

Gary Kaskowitz, MBA, Ph.D.  
Professor of Management  
School of Business and Economics  
Moravian University, Bethlehem, PA

---

## Education

*PhD*, MEASUREMENT, STATISTICS AND EVALUATION, *University of Maryland, College Park, MD, 1998*

*MA*, MEASUREMENT, STATISTICS AND EVALUATION, *University of Maryland, College Park, MD, 1995*

*MBA*, *Averett College, Tyson's Corner, VA, 1990*

*BS*, COMPUTER ENGINEERING, *University of Illinois, Urbana, IL, 1983*

## Employment

PROFESSOR OF MANAGEMENT <i>Moravian University School of Business and Economics</i>	2016 - PRESENT
FOUNDING DEAN, SCHOOL OF ARTS, HUMANITIES, AND SOCIAL SCIENCES <i>Moravian College</i>	2016 - 2017
CHAIR, ECONOMICS AND BUSINESS DEPARTMENT <i>Moravian College</i>	2014 - 2016
ASSOCIATE PROFESSOR OF MANAGEMENT <i>Moravian College Dept of Economics and Business</i>	2008 - 2016
ASSISTANT PROFESSOR OF MANAGEMENT <i>Moravian College Dept of Economics and Business</i>	2003 - 2008
ADJUNCT ASSISTANT PROFESSOR <i>University of Maryland University College Graduate School of Management and Technology</i>	1996 - 2003 <i>College Park, MD</i>
SENIOR STAFF CONSULTANT; MARKET RESEARCH <i>Verizon</i>	2000 - 2003 <i>Arlington, VA</i>
MARKET RESEARCH MANAGER <i>Verizon Information Services</i>	1998 - 2000 <i>Falls Church, VA</i>
CONSULTANT <i>Kaskowitz Research</i>	1992 - PRESENT <i>Gaithersburg, MD</i>

SENIOR PROGRAMMER <i>Sungard/Intelus</i>	1995 - 1998 <i>Rockville, MD</i>
INSTRUCTOR <i>University of Maryland, Department of Measurement, Statistics and Evaluation</i>	1993 - 1998 <i>College Park, MD</i>
FEDERAL ACCOUNT MANAGER <i>Intergraph Corporation</i>	1991-1992 <i>Reston, VA</i>
SOFTWARE ENGINEER/TECHNICAL MANAGER <i>GTE Government Systems</i>	1987-1991 <i>Rockville, MD</i>
COMPUTER ENGINEER <i>Army Research Labs</i>	1985-1987 <i>Adelphi, MD</i>
SALES ENGINEER <i>Motorola Semiconductor Products</i>	1983-1985 <i>Hyattsville, MD</i>

## Courses Taught and Developed

ECON 156 – Economics and Business Statistics (redesigned for business majors) Fall 2024  
MKTG 275 – Marketing Analytics (developed as new course Fall, 2023)  
MKTG 270 – Digital Marketing (developed as new course Spring, 2024)  
LINC 101M – Searching for Truth in a World of Noise  
MGMT 291 – Customer Value Management  
MGMT 251 – Marketing Management  
ECON/MGMT 256 - Econometrics  
MGMT 227 – Consumer Behavior  
MGMT 311 – Marketing Research  
CCBU 523 – Strategic Marketing  
CCBU 557 – Big Data Analytics – developed and taught Summer 2015  
CCBU 5XX TR- Customer Communications  
WRIT 100K – Personal Sales: Are they buying me?  
MGMT 228 – The art of the story: telling and selling your brand  
MGMT 250 – Moral Marketing: Serving the World's Poor  
MGMT 2XX – ST: Entrepreneurial Vision  
MGMT 291TR – ST: Experiential Marketing  
IDIS 296 TR – ST: Creative Leadership  
MGMT 3XX – Guest Relations Management  
IDIS 194 – ST: Hong Kong as a World City – co-developed with Lisa Fischler in Pol. Sci.  
MGMT 3XX – Issues in Advertising – developed as Independent Study  
MGMT 3XX – Personal Salesmanship – developed as Independent Study  
MGMT 3XX – Direct Marketing – developed as Independent Study  
MGMT 292 – Entrepreneurship  
MGMT 286.2 – IS: Relationship Leadership Seminar (Fall, 2014)  
MGMT 381.2 – IS: Relationship Leadership Seminar II (Winter, 2015)  
MGMT 293.2 – ST: Stories of Heritage (Spring, 2015) (co-developed with Heikki Lempa)  
MGMT 293 – ST: Selling Utopia (co-developed with Heikki Lempa)  
MGMT 592 – Customer Experience Management

