

# **Derek Dunham**

**Vice-President, Client Services at Varsity**

Wormleysburg, PA, US

Derek Dunham brings over 20 years of experience in branding, marketing and communication.

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## **Description**

With over 20 years of experience in branding, marketing and communications, Derek will be your primary strategic marketing contact. He has led research studies and strategic development initiatives, as well as tactical plan implementation, for dozens of senior living organizations and other major brands targeting the mature market.

Derek is passionate about lifelong learning. He is an adjunct professor at Penn State and has presented educational sessions at LeadingAge state meetings in Colorado, Oregon, Pennsylvania, Tennessee, Virginia and Washington and on the IGNITE stage at the LeadingAge Annual Meeting & EXPO.

Derek earned his bachelor's degree in advertising from the University of North Dakota, and his MBA, with a marketing concentration, from the University of Minnesota.

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## **Industry Expertise**

Health and Wellness, Elder Care, Advertising/Marketing, Business Services, Health Care - Facilities

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## **Topics**

Direct Advertising, Social Media Marketing, Integrated Marketing, Brand Development, Creative Direction

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## **Affiliations**

Member, Board of Directors - Hershey Area Playhouse, Teach Economics of Success to 6th Graders - Junior Achievement of South Central PA, Member, Congregation Council - Holy Trinity Lutheran Church, Hershey, First Connections Counselor - The Leukemia & Lymphoma Society

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## **Education**

**University of Minnesota - Carlson School of Management**

MBA Marketing

**The University of North Dakota**

BBA Advertising

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## **Testimonials**

### **Kaitlyn Mulligan**

Derek is an engaging supervisor who helped me while I was an intern at Varsity. He has a strong work ethic and helped me stay involved with multiple projects. He is caring, dedicated and focused when working with clients and coworkers alike. Thinking creatively, he often times came up with solutions and questions that show intelligence and ingenuity.

### **Alexandra L. Cahill**

Professor Dunham is incredibly knowledgeable about advertising and marketing, and his passion for the field seeps through into each and every lecture. His real world experience provides an additional dimension to learn from that enhances the classroom experience for all of his students. Most importantly he always makes time to ensure that his students understand and comprehend the material being taught.

### **Mary Lorson Vergenes**

Derek is a thoughtful guy who's able to bring insights and add value to every account he works on. He's got a laid back, friendly demeanor that keeps his team calm and focused. He's also super smart and a pleasure to work with.

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