

2025 COMMUNITY COLLEGE INNOVATION CHALLENGE



BOOT CAMP INSTRUCTORS & COACHES BIOGRAPHIES



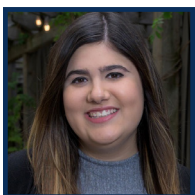
KATHERINE BRANDON (Instructor/Coach) is a Vice President at Fenton. For more than a decade, she has worked in mission-driven communications. She has extensive experience leading communications strategies, managing complex partnerships, and directing high-level events, media relations, and storytelling.

Most recently, she led communications and advocacy for Together for Girls, a global partnership bringing together the UN, national governments, and the private-sector to end violence against children. Previously, she spent nearly six years leading communications for the girls and women's portfolio at the United Nations Foundation. Prior to that, she worked in the press office for a U.S. Senate committee, in the White House, and on political campaigns. A storyteller at heart, she graduated with highest distinction from the University of North Carolina at Chapel Hill's School of Journalism.



DARIA L. HALL (Instructor/Coach) is an Executive Vice President at Fenton where she works with clients and consults to incorporate authentic storytelling, compelling messaging, and effective communications strategies. She brings more than 20 years of experience working in-house and with agencies in the corporate, nonprofit and government sectors. An award-winning communications leader, her areas of expertise include message and narrative development, integrated communications strategy, as well as coalition-building. She has led accounts for many of Fenton's philanthropy and education/youth development clients, including Hope Credit Union, Annie E. Casey Foundation, A. James & Alice B. Clark Foundation, The Reading League, and others. A native Washingtonian, Daria lived in NYC for 12 years where she obtained an MA from NYU and an MPA from CUNY's Baruch College. While there, she also worked at Rubenstein Associates leading communications campaigns for legal and financial firms and is a proud graduate of Coro Leadership New York and the Council of Urban Professionals.

Previously, she served as the Vice President of Communications and External Relations at America's Promise Alliance, the nation's largest network dedicated to improving the lives of children and youth, where she was responsible for overseeing their content development, media, and external relations strategy.



MADELINE MARDIKS (Instructor/Coach) is a Digital and Advertising Senior Account Executive at Fenton, where she utilizes her digital skills to help clients create and build impactful digital campaigns. Madeline's experience building digital campaigns for a wide range of organizations allows her to approach clients' digital programs with a unique perspective and drive to think creatively while strategically developing successful campaigns. Madeline uses her experience within different areas of digital, such as social media management, email fundraising, and web and graphic design, to create long-lasting, impactful social change. Her prior experiences at the Democratic Legislative Campaign Committee and National Democratic Redistricting Committee led to her position at Fenton. Madeline graduated from American University with a degree in Justice, Law, and Criminology.

2025 COMMUNITY COLLEGE INNOVATION CHALLENGE



MARTHA M. PARHAM (Coach) is the Senior Vice President, Public Relations for the American Association of Community Colleges. Martha leads the marketing, publications, media and public relations and oversees AACC's 21st Century Center. Prior to joining AACC, Martha was the Director of Public Affairs, Marketing and Government Relations at the Coast Community College District, where she directed the marketing, communications, media and public relations, graphics and printing, and government relations and advocacy activities of the ninth largest community college district in California. She also served as the Executive Director to

the Coast Community College District Foundation. While at Coast, Martha led the campaign for Measure M, securing nearly \$800 million in General Obligation Bond funds for the district's three colleges. Martha is a member of the National Council for Marketing and Public Relations. She is a past president of the Community College Public Relations Organization (CCPRO) and served on the board for the Association of Community College Administrators. She has won numerous awards from NCMPR and CCPRO for her creativity in developing advertisements and publications, event planning, and advocacy strategies. Prior to joining the staff at the Coast Community College District, Martha spent her time at Disneyland as an Imagineer, where she served in an administrative capacity tracking graphics and lighting design projects for Tarzan's Treehouse, New Tomorrowland, and the Disney Gallery. A native of Virginia, Martha received her bachelor's degree in English from Longwood University, a master's degree in English in 2005, and her doctorate in Educational Leadership in 2011.



JOE SCHREIBER (Instructor/Coach) is a renowned communications strategist and veteran network TV producer who is transforming storytelling in the digital age. He played a pivotal role in launching and producing NBC's George Michael Sports Machine, which influenced sports storytelling for 23 years and helped shape today's national cable sports networks. Joe has earned 13 Emmy Awards for his exceptional work. Dedicated to advancing new media trends, Joe expertly utilizes cutting-edge technology to create narratives that resonate with audiences. He is currently the general manager for TUTV, Temple University's student-run television

station, and is the co-founder of 3 Penny Films, which has produced more than 60 programs, including the poignant documentary P.O.W.: Passing On Wisdom, which commemorates the 50th anniversary of the homecoming of Vietnam Prisoners of War and is airing on PBS. As a consultant for the American Association of Community Colleges and the National Science Foundation, he shares his extensive media experience—having conducted over 5,000 interviews worldwide—to deliver impactful communication strategies. A Boston College graduate in 1982, Joe also holds a Master of Science in Communication Management from Temple University, earned in 2024.



JUAN VALENTIN (Instructor) is an Education Program Advisor in the Student's and Learner's Division (SLD) of the Office of Public Engagement at the United States Patent and Trademark Office (USPTO) where he is responsible for the development and implementation of educational projects of national and international scope, with a particular emphasis on directing and coordinating the development of STEM, design-thinking, or invention-focused projects infused with intellectual property (IP) concepts for K-20 audiences. Cultivating relationships and finding areas for collaboration with external organizations, academic

institutions, and federal agencies is also a significant part of Juan's work. Prior to joining the SLD team, Juan was a USPTO patent examiner for 12 years, specializing in the art of optical measuring and testing devices. Community outreach is an important part of Juan's life, his volunteer work with the Society of Hispanic Professional Engineers includes youth education and outreach on behalf of engineers and leadership training for members of all levels within the organization. He holds a bachelor's degree in mechanical engineering from the Clarkson University.

Advancing Student Innovation & Impact



2025 COMMUNITY COLLEGE INNOVATION CHALLENGE



GRANT M. WARNER (Instructor) is the Executive Director of the Center for Black Entrepreneurship at Spelman College and Morehouse College. In addition, he is the Managing Partner of guru innovation group, LLC. Grant has experience as an innovation coach in the National Science Foundation (NSF) I-Corps program, which focuses on lab-to-market innovations across NSF's portfolio, the National Institute of Health (NIH) I-Corps at NIH program which accelerates the growth of select NIH SBIR Phase I companies in devices, diagnostics, and therapeutics and Energy I-Corps which provides lean startup training for

national laboratory researchers. Grant has also supported Lab-to-Market activities internationally via the Innovate Egypt, Innovate Ukraine, GIST-Senegal, and GIST-Macedonia programs. Grant has also managed programs and development for the National GEM Consortium and the Small Business Administration aimed at increasing access to federal funding. He received a B.S. degree from Cornell University, an M.S. degree from Penn State University, and a Ph.D. from Columbia University all in Mechanical Engineering.



TABITHA WHISSEMORE (Coach) is the publications manager at the American Association of Community Colleges. In that role, she manages production of the bimonthly Community College Journal. She has been at AACC since 2010. Prior to working at AACC, she held positions at the Truman National Security Project in Washington, D.C., and Ordway Center for the Performing Arts in St. Paul, Minnesota. Tabitha has a master's in journalism from Georgetown University and a bachelor's degree in mass communications from St. Cloud State University.