## Publications

Kaskowitz, G. (2024). How Walt Disney World Makes you the Star of its Story. Invited chapter for Why The Magic Matters. Roman & Littlefield. Accepted for publication 2025. (peer-reviewed)

Kaskowitz, G. (2020). But I Worked so Hard: 5 Action Steps to Take to Avoid Costly Errors in Your Business. In Nanton, N & Quebin, N (Eds.), The Golden Rules of Success (pp. 17-23) CelebrityPress. (invited chapter)

Kaskowitz, G. (2016). Invited Reviewer/Editor for test bank questions, Selling and Marketing in the Entrepreneurial Environment. January, 2016. Harvard Business Review. (Peer-reviewed).

Kaskowitz, G. (2015). Invited Reviewer/Editor for test bank questions, Recognizing and Shaping Opportunities. November, 2015. Harvard Business Review. (Peer-reviewed).

Kaskowitz, G. and Socci J. (2014). The Right Story Can Transform Your Brand. Promotional Products Business: The official business monthly of Promotional Products Association International. March, 2014. (major trade publication)

Kaskowitz, G. and Socci, J. (2014). Sell Solutions, Not Products. Promotional Products Business: The official business monthly of Promotional Products Association International. February, 2014. (major trade publication)

Kaskowitz, G. (2010). Brand It Like Barack! How Barack Obama sold himself to America and what you can learn from this. DogEar Publishing, Indianapolis, IN (self-published)

Jones, S.K., Henderson, T.B., Kaskowitz, G., & Parker, B., (2009). Saint Laurie Merchant Tailors: Case Study. Chapter in The IMC Handbook: Readings and Cases in Integrated Marketing Communications, 2<sup>nd</sup> ed. Racom Communications, Chicago. (peer-reviewed)

Kaskowitz, G., (2006). The effects of involvement on a website: A case study of a service provider. Scientific Journals International. (peer-reviewed)

Kaskowitz, G., (2005). Involvement and purchase intent on the web: improving the perceptions of an internet-based service provider. Online proceedings of Direct Marketing Educational Foundation, [www.thedma.org/dmef](http://www.thedma.org/dmef). (peer-reviewed)

Kaskowitz, G., (2004). A comparison of assessment vs. free e-book for increasing opt-in to permission marketing of a coaching services business. Online proceedings of Direct Marketing Educational Foundation, [www.thedma.org/dmef](http://www.thedma.org/dmef). (peer-reviewed)

Kaskowitz, G. (2004). Strategy vs. Tactics – Marketing business in the Lehigh Valley. Association of Pennsylvania University Business and Economics Faculties 2004 Fall Proceedings. APUBEF, Clarion University of Pennsylvania, 82-86. (peer-reviewed)

Kaskowitz, G. & DeAyala, R. (2001). The effect of error in IRT item parameter estimates on the test response function method of linking. Applied Psychological Measurement, 25, 39-52. (peer-reviewed)

Kaskowitz, G. (1995). Factor analysis of the model constructs suggested by Kolb's Learning Skills Profile. Perceptual and Motor Skills, 80, 479-486. (peer-reviewed)

## Presentations

Kaskowitz, G. (2024). Building an Entrepreneurial Practice. Penn State Medicine, Reading Campus. 05/01/2024 (Invited Presentation).

Kaskowitz, G. (2024). Time Management Techniques. Penn State Medicine, Reading Campus. 02/14/2024 (Invited Presentation).

Kaskowitz, G. (2024). Conflict Resolution. Penn State Medicine, Reading Campus. 01/31/2024 (Invited Presentation).

Kaskowitz, G. (2024). Effective Negotiation. Penn State Medicine, Reading Campus. 01/10/2024 (Invited Presentation).

Kaskowitz, G. (2023). Building a Strong Brand. Penn State Medicine, Reading Campus. 12/06/2023 (Invited Presentation).

Kaskowitz, G. (2023). Personal Financial Management. Penn State Medicine, Reading Campus. 11/15/2023 (Invited Presentation).

Kaskowitz, G. (2023). Corporate Financial Management. Penn State Medicine, Reading Campus. 10/11/2023 (Invited Presentation).

Kaskowitz, G. (2023). Effective Communication. Penn State Medicine, Reading Campus. 09/13/2023 (Invited Presentation).

