprofit Leadership (2014)

Developed the *Marketing for Nonprofits* course as part of the University's first-ever Masters in Nonprofit Leadership in the College of Professional and Continuing Studies. The course was offered as a combination of in class and online.

LaSalle University, Instructor, Nonprofit Center at LaSalle (2010 - present)

Developed and taught *Building A Successful Marketing Program, PR on a Shoestring and Branding for Nonprofits* as one-day classes for nonprofit executives.

January 2001 – May 2004 **University of the Arts**
Assistant Professor, College of Media and Communications

Full-time faculty member teaching advertising, public relations and marketing courses to undergraduate students studying media and communications.

PROFESSIONAL EXPERIENCE

July 2014 – December 2015 **West Philadelphia Alliance for Children (WePAC)**
Executive Director

Responsible for leading this nonprofit organization which focuses on strengthening literacy in children by re-opening formerly closed libraries in public elementary schools located in low-income urban neighborhoods. Directed a paid staff that mobilizes more than 100 skilled volunteers who provide literacy programs, donated reading resources and other activities to encourage a lifelong love of reading.

September 2013 – September 2016
The Marketing Collaborative
Managing Director

The Marketing Collaborative is a non-profit advertising and public relations organization dedicated to strengthening non-profits through creative marketing strategies. Established through grants made available by the William Penn and Philadelphia Foundations, the Collaborative directed advertising and nonprofit marketing campaigns while connecting non-profits to volunteer marketing professionals and capacity-building resources.

May 2011 – April 2013

United Healthcare Community Plan, Pennsylvania

Vice President, Marketing and Community Outreach

Responsible for the marketing, sales and community positioning for United Healthcare (a Fortune 500 healthcare company) for the company's Pennsylvania plan covering more than 250,000 individuals and families eligible for public insurance programs through Medicaid, Medicare and the Children's Health Insurance Program (CHIP). Oversight of 50-member staff statewide with \$1.289 million operating budget generating \$43 million in annual revenue. Responsibilities also included Chairing Pennsylvania Plan's Diverse Business Steering Committee (DBSC), oversight of community service satellite office and corporate sponsorship program.

May 2011 – December 2013

WURD Radio, LLC

Board of Advisors Chairman

April 2010 – April 2011

WURD Radio, LLC

Executive Vice President and General Manager

Responsible for the management, operation and profitability of 900AM-WURD, WURD Speaks (the station's quarterly symposium series) and 900AMWURD.com. WURD is the only African American-owned independent radio station in the Commonwealth of Pennsylvania. Served as Chairman of the Board of Advisors providing strategic direction for the institution.

2002 – 2011 **BrownPartners**

Founder/President and Owner

Responsible for new business, account service and expertise specializing in marketing for various local, regional, national and global brands. Established firm as one of the most decorated minority-owned and controlled advertising agency in the Philadelphia market specializing in social marketing in various areas affecting multicultural populations including smoking cessation, obesity, nutrition, child health insurance, literacy and public education.

2000 – 2002 **The STAR Group** (New Jersey/Philadelphia)

Partner and Senior Vice President

Responsible for new business, account service, expertise in reaching emerging markets and overall management of the Philadelphia office for The STAR Group – the largest independently owned and operated advertising agency in the region and ranked as one of the Top 5 Full-service advertising agencies by the *PHILADELPHIA BUSINESS JOURNAL*. Expertise in business expansion, new business development and all aspects of marketing including public relations, full-scale advertising campaigns, market research and other communications disciplines.

1996 - 2000 **BEACH ADVERTISING** (Philadelphia)

President and Chief Operating Officer

Responsible for the day-to-day operation of full service, multi-million dollar firm ranked as one of the Top 25 Full-service advertising agencies in the Greater Philadelphia region (*PHILADELPHIA BUSINESS JOURNAL*) and one of the Top 20 black-owned agencies (*BLACK ENTERPRISE MAGAZINE*) in the country. Increased sales by more than \$500,000 each year raising the firm's billings from \$1.5 million to over \$5 million during tenure. Expertise in business expansion, new business development and all aspects of marketing including public relations, full-scale advertising campaigns, market research and other communications disciplines.

