

Moderator: Paul Kurnit

**Clinical Professor of Marketing, Pace University
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Paul Kurnit is Clinical Professor of Marketing at Pace University and President of PS Insights. As a veteran of the advertising industry Paul has managed businesses in virtually every product and service category. He was also Executive Vice President of Sunbow Entertainment, a leading producer of quality children's television programming. As founder of Kurnit Communications, KidShop and PS Insights, Paul has been dedicated to delivering customized marketing solutions for companies seeking dramatic new initiatives to drive their businesses.

At Pace, Paul teaches marketing and advertising and serves as university advisor for the National Student Advertising Competition (NSAC) sponsored by the American Advertising Federation (AAF). He is also an instructor for the ANA School of Marketing where he runs workshops on Consumer Centricity, Integrated Marketing Communications and Marketing Planning. Paul is a long-standing board member of AEF (The ANA Educational Foundation).