Kaskowitz, G. (2023). Building a Strong Team. Penn State Medicine, Reading Campus. 08/09/2023 (Invited Presentation).

Kaskowitz, G. (2022). Networking for Personal Growth and Profit. Penn State Medicine, Reading Campus. 11/23/2022 (Invited Presentation).

Kaskowitz, G. (2022). Business for Medicine: How to Give a Business Physical. Penn State Medicine, Reading Campus. 09/07/2022 (Invited Presentation).

Kaskowitz, G. (2020). Marketing Research for Small Business. Bethlehem Area Chamber of Commerce; Start Your Business Series. 3/12/2020 (Invited Presentation).

Kaskowitz, G. & Mazza, A. (2018). Competing on Analytics II: Explanation, Evidence, and Error. Seminar conducted for Emerging Leader's Program at St. Luke's Hospital. Bethlehem, PA, 04/23/2018. (invited presentation)

Kaskowitz, G. & Mazza, A. (2018). Competing on Analytics I: How do you know what you know? Seminar conducted for Emerging Leader's Program at St. Luke's Hospital. Bethlehem, PA, 01/19/2018. (invited presentation)

Kaskowitz, G. (2014). Achieving Mutual Success with Your Clients. Seminar conducted for Academy of Psychologists Engaged in Private Practice. Bethlehem, PA, 9/26/2014. (invited presentation)

Kaskowitz, G. (2014). Applied Customer Service for Admissions Counselors. Seminar

presented to Moravian College Enrollment Team, Bethlehem, PA, 7/30/14. (invited presentation)

Kaskowitz, G. and Socci, J. (2014). Create your own character in the marketplace. Webinar presented to Promotional Products Association International, online, 2/18/14. (invited presentation)

Kaskowitz, G. and Socci, J. (2014). The Power of Story for Sales Success. Webinar presented to Promotional Products Association International, online, 1/27/14. (invited presentation)

Kaskowitz, G. and Socci, J. (2013). Character Branding: How to speak the language of your customer. Webinar presented to Promotional Products Association International, online, 12/11/13. (invited presentation)

Kaskowitz, G. and Socci, J. (2013). Character Branding: The six cornerstones of all successful brands. Webinar presented to Promotional Products Association International, online, 10/29/13. (invited presentation)

Kaskowitz, G. (2013). Marketing Success for Small Businesses: Essential marketing tips for distributors. Webinar presented to Promotional Products Association International, online, 7/11/13. (invited presentation)

Kaskowitz, G. (2013). Branding for success: How to brand your cause and measure your impact. Workshop presented to Bethlehem Chamber Music Society, Bethlehem, PA 11/21/13. (invited presentation)

Kaskowitz, G. (2013). Crossing the Threshold: How Disney World transports its guests from the profane to the sacred. Paper presented at annual meeting of Popular Culture Association/American Culture Association. Washington D.C. March, 2013. (peer-reviewed)

Kaskowitz, G. (2013). How to attract customers and keep them for life! Essential marketing tips for merchants. Presented at Lehigh Valley Chamber of Commerce, Bethlehem Downtown Merchants Association, Hotel Bethlehem, Bethlehem, PA, 3/11/2013. (invited presentation)

Kaskowitz, G. (2012). BAGELS and Branding: How to Create Ultimate Customer Loyalty While Loving Every Minute of Your Business Life. Presented at Action Coach Growth Club Workshop, Center Valley, PA, 9/28/12. (invited presentation)

Kaskowitz, G. (2012). Branding Your Cause / Measuring Your Impact. Presented at Leadership Lehigh Valley Summit for Success Non-Profit Workshop, 5/24/12. (invited presentation)

Kaskowitz, G. (2011). Discovering Your Brand Identity. Presented at Lehigh Valley Consultants Forum, August, 2011. (invited presentation)

Kaskowitz, G. (2007). The Morality of Marketing: How our Beliefs Influence our Actions. Presented at the Moravian College Economics and Business Department Spring Colloquium, April 2007.