1995-1996 **HEALTH PARTNERS** (Philadelphia)
Vice President - Communications

Areas of responsibility at Health Partners -- a 90,000 member, Pennsylvania-licensed HMO -- included all communications including advertising, media and public relations, marketing, research and the production of all materials related to the public and private image of Health Partners; full scale marketing campaigns to reach Medicaid, Medicare, Commercial and at-risk populations.

1993-1995 **GREATER ATLANTIC HEALTH SERVICE** (Philadelphia)
Vice President - Medicaid

Areas of responsibility included oversight and management of Preferred Choice -- Greater Atlantic Health Service's Medicaid Managed Care Program maintaining more than 30,000 in membership. Activities included Operations, Administration, Sales, Service, Government and External Affairs, Community Relations as well as marketing and promotion programs.

1991-1993 **BEACH ADVERTISING** (Philadelphia)
Director of Public Relations
Director of Business Development

Responsible for the coordination of public relations and marketing activity for clients in healthcare, financial services, education, public housing, destination/hospitality and public policy arenas. Responsible for all new business development activity related to Beach.

1990-1991 **THE BROWN MARKETING GROUP** (Philadelphia)
Founder/President

Established group consulting practice that coordinates the resources of marketing companies to implement a range of marketing programs. During one year of operation, Group tripled its revenues and client base from start-up.

1988-1991 **EARLE PALMER BROWN & SPIRO** (Philadelphia)
Public Relations Account Supervisor

Served as the highest-ranking African-American executive for the Philadelphia office of Earle Palmer Brown & Spiro, one of the largest advertising agencies in Philadelphia. Clients and activities included account management for accounts such as CoreStates Financial Corporation, The Donnelley Directory, the New York Transit Authority, and Arthur Andersen & Co.

1986-1988 **PUBLIC/PRIVATE VENTURES, INC.** (Philadelphia)
Director of Public Affairs

For this national, non-profit research firm, was responsible for public awareness, media relations and press activities on national issues which pertain to the firm's work in the education and employment training of the disadvantaged and youth.

1984-1986 **SPIRO & ASSOCIATES** (Philadelphia)
Account Executive

Began career with Spiro -- which, at the time, was the largest independently-owned full service advertising agency in the Greater Philadelphia market. Beginning as a Public Relations Writer, tenure included promotions to Associate Account Executive to Account Executive.

COMMUNITY EXPERIENCE

2008 – Present **United Methodist Church of the Eastern Pennsylvania Conference**
Ordained Deacon in Full Connection

As an ordained Reverend, currently serves as a member of the part-time ministry staff at Wharton-Wesley United Methodist Church in West Philadelphia where he focuses on urban ministry programs. His work in the United Methodist Church includes helping to re-build the MidTown Parish as a multimillion dollar urban revitalization project; working with the Cookman Alternative Learning Community – an alternative school for at-risk high school students; being published in the Annals of the Eastern Pennsylvania Conference; and serving as Co-Chair of the Committee chronicling the History of the Delaware Conference. Member of the Urban Commission responsible for urban ministry programs across a five-county region stretching from Philadelphia to Berks County.

Guest Lectures

- Arcadia University
- St. Joseph's University
- University of the Arts
- Temple University
- Lincoln University
- Salisbury University (MD)
- University of Pennsylvania

Topical Presentations

- *"How African American-Led Organizations Differ From White-Led Organizations,"* Research paper presented as Co-chair of the Philadelphia African American Leadership Forum, United Way of Greater Philadelphia and Southern New Jersey (4/28/16)
- *"This is My Story; This is My Song – Connecting the Shared History of African Americans in United Methodism"* Inaugural Lecture from the Rev. Frost Pollitt Memorial Endowment at the Salisbury University Foundation, Salisbury, MD (4/15/15)
- *Faith In the Unseen: Jesus, Miracles and The Power of Media*, November Lecture for the Phi Beta Society, Philadelphia, PA (11/5/15)
- *Luncheon Keynote Address, International Conference of the Public Relations Society of America* (PRSA), Philadelphia, PA, (10/28/13)
- <http://www.prsa.org/Conferences/Video/IC2013DavidBrownLuncheon>

