

Alex Brown's Portfolio

25 Years of experience in Digital Marketing

I began teaching digital marketing in 1997 at the University of Delaware. It was the second course offered, world-wide, in this subject matter. Since 1997 I have pioneered the use of digital marketing in several fields, while remaining close to my educational routes.



Brands that I have worked with include...



Advanced User of Top Digital Marketing Tools and Languages

I learned HTML when I first experienced the web via the Mosaic browser in 1994. I was teaching my students how to build websites, via HTML, in 1997. Since that time I have also taught classes that use R and R Studio. Along the way, I have become an expert in several digital marketing tools, both as a teacher and practitioner.

Tools and languages I have advanced skills in include, but are not limited to...



References



Peter Winicov · 1st

Principal, Winicov | PR

May 11, 2016, Peter worked with Alex but on different teams



Brad Garrison · 1st

Industrial Strategist

January 17, 2014, Brad worked with Alex on the same team



Nick Barniville · 1st

Founder, Gomera Tech - an EdTech strategy and implementation partner for universities

February 16, 2009, Nick worked with Alex but they were at different companies



Eliot Ingram  · 1st

CEO - Clear Admit

February 4, 2009, Eliot was senior to Alex but didn't manage Alex directly

I consider Alex a social media pioneer. He launched the Wharton Admissions blog which quickly gained acclaim as the first of its kind among business schools. Alex was a key player in Wharton's early efforts to leverage new tools to communicate in the most innovative ways possible. His legacy is paying dividends to this day.

Alex is a visionary that can bring about paradigm shifts in difficult environments with many stakeholders. Uniquely, he can both come up with groundbreaking ideas and also see them through to reality. In his tenure in Admissions at The Wharton School, Alex made a significant positive impact to the web presence through discussion forums and the launch of a blog that was trendsetting for the graduate business school admissions process. He also has a natural ability to quickly develop massive networks within a community. He merged his passion for equine welfare with his experience in building such networks to help the outside world stay in tune with the developments related to Barbaro's injuries and has since gone on to author a unique book on the horse's legacy.

Alex was the industry leader in use of technology in marketing for business schools during his time at Wharton. And a nice bloke to work with too.

Alex has a strong passion for harnessing Web 2.0 technology to build and enhance community – whether it is the MBA admissions community or the horse enthusiast community

References



Jacqui Olkin · 1st

Olkin Communications Consulting : Usable, strategic digital

February 14, 2015, Jacqui worked with Alex but they were at different companies

Alex was an early innovator in using social media in business and cause marketing, and he continues to this day to be a social marketing innovator and educator.

As a senior admissions director at Wharton in the 1990s, Alex pioneered the use of message boards for higher education marketing. He created a social channel called "Student to Student" that allowed business school applicants to communicate with current students, and by doing so, evaluate the school's "fit" and establish a relationship with Wharton. Other schools followed suit, and this is now a standard approach to higher education marketing.

In more than two decades teaching marketing at the University of Delaware, Alex has introduced students to emerging and mature communications technologies and how they can be used strategically to solve business problems.

Alex applied his social marketing savvy to a cause dear to his heart when the racehorse Barbaro was injured. Alex's blog became one of the best news sources during the horse's (sadly unsuccessful) treatment. After Barbaro's passing, Alex rallied his legions of blog followers to help raise awareness and funds for racehorse welfare. His Friends of Barbaro online community has raised more than \$1 million and continues as a powerful advocacy voice.

Alex is a talented consultant, teacher/lecturer, and author who brings intellectual passion and contagious enthusiasm to his every endeavor. I highly recommend him for any position that requires creativity, business and technology savvy, and a talent for communication in any medium.



Dave Cayem · 1st

Operations at TripAdvisor

January 5, 2014, Dave worked with Alex but they were at different companies

I've worked with Alex since Delphi Forums took over hosting the Alex Brown Forum. What Alex has done with this online community is pretty amazing. He grew it from nothing to a community that generates more than a quarter million page views and more than 7,000 new messages every month. Despite some members with very strong opinions that can lock horns at times, Alex and his team keep the community running smoothly while raising money and awareness for equine welfare.



Joe Drape · 1st

New York Times reporter, bestselling author & screenwriter

November 27, 2013, Joe managed Alex directly

Alex is a clear and creative writer with enterprising ideas. He knows sports and business exceptionally well. He brought us novel ideas, executed them to perfection and met his deadlines. His book is terrific as well.