Kaskowitz, G. & Marabella, S.D., (2007). Moral Management: Teaching how to do well by doing good. *Unpublished manuscript*. Business as Agent of World Benefit: Management Knowledge Leading Positive Change Global Forum, Cleveland, October 2007. (peer-reviewed)

Henderson, T.B., & Kaskowitz, G., Saint Laurie Merchant Tailors: Case Study. Presented at the 2006 annual meeting of the Direct Marketing Educational Foundation Case Study Competition; 3<sup>rd</sup> place winner. San Francisco, October 2006. (peer-reviewed)

Kaskowitz, G., "Involvement and purchase intent on the web: improving the perceptions of an internet-based service provider." Presented at the 2005 meeting of the Direct Marketing Educational Foundation, Atlanta, October 2005. (peer-reviewed)

Kaskowitz, G., "A comparison of assessment vs. free e-book for increasing opt-in to permission marketing of a coaching services business." Presented at the 2004 meeting of the Direct Marketing Educational Foundation, New Orleans, October 2004 (peer-reviewed)

Kaskowitz, G., "Strategy vs. Tactics – Marketing Business in the Lehigh Valley." Presented at the 2004 meeting of Association of Pennsylvania University Business and Economics Faculty, State College, PA., October 2004. (peer-reviewed)

Kaskowitz, G., "An examination of error in IRT item parameter estimates on linking and equating using the test characteristic curve method." Presented at the annual meeting of National Council On Measurement in Education, New Orleans, 2000. (peer-reviewed)

Blotkamp, W. and Kaskowitz, G., "Analysis of and recommendations for improving advertiser satisfaction." Presented to Bell Atlantic Directories Senior Management Meeting, Middleton, MA, 2000. (peer-reviewed)

## Select Unpublished Research

Kaskowitz, G. (1996). Proposal for: a study of the effects of nonlinear data on the robustness of parameter estimates obtained by a hierarchical linear model.

Kaskowitz, G. (1995). The prediction of math and science achievement for 8<sup>th</sup> grade students: an empirical comparison of discriminant analysis, multiple regression, and neural networks.

Kaskowitz, G. (1995). Proposal for: the impact of a high-perceived value incentive on survey response among professionals.

Kaskowitz, G. (1995). Using neural networks for evaluation of complex systems.

Kaskowitz, G. (1994). Adaptive computer instruction: history, methods, and measurement.

Kaskowitz, G. (1994). The detection of significant moderator effects in multiple regression through ordinary least squares and ridge regression: a simulation.

Kaskowitz, G. (1993). Personality assessment instruments: an integrated critique of factor analysis research.

## Student Research

### LVRC Projects

Morningstar Living Research Project (2022). Completed with students in MGMT 311 and Lafayette College

### SOAR projects

Kaskowitz, G., Doyle, C. & LaPointe, M. (2015). *Story: An exploration of the use of immersive media and story structure to create brand loyalty for entrepreneurs*. In-progress.

Kaskowitz, G. & Silvoy, A (2014). *The use of neuromarketing and consumerspace to create customer experiences at Walt Disney World: An exploratory study*.

Kaskowitz, G. & Lin, X. (2008). *Stories from Beijing: An Archetypal Analysis of the Chinese Consumer*.

Kaskowitz, G. & Fast, R., (2007). *Retail Loyalty: An exploration of archetypal identification among small businesses and their customers*.

DiCindio, M., & Kaskowitz, G., (2006). *Music has meaning: An exploration of the values and archetypes elicited by musical genres*.

### Honors Projects Advisor

Bertucci, L. (2018). *The effect of interior packaging color on the perceived healthiness and sweetness of food*.

Lewis, K. (2010). *Ethical Consumption: The Unification of Fashion with Environmentalism and Social-Consciousness*

Pope, L. (2010). *Gratitude v. Expectation: An Examination of Customer Loyalty Programs*

Freifeld, P. (2009). *An Investigation of the difference between satisfaction and loyalty in the dental supply industry*.

King, A. (2009). *Archetypes and Professional Sports*.

DiCindio, M. (2007). *Music and Archetypes: Who, When and Why They Made an Impact*

## Reviewing and Refereeing

Reviewer and discussant for Direct Marketing Educational Foundation conference, San Francisco, October, 2006.

Reviewer and discussant for Direct Marketing Educational Foundation conference, Atlanta, October, 2005.

Reviewer and discussant for American Marketing Association Winter Educators Conference, Branding Track. San Antonio, February, 2005.

