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Fellows

After gaining hands-on experience within the Medill School of Journalism's Integrated Marketing Communications (IMC) program, giving back to Northwestern seemed the next logical step for Jay Sternberg.

"My graduate degree from Northwestern helped open doors and present opportunities that may not have been available otherwise. The IMC program truly benefited me both personally and professionally."

Sternberg's interest in marketing began in high school — at his father's department store in Baton Rouge. Working closely with the store's creative staff, he helped design advertising campaigns and marketing initiatives.

Later, at Northwestern he received the opportunity to work with large-scale corporate clients. In one project, he collaborated with fellow IMC students on a group consumer behavior project for Jockey International, Inc.; the graduate students presented their ideas to Jockey's senior marketing team. "This experience showed me that real-world corporations valued what we, as Northwestern students, had to say. An added bonus was when our group's concept was selected as a future company initiative!"

Sternberg now serves as senior manager of Worldwide Marketing Operations for Blackboard (an e-Learning technology and software company), where he draws on the skills he gained at Medill. "The IMC program taught me to interpret marketing data ... how to translate client information into stronger product communications and apply it to general business operations."

With regard to his philanthropy, Sternberg supports those places where his interest and skills in marketing matured and developed. "Northwestern took my initial interest and helped expand it into a career. I hope my donation helps other students have a similar experience."

The Louisiana Bayou also remains close to his heart. Many communities surrounding his family's hometowns of Baton Rouge and Metairie were devastated by Hurricane Katrina. The school system and small businesses faced an especially slow recovery.

"My sisters and I found an organization called The Edible Schoolyard, headquartered in California, which teaches its students how to grow their own food and eat healthy," he says. "The organization was planning to open a program in New Orleans, and we felt that this project uniquely combined our goals to constructively help the future of the region. Here was a small business that benefited the environment and contributed to education — hopefully our contribution and the success of this organization will play a role in the rebuilding process." 🌱



JAY STERNBERG

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