

Opening Plenary Presentation

Sunday, July 8, 4:00 p.m.-5:30 p.m.



Sheetal J. Patel

Associate Director and Content Lead for the Career Management Center
Stanford Graduate School of Business

Dr. Sheetal J. Patel is a fourteen-year veteran of creating engaging brands, marketing communication strategies, and stories that effectively impact people’s lives. Her recent research has focused on transforming learning and technology for Generation Z and brand management in higher education. She is currently the Associate Director and Content Lead for the Career Management Center at the Stanford Graduate School of Business, and consults regularly in the area of marketing and branding.

Throughout her career, Patel has served in marketing communication roles in Stanford Student Affairs, University of North Carolina at Chapel Hill, the University of Texas at Arlington, and Sulekha LLC. She also served as tenure-track faculty at the University of Texas at Arlington. She has a Ph.D. in Strategic Communication from the University of North Carolina at Chapel Hill; and a Master’s degree in Advertising and two Bachelor’s degrees in Advertising and Public Relations from the University of Texas at Austin.

Patel has published work in journals, such as *International Journal of Nonprofit and Voluntary Sector Marketing*, *Journal of Advertising Education* and *Journal of Health Communication*. She was awarded the prestigious NACE/Chevron Award by the National Association of Colleges and Employers for achievement and innovation in branding. She has also been the recipient of over \$225,000 in fellowships, grants, and scholarships for her research.

“Communication and Technology for a Changing Generation: Gen Z & 2025”

There is changing happening all around us. One of the most relevant changes to higher education professionals is the current shift in our student body from Gen Y to Gen Z. How do we change to help our students on their transformational journeys? Dr. Sheetal Patel will speak about how we can adapt communication and technology to meet the demand of an ever-changing generation.