



January 30, 2013

To the Stevens Community,

I am delighted to announce that, after an intensive and extremely competitive search process, Mr. Edward Stukane has been selected as Stevens' first Vice President of Communications and Marketing, starting on February 19, 2013. With a strategic, analytical, and metrics-driven approach, Mr. Stukane will work with our faculty, communications and marketing team, and the extended community to lead our efforts to achieve the *Strengthened Reputation, Increased Prestige* goals articulated in the Stevens Strategic Plan.

Mr. Stukane joins Stevens after a very successful career as a marketing strategist, public affairs and advertising executive, and high technology business partner. Over his 30+ year career, Mr. Stukane has led business development efforts, conceptualized and executed brand building campaigns, led integrated marketing teams, and developed strategic planning efforts to grow enterprises through audience segmentation strategies, integrated marketing communications activities, market research, CRM systems, and media channels to improve business development and market share.

His clients have included People Express Airlines, where he developed the communications strategy to launch the business, managed a national public relations campaign, acted as company spokesperson in all media, and placed the CEO on the cover of Time, and INC. magazines. He also managed AT&T's consumer target segments strategy to grow the customer base in the college, new households and seniors markets. Other clients have included the Independent College Fund of NJ, Blue Cross & Blue Shield/NJ, and even Stevens Institute of Technology, for its image advertising campaign developed in the early 1990's. Most recently he led a consulting firm and was hired by a client, the high technology firm PlanITROI, an IT asset management and disposition enterprise, as its Chief Marketing Officer and was later promoted to Executive Vice President.

Mr. Stukane holds a Bachelor of Arts degree in Political Science and an MBA in Marketing from Seton Hall University.

As Ed Stukane joins Stevens, I will also be announcing a reorganization of the communications and marketing functions within the University. This reorganization, to take place over several months, will align our resources to best achieve our strategic priorities: strengthening our

reputation while increasing prestige; growing our undergraduate and graduate student populations while increasing the academic profile of students, including through targeted growth in strategic disciplines and a focus on geographic, gender, and ethnic diversity; and strengthening alumni and fundraising communications and engagement. I look forward to meeting with members of the community as these efforts evolve.

Lastly, I would like to underscore the strategic priority that will guide us in all these efforts: *Through Collaboration, Impact*. As we are developing new communications and marketing strategies, new approaches to achieving more ambitious goals, and new relationships among key faculty, staff, and administration to achieve these goals, please join with me in providing your fullest support to Ed Stukane and the communications and marketing team as they work toward our mutual goal of positioning Stevens as one of the world's premier technological universities.

I wish to take advantage of this opportunity to thank the members of the Vice President of Communications and Marketing Search Committee and Beth McGrath, the committee chair, for the outstanding job they did in conducting a very efficient and successful search.

Per aspera ad astra,

A handwritten signature in black ink that reads "N. Farvardin". The signature is written in a cursive style with a large, prominent initial "N".

Nariman Farvardin  
President