

## *Student Biographies*

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### **Vannesia Darby (*Marketing*)**

I am an experienced marketing consultant with a track record of launching successful campaigns for renowned companies such as Sony Music Entertainment, Universal Music Group, and the YMCA. Throughout my career, I have demonstrated my expertise as a dynamic public speaker and writer, earning recognition for my work in esteemed publications like Teen Vogue, Thought Catalog, and The Drake Management Review. Having played the piano for over 25 years, my journey in the music industry began with a focus on radio, public relations, and marketing. In 2016, I took the entrepreneurial leap and founded MOXIE Nashville, a social media agency that offers innovative services to clients in the entertainment industry. Currently, I serve as a Social Media Manager for Shondaland, where I leverage my skills to create impactful online strategies.

Beyond the realm of social media, you can find me blogging, enjoying quality time with loved ones, or experimenting with gluten-free recipes in my trusty air fryer. I hold a master's degree in organizational leadership from Middle Tennessee State University and have also served as a professor at Tennessee State University. Email me at [vdarby@students.kennesaw.edu](mailto:vdarby@students.kennesaw.edu)



**Davis Brown (*Marketing*)**

I currently serve as the Assistant Director of Content Marketing and Communications at Lipscomb University's College of Business in Nashville, TN. For the past two years, I have been teaching marketing classes as an adjunct professor, and I am excited to transition to a full-time faculty role as an Instructor of Marketing this summer. My educational journey began with a BBA in Marketing from Lipscomb University in 2017. After spending a couple of years in sales, I returned to Lipscomb to receive my MBA in 2020. One significant aspect of my life is the deep connection I have with Zimbabwe. My wife is from Zimbabwe, and our wedding took place in Victoria Falls last summer. Through our experiences, we have witnessed the power of business to uplift communities, as well as the challenges that hinder the widespread adoption of sustainable practices and holistic strategies. These experiences have ignited my passion for researching marketing strategies in socio-economically vulnerable areas. Another area of research interest for me is content marketing strategy. As part of my current role, I oversee the newly established Content Creation Studio within the College of Business. The studio is envisioned as a space for students, faculty, staff, and alumni to cultivate thought leadership through professional content. Additionally, we aspire for it to be a valuable resource for non-profits, small businesses, and other organizations seeking to become content publishers—an essential role in today's marketplace. Originally from Florida, I moved to Nashville a decade ago, where I had the pleasure of meeting my wife. We both share a love for sports, travel, fishing, hiking with our dog, reading, and we actively participate in our church community. Alongside my responsibilities at Lipscomb, I also provide website design, SEO, and digital marketing consultation services to small businesses and organizations. Email me at [dbrow663@students.kennesaw.edu](mailto:dbrow663@students.kennesaw.edu)



### **Kerry-Ann Forbes (*Marketing*)**

I am currently working as a tutor at The Princeton Review while actively seeking employment in Georgia, as I have exciting plans to relocate to the state. Throughout my journey, I have gained invaluable experiences in various roles, shaping my diverse skill set. My past experiences include serving as a marketing manager at SOCAPUSA, sales manager at Musson Jamaica Ltd, and Key Account Executive at Philip Morris International. I also had the privilege of working as a Financial and Commercial Manager at Diageo (Red Stripe) after spending seven years in banking. Education has played a crucial role in my personal and professional growth. I earned a bachelor's degree in international relations in 2006, followed by an MBA in international business from the Mona School of Business (UWI Jamaica) in 2011. I am proud to have achieved an MSc in marketing communication management from Manhattanville College in 2020, maintaining a perfect 4.0 GPA throughout. Additionally, I have acquired two professional certificates from Cornell University Online in digital marketing and data-driven marketing, as well as a certificate from Harvard University Online in business analytics. As I continue to pursue knowledge and academic excellence, I am excited to share that I will be embarking on a PhD in Business Administration, focusing on marketing. My research interest will explore the impact of isomorphic pressure on sustainable competitive advantage, specifically examining the perspective of intellectual capital from the resource-based view. My daily inspiration stems from my three wonderful children, who serve as the driving force behind my achievements. They motivate me to be results-driven, hardworking, and maintain a positive attitude in everything I do. When I have moments of respite, I enjoy engaging in outdoor activities, reading, and most importantly, spending quality time with my children. Moreover, I find great fulfillment in helping others, as I am intimately familiar with the struggles of poverty. Education

has been the transformative force in my life, and I am determined to provide similar opportunities to less fortunate children in my home country of Jamaica. With that vision in mind, I am working towards establishing a charity in Jamaica that will offer financial assistance to children from low socioeconomic backgrounds, ensuring they have access to quality education. Email me at [kforbe15@students.kennesaw.edu](mailto:kforbe15@students.kennesaw.edu)



## **LaFrance “Tony” Ballard (*Management*)**

I am currently serving as the Diversity, Equity, and Inclusion Development Lead at Flagstar Bank, where I oversee the enterprise diversity, equity, and inclusion curriculum. This comprehensive program supports the growth and development of over 7,000 employees. I have earned an associate degree in human resource management from the Community College of the Air Force, a bachelor's degree in business administration from Wayland Baptist University, and a master's degree in public administration from Central Michigan University. One area that particularly interests me is researching the relationship between perceived career development opportunities and leadership support, specifically in relation to high performers' intent to stay in the workplace. Outside of my professional pursuits, I enjoy listening to music, traveling, barbequing, and cherishing quality time with my loving wife of 22 years and three wonderful children. Throughout my 22-year tenure in the Air Force as a Chief Master Sergeant, my family and I embarked on an incredible journey across the world, touching places like Japan, Europe, and the Middle East. Retiring from the Air Force as a Chief Master Sergeant, the highest enlisted rank, and the first person in my family to graduate college has filled me with immense pride. Looking ahead, I aspire to my long-term aspiration to become a tenured professor, combining my passion for research and academia. Furthermore, I aim to build a multimillion-dollar business, driven by my entrepreneurial spirit. Email me at [lballa24@students.kennesaw.edu](mailto:lballa24@students.kennesaw.edu)