## Media Appearances

### *Radio and TV shows*

5/15/10 – [Faculty remarks to the graduates: Moravian College Commencement](#) (posted with permission: [Moravian College](#))

6/4/10 – [WNWR-AM 1540 Philadelphia – “Bob Rovner Talks to the Stars”](#)

7/22/10 – [Stars of PR with Cindy R.](#)

7/23/10 – [Main Street Matters](#) (posted with permission) [Adrienne D. Graham](#) / [CC BY-ND 3.0](#)

9/17/10 – [Sherman Baldwin Show](#) – WTMY-1280 – Sarasota, FL

9/22/10 – [Dresser After Dark](#)

9/28/10 – [Steve Deace show](#) – WHO-1040 – Des Moines, IA

9/29/10 – [Yorks Morning News](#) with Gary Sutton and Jim Horn – WSBA-910 – York, PA

10/02/10 – Doug Clifford Show – WSKY-FM – Gainesville, FL

10/18/10 – Sherman Baldwin Show – WTMY-1280 – Sarasota, FL

10/19/10 – Fox 1270 in the Morning with Panama – KBZZ – 1270 – Reno, NV

10/24/10 – Perspectives with Barry Shainbaum – CJTW – 94.3 – Kitchener, Ont.

10/27/10 – Richard Antolucci show – WNJC – 1360 – Philadelphia, PA

10/28/10 – Talk of the Town with Mike Walsh – WUTZ – B95.5 – Utica, NY

10/29/10 – [That Marketing Show](#) – Cincinnati, OH

11/01/10 – Wibitz Steuart Show – KAOI – 95.1 – Wailuku, HI

11/02/10 – [Ron Ross Show](#) – WJBC, Bloomington-Normal, IL

11/09/10 – Fringes Radio Show – AM 1400 – Provo, UT

12/07/10 – York’s Morning News with Gary Sutton and Jim Horn – WSBA 910, York, PA

01/17/11 – Dan Manley, Mornings on Main – WMST, Kentucky

01/31/11 – [After Midnight with Rick Barber](#) – 850 KOA, Denver, CO



02/16/11 – [“Brainstormin with Billy the Brain”](#) – KKZZ-AM 1400, Ventura County, CA

07/25/12 - “Customers using wallets to make statements for/against Chik-Fil-A” – Jaccii Farris, WFMZ-69 News, Lehigh Valley, PA (TV)

08/27/12 - “Documentary on Barack Obama gains steam at the box office” – Jaccii Farris, WFMZ-69 News, Lehigh Valley, PA (TV)

*Print publications*

[Moravian Students Developing Brand Campaigns for Five Lehigh Valley Organizations](#)

[“More than 400 saluted at Moravian College Graduation”](#) – The Express-Times (5/16/10)

[“Commencement 2010 a Shining Day”](#) InCommon – (6/10)

[“Mary Young: Obama voters and buyer’s remorse”](#) – The Reading Eagle (7/3/10)

“Obama built a brand to sell himself to America” – Eastern Pennsylvania Business Journal (7/5/10)

[“Lady Gaga: Queen of samplers Pop superstar borrows from the best”](#) – Arizona Republic (7/25/10)

[“Obama has strayed from campaign message”](#) – The Morning Call (7/26/10)

[“Obama on ‘The View’: ratings blockbuster or presidential epitaph?”](#) – The Christian Science Monitor (7/28/10)

[“Time and Money”](#) – Albany Times Union (8/29/10)

[“Name-brand: Furniture design by the famous”](#) – The Denver Post (9/4/10)

[“New book on branding offers timely lessons”](#) – InCommon (9/8/10)

“Pharmacies seek boost from flu shots” – Eastern Pennsylvania Business Journal (9/20/10)

[“Is Obama Judged Too Harshly?”](#) – www.usariseup.com (9/23/10)

“Faculty Highlight: Kaskowitz “Brands it Like Barack” – The Comenian (10/7/10)

“Professor writes book on the marketing of Obama” – Parkland Press (10/14/10)

[“Microtank: The Science of Branding”](#) – Gnosis Arts - Microtank, The Think Tank for Microbusiness (10/17/10)

[“Microtank: Science of Branding, Part II”](#) – Gnosis Arts - Microtank, The Think Tank for Microbusiness (10/24/10)

[“Psychographic Marketing is Serious Business”](#) – Cvent Survey (11/12/10)

[“Social Media and the Magazine Publisher”](#) by CM Arnold, Cvent Survey (2/18/11)

Interviewed extensively by Tal Schneider, political foreign correspondent for *The Globes*, Israel’s largest financial newspaper. The article focused on the book, *Brand It Like Barack! How Barack Obama Sold Himself to America and What You Can Learn From This*, the marketing of Barack Obama, what the reelection campaign might look like and Israeli politics, and was published (in Hebrew) in July, 2011  
<http://www.globes.co.il/news/article.aspx?did=1000662620>

