Helping Talented Students Move Ahead in 2020

Happy 2020... a new decade to prepare the next generation of marketing leaders! One result Marketing EDGE is pleased to announce is our annual Scholarship Program. Over 25 years, we've awarded $643,000 to 248 students. Generous industry leaders have made these awards possible, through their support of scholarship funds created in honor of marketing luminaries. We're pleased to introduce our 2020 Scholarship Award Winners.

Lester Wunderman Scholarship
Fund Recipient
Jayson Edwards—Rochester Institute of Technology; New Media Marketing, Entrepreneurship
EDGE Programs: Collegiate ECHO Marketing Challenge, Collegiate Summit

"The scholarship will help me pursue a successful marketing career by providing direct aid towards the completion of my undergraduate degree. As a first-generation student funding my college education, navigating the world of higher education has brought on many challenges. This scholarship will bring some peace of mind."

Dr. Charles Stryker Scholarship Fund Recipient
Cathy Ding—University of Pennsylvania; Marketing, Operations Management
EDGE Program: Collegiate ECHO Marketing Challenge

"I am incredibly honored to have received a Marketing EDGE scholarship as it will truly enable me to launch my career in marketing. Receiving this scholarship will allow me to focus more time on working for a non-profit initiative I have co-founded called SOAR (Skating Opportunities for Adolescents Rising). It will also allow me to explore my other passions of retail and fashion marketing."

Lee Epstein Scholarship Fund Recipient
Rommyani Basu—SUNY New Paltz; Marketing, Economics
EDGE Program: Student Career Forum

"As I navigate my career path in marketing, I am learning that some of the best resources can be found outside the classroom. This scholarship will allow me to worry less about books, supplies, and other school-related expenses. Furthermore, I will be able to attend events such as career fairs where I can network with like-minded individuals and learn from those who are successful in the industry."

Dave Florence Scholarship Fund Recipient
Priya Mistry—Drexel University; Marketing & Technology Innovation Management

"The Dave Florence Scholarship will help me continue to pursue my academic and professional endeavors in marketing and digital strategy, specifically within technology. As someone who enjoys thinking critically and creatively, participating in the Collegiate ECHO Marketing Challenge and being within the Marketing EDGE community has allowed me to further my skills and knowledge of the industry, as well as strengthen my overall marketing interest."

Meet the 2020 Scholarship Award Winners

ICYMI: Announcing the 2020 EDGE Awards Honorees
To meet the 2020 EDGE Awards honorees, including the 2020 Rising Stars and to learn more about sponsorships and registration, click here. Hope to see you on Monday, June 1!

Calendar of Events

- Student Career Forums:
  - February 14, 2020 – Dallas, TX
  - April 14, 2020 – Chicago, IL
- March 27-28, 2020 – London, UK – Interactive Marketing Research Conference
- June 1, 2020 – New York City – EDGE Awards
- Ongoing Reminder – When you buy through Amazon at Shop AmazonSmile you support Marketing EDGE!

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