

## DAVID EDWRD WOZNIAK

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### Summary

Seasoned branding and advertising professional with over 25 years of strategic experience in financial services, consumer, and corporate imaging, now leveraging a wealth of industry expertise to educate and inspire the next generation of marketing professionals. Throughout a distinguished corporate career, I developed a proven track record of creating analytical, research-driven brand strategies that align functional and emotional benefits to forge powerful organizational identities. Currently teaching at Penn State University, I translate my extensive business-to-consumer and business-to-business background into dynamic academic insights, bridging the gap between theoretical knowledge and real-world marketing challenges. By bringing 25+ years of hands-on corporate experience directly into the classroom, I aim to prepare students not just with advertising knowledge, but with the strategic thinking and adaptive skills necessary to excel in an ever-evolving advertising landscape.

### Competencies

- Brand/advertising strategy
- Consumer/B2B marketing
- Quantitative/qualitative research
- Market segmentation
- International advertising
- Digital Marketing
- Social media
- Sponsorship/events
- Content Management

### Work Experience

**Penn State University** **University Park, PA**

**Associate Teaching Professor (July 2025- Present)**

**Assistant Teaching Professor, Advertising (March 2019 – June 2025)**

**Donald P. Bellisario Career Advancement Professor (October 2019 – June 2025)**

**Donald P. Bellisario College of Communications**

- Taught core advertising courses including Media Planning, Advanced Advertising Campaigns, and Client/Agency Relations, developing innovative curriculum to enhance student learning and professional preparedness.
- Developed new strategic course "Strategic Thinking in Advertising," designed to provide students with advanced insights into advertising theory and practice, launching Spring 2025.
- Contributed to academic program development by serving on curriculum review committees for Media Planning and Advertising & Public Relations Research Methods.
- Led the American Advertising Federation National Student Advertising Competition team as faculty advisor, guiding the 2024 team to first place in District 2 and top eight finalists nationally, with a consistent history of top-three District 2 placements.
- Mentored incoming advertising faculty, facilitating smooth transitions from corporate and agency environments to academic roles and supporting professional development.

**Lincoln Financial Group**

**Philadelphia, PA**

**Senior Vice President, Advertising & Corp. Partnerships** (December 2015 – March 2019)

**Vice President, Head of Advertising & Brand Development** (December 2012 – December 2015)

**Assistant Vice President, Advertising** (December 2003 – December 2012)

- Developed comprehensive brand architecture that strategically defined the enterprise brand, aligning organizational components and resonating across business lines, stakeholders, and distribution operations. Responsible for \$80 million advertising budget to achieve strategic goals.
- Led all advertising efforts, including creative development, media planning, social strategies, and strategic research, with multiple campaigns receiving industry recognition (EFFIE, AME, Financial Communications Society awards).
- Managed corporate NFL Philadelphia Eagles partnership, collaborating with team leadership to maximize brand presence through naming rights, social media, and digital engagement strategies.
- Designed company-wide customer experience and employee engagement initiatives that directly linked service practices with core brand values.
- Implemented cross-enterprise digital strategy to enhance brand engagement, improve website SEO rankings, and foster collaboration across business lines.
- Directed brand research and established the company's first comprehensive brand tracking

system, linking brand impact to target audience perceptions.

- Managed five primary agency relationships across creative, media, social content, sports marketing, and strategic communications, ensuring integrated cross-channel alignment.
- Developed and enforced comprehensive brand standards and corporate identity program.

#### **The Principal Financial Group**

**Des Moines, IA**

**Director of Advertising** (February 1998 – December 2003)

- Led global brand strategy for Principal Financial Group, managing a \$35 million budget and overseeing brand repositioning from an insurance company to a retirement savings leader.
- Developed the company's first integrated 401(k) communications program, dramatically improving asset retention from 15% to 60% within two years by enhancing brand image and cross-sell opportunities.
- Managed international advertising and branding for seven countries, creating a unified global marketing strategy encompassing creative, media, and positioning efforts.
- Established comprehensive corporate identity program, including trademark protection, product/company naming, and a unified visual communication system across all marketing materials. Designed strategic event marketing approach, leveraging sports sponsorships with high-profile properties like NCAA football, Senior PGA, and Smithsonian American Art Museum.

#### **N. W. Ayer & Partners**

**Detroit, MI**

**Vice President, Account Director** (August 1995 – February 1998)

**Account Supervisor** (August 1992 – August 1995)

**Senior Account Executive** (November 1988 – August 1992)

- Spearheaded strategic marketing programs for General Motors North American Operations, enhancing corporate image through targeted advertising campaigns across television, radio, and print media.
- Led creative strategy development and managed the production of high-impact advertising campaigns, driving brand visibility and engagement.
- Administered a \$65M+ corporate advertising budget, ensuring efficient allocation of resources to maximize ROI across multiple media channels.

#### **Della Femina, McNamee, WCRS, Inc.**

**Pittsburgh, PA**

**Senior Account Executive** (March 1986 - November 1988)

- Developed and implemented advertising programs for a variety of clients that were designed to increase product awareness among consumers.

#### **Barnett Banks of Florida, Inc**

**Jacksonville, FL**

**Advertising Manager** (September 1984 - March 1986)

- Developed and implemented advertising and promotion programs that were designed to increase awareness among consumers.
- Developed and implemented the bank's first marketing communications program targeted to the corporate and commercial banking markets.

#### **Education**

- **The Pennsylvania State University**

Master of Business Administration Program, Concentration in Marketing and Finance  
(Graduate Teaching Assistant: Developed and taught courses in Principles of Marketing.)

#### **University Service**

- Accrediting Council on Education in Journalism and Mass Communications (ACEJMC), site team member, 2023 – Present.
  - Participated in accreditation reviews for the University of Arkansas, University of Tennessee and University of Florida.
- Visiting Professor, Morgan State University, Fall 2022
- Faculty Advisor, American Advertising Federation National Student Advertising Competition team, 2020 – Present.
- Chair, faculty search committee for Professor of Practice position, 2023-2024.
- Search committee member for various advertising/public relations faculty searches.

- Presenter, Journalism Education Association/National Scholastic Press Association Conventions, 2021 and 2024.
- Recipient of Dean's Service Award, Penn State Bellisario College of Communications, May 2024.

#### **Associations**

- Association of National Advertisers, 2003 – Present
- American Advertising Federation, 2003 – Present
- Financial Communications Society, 2011 – Present
- Association for Education in Journalism & Mass Communications, 2020 – Present
- Uplifting Athletes (non-profit), Vice Chair, Board of Directors, 2005 – Present
- Conference Board Council on Corporate Brand Management, 207 - 2019