“Like Kim Kardashian, Obama Must Rebrand” by Suzi Parker, U.S. News and World Report (11/28/11)

“What your favorite TV show says about you” by Bonnie Vaughan, Good Health Magazine (Australia), August, 2013.  
<http://health.ninemsn.com.au/family/goodhealthandmedicine/8687223/what-your-favourite-tv-show-says-about-you>

## Professional Associations

- *American Marketing Association*
- *Marketing Edge*
- *Marketing Educators Association*
- *Popular Culture Association*
- *Marketing Science Institute*

## College Committee and Campus Service

- *Chair, Academic Planning & Programming Committee, 2022-present*
- *SOBE Curriculum Committee, 2022 – present*
- *CGE Advisory Committee, 2023 - present*
- *General Education Task Force, 2021-2022*
- *Committee on Committees and Handbook, 2019 – 2021*
- *Faculty Advisor; Delta Tau Delta, 2019 – Present*
- *Chair, Marketing Professor Search Committee, 2019*
- *MSPA Professor of Practice Search Committee, 2019-2020*
- *Amrhein Club Advisor, 2017-2018*
- *Founding Dean, School of Arts, Humanities, and Social Sciences 2016-2017*
- *Disney Program Coordinator – 2017-present*
- *Michael L. Karapetian Entrepreneurship Symposium Coordinator, 2015-2018*
- *Communications Program Task Force – 2016 – 2018*
- *Global Studies Program Task Force, 2016-2018*
- *Chair, Economics and Business Department, 2014 - 2016*
- *Academic Planning and Programming Committee, 2013 – 2016*
- *Strategic Planning Committee, 2014-2015*
- *Marketing Design Team Task Force, 2013*
- *President’s Strategic Planning Retreat, June, 2013*
- *Economics and Business Department, Acting Chair, Fall, 2012*
- *Academic Personnel Committee, 2012 - 2014*
- *SOAR committee, 2012 - present*
- *Moravian College Marketing Task Force, Branding Subcommittee co-chair, 2010*

- *Comenius Center MBA Admissions Committee, 2008-present*
- *Advisor to Moravian Marketing Group 2004 – present*
- *Academic Resources Committee – 2008 – 2009*
- *Chair, Management Search Committee: 2008-2009*
- *Mozambique Nurses Association Branding Project; 2008-2009*
- *College Land Use Oversight Committee – 2008 - 2009*
- *Honors Committee 2003-2009,2011-2012*
- *FDRC Committee – 2007 - 2009*
- *Arts and Lectures Committee 2004 – 2005*
- *Facilitator for Moravian College Leadership Initiative workshop in January 2006*

## Community Service

- *Keneseth Israel – Religious School Committee Chair, 2024 - present*
- *Walt Disney World - Youth Education Program, College Edition Advisor 2013 - 2023*
- *Sunrise Toastmasters, President – 2012 - 2016*
- *Keneseth Israel – Religious School Committee Chair, 2010-2012*
- *Boy Scout Troop Leader, Allentown, PA 2006 - 2008*
- *PASC Soccer, Coach – 2005 – 2008*
- *Keneseth Israel – Jewish Business teacher, 2007 – 2010*
- *Keneseth Israel – Strategic Planning Committee; 2007 - 2008*
- *Project Yachad – Board of Governors, 2006 - 2008*

## Honors and Awards

- *Moravian College Commencement Speaker, Class of 2021*
- *LVRC Research Grant Recipient (with Chris Ruebeck (Lafayette) (2022)*
- *Moravian College Commencement Speaker, class of 2021*
- *ODK Golden Apple Award (2016)*
- *Timothy M. Breidegam Memorial Faculty & Administrator Service Award (2015)*
- *Teagle Grant Recipient (with Sabrina Terrizzi and Chris Ruebeck (Lafayette) (2015)*
- *Moravian College Commencement Speaker, class of 2010.*
- *Verizon - Nomination for superior performance award for work done on Advertiser Satisfaction analysis and presentations (2001).*
- *University of Maryland Graduate Assistantship (1993-1998).*
- *Recipient of International Test and Evaluation Association Scholarship, University of Maryland, (1995).*
- *Two-time recipient of GTE Superior Performance Award for design work on engineering prototypes (1990, 1989)*
- *Department of Army commendation for work done on Army Research Lab's Artificial Intelligence committee (1986)*