

Marisa Ricciardi



After serving as the Chief Marketing Officer of NYSE Euronext and Vice President at Goldman Sachs, in 2014 Marisa Ricciardi founded the Ricciardi Group (RG), a B2B creative strategy and marketing firm. From helping early-stage CEOs allocate venture capital to collaborating with CMOs as they navigate the complex marketing landscape, RG is committed to providing clients with a clear path for turning business strategy into action.

Over the past 7 years, she has built a rockstar team of brand and marketing strategists, enlisted a board of advisors from some of the world's leading firms, and expanded her client roster to include Fortune 500 companies like Adobe, Google Cloud and Visa, and emerging technology brands like Symphony, ComplySci, and General Assembly. Marisa was named "Marketing Entrepreneur of the Year" in 2017; in April 2018 she was distinguished as one of Inc.'s "10 Leading Ladies Changing Business as Usual". Among RG's many accomplishments under her leadership, the group has been awarded: "Financials' Top 12 Agencies of 2018"; 2019 & 2020 Inc. 5000 America's fastest-growing companies, 2020 Financial Times Fast 1000, 2021 Financial Times Fast 500, and Forbes Next 1000 Class of 2021. She serves on the boards of New York Cares Rising Leaders and Jellyfish, a privately held company.



School of Business
515 Loudon Road
Loudonville, NY 12211
518-783-2321
Fax: 518-786-5040

Conference Chairpersons
Paul Ruger '21
Avery Knous '23
Dr. Ashley Provencher
Dr. Cheryl Buff



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The Fifteenth Annual

TED WINNOWSKI '63 STUDENT CONFERENCE IN BUSINESS

**Friday, May 14, 2021
3:00 to 5:15 PM**

Keynote Speaker

**Marisa Ricciardi '98
Founder & CEO, The Ricciardi Group**



MARKETING

Faculty Chair:

Dr. Kimberly Preiksaitis

Student Chair: Ashleigh Healy

Judge: Dr. Soyoung Joo

THE VALUE OF STREAMING SERVICES: WHAT ARE CONSUMERS WILLING TO PAY FOR?

Authors: Deirdre McBreen, Jack Cheney, Rylie VanBramer, Jake Marcus, Matthew Plummer

DOORDASH STRATEGIC MARKETING CAMPAIGN

Author: Chris Adamski

FAST FASHION OR SUSTAINABLE FASHION: THE EFFECTS OF AGE, FAMILIARITY, AND ENVIRONMENTAL CONCERN

Authors: Elizabeth Lenihan, Olivia Casale, Kelsey Lane

ENTREPRENEURSHIP

Faculty Chair:

Prof. Michael Hickey, MBA

Student Chair: Jared MacFarland

LAWN ADMIN

Developer: Mark Bodner

PAWKET VET

Developer: Meghan Brewer

FIT CENTRAL

Developer: Loren Bartholomew

ANALYTICS

Faculty Chair:

Dr. Necip Doganaksoy

Student Chair: Carolyn Milani

Judge: Dr. Sangahn Kim

MEASURING THE IMPACT OF SOCIAL INNOVATION WITHIN

INTERNATIONAL COLLABORATIONS

Author: Samantha Gisleson

SENTIMENT ANALYSIS AND CLUSTERING THE US PRESIDENTIAL STATE OF THE UNION (SOTU) 1790-2020

Author: Emily Parks-Vernizzi

TEXT PROCESSING AND EXPLORATION

Author: Madeline Cartwright

UNDERSTANDING THE FINANCIAL LITERACY OF YOUNG ADULTS

Author: Nicole Pazarecki

LABOR & EMPLOYMENT

Faculty Chair:

Prof. Deb Kelly, J.D.

Student Chair: Jake Fura

Judge: Dr. Arindam Mandal

DECLINING PRIME-AGE MALE LABOR FORCE PARTICIPATION

Author: Connor Krenzer

DOES FEMALE REPRESENTATION IN TOP LEADERSHIP POSITIONS ADD VALUE TO A FIRM?

Author: Colleen McKenna

THE IMPACT OF LABOR MARKET INSTITUTIONS ON INEQUALITY

Authors: Alex Perry, Colin Jacobson

THE CHANGING NEEDS OF DEI TRAINING IN NON-PROFIT ORGANIZATIONS: ASSESSING MODES OF DELIVERY AND CONTENT IN RESPONSE TO CURRENT EVENTS AND TRENDS

Author: Abigail Hoekman

ECONOMIC POLICY

Faculty Chair:

Dr. Shahrzad Ghourchian

Student Chair: TBD

Judge: Dr. Scott Trees

REMITTANCES AND FOOD SECURITY IN DEVELOPING NATIONS

Author: Jonathan Burns

MASKED BEHIND BARS

Author: Brooke Boermeester

EQUITY PRICES, WEALTH INEQUALITY, AND QUANTITATIVE EASING: THE ROLE OF THE FEDERAL RESERVE & LARGE-SCALE ASSET PURCHASES

Author: Timothy Fenton

STRENGTH OF ECONOMIC EXPANSIONS SINCE 1997: AN ANALYSIS INTO RECENT AMERICAN GROWTH

Author: Jonathan Burns

FEDERAL RESERVE CHALLENGE 2020

Authors: James Ardito, Jonathan Burns, Kathleen Callery, Taylor Engel, Christina Geddes, Alex Perry, Scott Babigian, Ryan Beauchesne, Arnav D'Costa, Samantha Gisleson, Jordan Glazier, Gabriella Iannuzzo, Avery Knous, Analy Lara Baez, Sierra Leitten, Alaa Qari