BOARD AFFILIATIONS

- National Association for Media Literacy Education (NAMLE) Board President (2014 – 16)
- Philadelphia Film Society, Boardmember (2012 -2016)
- After School Activities Partnership (ASAP) Boardmember, (2012 - 2016)
- Black Methodists for Church Renewal (BMCR) Vice President (2011 to present)
- Philadelphia African American Leadership Forum Co-Chair (2015 to present)

PAST BOARD AFFILIATIONS

- Urban Affairs Coalition, Marketing Committee Chairman (2004 to 2014)
- Black United Methodist Pastors (BUMP) Philadelphia Chapter President (2011 to 2013)
- United Way of Southeastern PA, Marketing Committee Chairman (2008 to 2010)
- Philadelphia Youth Network Board Member (2006 to 2010, 2012 - 2014)
- Founding Advisory Board Member, Philadelphia Black PR Society (2004 to present)
- Philadelphia Advertising Club Super Advisory Board Member (2007 to present)
- Boardmember, African American Chamber of Commerce, Philadelphia (2011 to 2014)
- Boardmember of Mighty Writers (non-profit organization that teaches writing skills to inner city youth) – 2012 to 2013

OTHER

Named “A Champion of Change” by the Obama Administration for work in the public, private and faith communities.

Recipient of the National Black Public Relations Society (NBPRS) 2016 Ofield Dukes Educator Award recognizing the best African Americans in the public relations industry making positive contributions in the community. First Philadelphia practitioner selected for the NBPRS award.

Recipient of the 2016 David Ferguson Award for Outstanding Contributions to Public Relations Education from the Public Relations Society of America (PRSA). First educator of color to be selected for the PRSA award.

Featured Columnist on Urban Issues around Philadelphia for publications including the INQUIRER, PHILADELPHIA BUSINESS JOURNAL and PHILADELPHIA TRIBUNE.

Published author of “*Freedom Drawn from Within*” a history looking at how African Americans shaped the modern-day United Methodist Church

Ordained as Reverend and Deacon in Full Connection by the United Methodist Church of the Eastern Pennsylvania Conference. Has traveled nationally and abroad (Europe and Africa).

First African American to receive Duquesne University Anthony L. Bucci Award for Excellence in Communications Ethics (2005).

Co-created “Bridge Walk for Peace” in 2008 to commemorate the 40th Anniversary of the Assassination of Rev. Dr. Martin Luther King Jr., which now is the longest running observance of this milestone in the country.

Created “The Big Pitch” – an award-winning high school competition introducing inner city students to careers in advertising (2007 – 2011).

One of Two African Americans to receive Speaker of the Year in the 60 year history of the Pennsylvania Communication Association (2006)

Awarded “40 Under 40” (1998) and Minority Business Leader Recognition (2009) by the PHILADELPHIA BUSINESS JOURNAL

2007 Hall of Fame Inductee by the Philadelphia Public Relations Association – the nation’s oldest independent public relations association as the first African American to be honored in 25 years.

Recipient of first-ever AdColor Innovator Award (2007) as presented by a coalition of advertising trade associations including the American Advertising Federation (AAF), the Association of National Advertisers (ANA) and the American Association of Advertising Agencies (AAAA).

Father of two young adult daughters and married to wife, Sharon, for more than 30 years

REFERENCES

Dr. R. Lance Holbert, Department Chair, Strategic Media and Communication, Temple University; r.lance.holbert@temple.edu; 215-204-7540

Dr. Neil Kleinman, Professor, Innovation and Entrepreneurship
Director, The Corzo Center for the Creative Economy, The University of the Arts
nkleinman@uarts.edu; 215-717-6590 (t); 215-901-8872 (c)

Dr. Laura Otten, Executive Director, The Nonprofit Center at La Salle University
Director, Masters in Nonprofit Leadership; otten@lasalle.edu; 215.951.1118 (t)

COURSES TAUGHT/DEVELOPED

- Fundamentals of Public Relations Writing (Temple)
- News Writing and Media Relations (Temple)
- Advanced Public Relations Writing (Temple)
- Public Relations Management and Problems (Temple)
- Communications Field Experience (Temple)

- Marketing for Nonprofits (La Salle University Masters of Nonprofit Leadership)
- Building A Successful Marketing Program (Nonprofit Center at La Salle)
- PR on a Shoestring (Nonprofit Center at La Salle)
- Branding for Nonprofits (Nonprofit Center at La Salle)