### **Chunxia “Trish” Zhang (*Management*)**

I was born and raised in China, and I have accumulated over 25 years of experience in the Supply Chain Industry. Currently, I am embarking on a new journey in the field of education. As an entrepreneur, I have held the position of CEO at an international logistics company since 1999. Last year, I also founded my own consulting company. Additionally, I serve as a part-time senior director and consultant at an International 3PL company, specializing in Global Supply Chain Management, Supplier and Buyer relations, Global 3PL Strategy, and New Product and Project Design. My educational background includes an AB in International Trade from Beijing National University, a BS in Supply Chain Management from Arizona State University, an MBA in Global Business from Georgia Institute of Technology, and a Lean Six Sigma Black Belt certification. I am particularly drawn to research topics such as Technology in Supply Chain Management (with a focus on Robotic Automation in Warehouses), Strategy of Outsourcing Suppliers, and International Logistics. During my leisure time, I indulge in creative activities like ceramics and painting. I also enjoy the company of my energetic 15-month-old Bernedoodle, Oscar. Being an adventurous soul, I have embarked on road trips across more than 30 US states, as well as explored countries like Germany, South Africa, Switzerland, and South Korea. I have also had the opportunity to study at the same university as my son twice. Currently, he is pursuing a master's degree in music technology at Georgia Tech, adding another layer of pride to our shared academic journey. Email me at [czhang18@students.kennesaw.edu](mailto:czhang18@students.kennesaw.edu)



## **George “Trey” Constantine (*Management*)**

I proudly serve as a Soldier and Federal Technician, dedicating 18 years of my life to serving my country in various roles and responsibilities. Currently, I hold the esteemed position of Chief of the Protection Branch for the Georgia National Guard, where I play a crucial role in ensuring the safety and well-being of our forces. I earned my B.S. in Psychology from KSU and later pursued an MBA from UGA, expanding my knowledge and skills in the realm of business and leadership. Additionally, I have obtained numerous certifications through my military service, continuously honing my expertise. Researching and exploring topics related to leadership/followership relations and organizational behavior is a profound interest of mine. As an individual fascinated by human nature and interactions, my research pursuits are deeply influenced by my background in psychology and my own personal experiences. I am happily married and share my life with three adored and spoiled dogs and enjoy music, woodworking, and leather craft. Email me at [gbc6886@students.kennesaw.edu](mailto:gbc6886@students.kennesaw.edu)



## **Olushola 'Bunmi Abayomi (*Information Systems*)**

I am a data analyst at IQVIA, where I leverage my skills to make meaningful contributions in the field. My academic journey began at ABU Zaria in Nigeria, where I earned my bachelor's degree, and later continued at Arcadia University in Pennsylvania, where I obtained my MBA. My research interest lies in the fascinating realm of AI in Medicine, particularly within the domains of Health Science and Pharma. I am driven by a desire to understand the profound impact that artificial intelligence can have on revolutionizing healthcare and improving patient outcomes. Beyond my professional pursuits, I enjoy cooking, singing, and dancing. I am happily married to my husband, and together we look forward to building a loving family. The loss of my mother in 2006 and the recent loss of my only sibling in 2020 fuels my determination to continue pursuing my dreams and make them proud. Email me at [oabayomi@students.kennesaw.edu](mailto:oabayomi@students.kennesaw.edu)





## **Abdul Noordeen (*Information Systems*)**

I am a seasoned IT professional with 15 years of valuable industry experience under my belt. Throughout my career, I have acquired various certifications, including PMP, ITIL, and Scrum Master. Furthermore, I have distinguished myself as a certified consultant in SAP, Salesforce, and Google technologies. I take pride in my work, having collaborated with prestigious Fortune 500 companies such as Nestle, Avon Cosmetics, Mondelez, Arasco, and Betagro. Through my roles, I have successfully managed and led diverse teams, delivering exceptional results and driving organizational success. While pursuing my MBA, I had the idea of using Robotic Process Automation (RPA) to improve the quality of work-life balance. Inspired by this vision, I made the conscious decision to embark on a Ph.D. journey at Kennesaw University, delving deeper into this transformative field. I am known for my fun-loving nature and appetite for learning. I am constantly on the lookout for the latest advancements in technology, keeping myself up-to-date to remain at the forefront of my field. My genuine passion for growth and innovation resonates with my friends and colleagues, who not only enjoy my company but also seek opportunities to collaborate with me. Email me at [anoordee@students.kennesaw.edu](mailto:anoordee@students.kennesaw.edu)



**Shelly M Robinson (*Information Systems*)**

I am the Central Business Office Manager at Digestive Healthcare of GA, PC, where I specialize in data analysis. It brings me great joy to utilize my skills and expertise to develop and streamline employee processes. I embarked on my academic journey at Brenau University, where I obtained my bachelor's degree in 2015. I continued my educational pursuits at Brenau and earned multiple master's degrees in 2016. The area of research that captivates my interest is the intersection of Personal Technology and Employee Output. I am passionate about exploring how technological advancements can positively impact employee productivity and engagement, ultimately shaping the future of work. In my spare time I enjoy bowling, reading, dancing, watching movies and gardening. I also love spending time with my furry pet children. My road to Kennesaw State University has been filled with life and the journey has contributed to my perspective and perceptions. Email me at [srobi205@students.kennesaw.edu](mailto:srobi205@students.kennesaw.edu)