

The Starr Career Development Center &
The Business Marketing Association of New York City's Education Committee
Present the 4th Annual Careers in

Business to Business Marketing Panel

BMA Faculty Liaison & Moderator:
Professor David Lichtenthal

Guest Speakers:

Deidre Bigley, VP. Worldwide
Advertising & Interactive, IBM
Corporate Marketing

Rob Goulding, Sales Manager,
Google Business Solutions

Bruce H. Rogers, V.P.
Marketing, Forbes.com Inc.

Sam Wender, Publisher,
Sporting Goods Dealer/Outdoor
Business/Hunting Business



Thursday, November 8, 2007
12:30pm – 2:30pm
Room 14-250NVC

Come to this workshop to increase your knowledge about Business to Business Marketing

Sign up through Starr Search at: www.baruch-csm.symplicity.com



Starr
Career
Development
Center

Refreshments Courtesy of