References



Jen Roytz · 1st

Co-Owner/Manager, Brownstead Farm

December 16, 2013, Jen worked with Alex but they were at different companies

Alex has been a true champion for the sport of Thoroughbred racing, and has done so largely through the use of social media. He has honed the art of engaging the public, impassioning them, and motivating them to get out from behind their computers and act. He has accomplished so much to both educate the public and also to encourage horse lovers to be both racing fans and grassroots leaders to right the wrongs that compel them. At the same time, he elevates the sport of horse racing – that's a tough and delicate balance to attain.

I have tremendous respect for Alex, and hope that our paths cross again sooner than later.



Stephanie Friedman · 1st

Owner, SFM Public Relations Inc. and Public Relations and Communications Consultant

February 4, 2009, Stephanie worked with Alex on the same team

Alex is an amazing advocate for the anti slaughter horse movement and his unique abilities managing www.alexbrownracing.com in addition to his technical savvy and first hand knowledge of horse racing have made him one of the most important go to authorities on equine issues in this country.

Case Study: First Digital Marketing Program

I developed and taught one of the first digital marketing programs at the University level, anywhere in the world. Students who enrolled were able to use this class to gain entry level positions in this new field.

Last Updated: May 6, 1997

Course Description	Projects	Marketing and the Internet WebBook	Readings	Resumes
Resources	Ezine	Sites Developed	Contact Info.	Announcements!

Classroom tech

UD faculty use Twitter to enhance classroom experience

Situation: Marketing was starting to evolve, with the development of the world wide web. I was teaching Introduction to Marketing at the time, and using a Usenet discussion group to allow my students to share conversations, online. Developing this innovative course appeared to be the next step. There was strong student demand, despite some faculty assuming that this might be a fad.

Outcome: The course became very popular, quickly, and received strong student feedback. Students were also able to use the knowledge learned in the program (using HTML to build websites, for example) as a significant part of their recruiting. I taught the course, at the University of Delaware, over a 20 year period at both the undergraduate and MBA level.

Case Study: Firsts at Wharton

I moved to the Wharton School, at the University of Pennsylvania, as a senior associate director of MBA Admissions. During my time I introduced the first MBA admissions blog, a platform for students to share their MBA experience, Student Diaries, a community platform for students and applicants to share conversation, Student-2-Student, and the first online interview scheduler.

Related Discussions

- > [Systems Issue Take 2](#)
- > [Self-Reported Transcript Form](#)
- > [Chance for admission](#)
- > [Quant insecurity?](#)
- > [Word limit for Essay 1](#)

Student Diaries

Tomer Rothschild, WG '01 01/14/2003:

Student Diary

"It seems like you are never really in. Even though I got my acceptance phone call and letter back in December, everything seems conditional. Five months later, I met my first condition—I finished a..."
— Nina Godiwalla, WG'06
[Nina's diary](#)

Blogs, Everyone?
Weblogs Are Here to Stay, but Where Are They Headed?

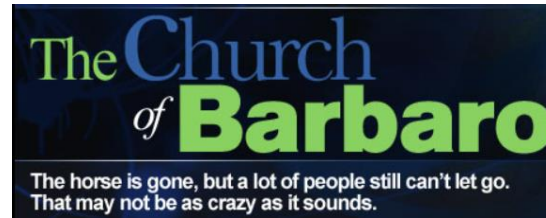
Situation: This was a time when it was important to move away from a paper- and phone-based communications system to fully embrace the internet and web 2.0 technologies. I had started doing this at the University of Delaware, and part of my mandate to come to Wharton was to accelerate this transformation.

Outcome: For the work I completed at the Wharton School, I received the “Whatever it Takes” award, voted by the MBA students. I was also a regular GMAC conference speaker, sharing our learnings with the wider industry. In terms of metrics, we reduced the average wait-time for incoming phone calls from more than 5 minutes, to seconds.

Case Study: Fighting the Horse Slaughter Issue in America

I developed an online movement that was fighting to end horse slaughter within the United States. I then led this movement, shifting the focus from an emotional issue to an issue of food safety, first.

Battle to save horses from slaughterhouse



Situation: Horse slaughter is the fate that awaits many horses and the practice is cruel. But also, horses in America are not traced, unlike other livestock. Thus they can end up in the food chain having ingested drugs like bute, which renders the meat unsafe for human consumption.

Outcome: We raised more than \$1.5m to help rescue and rehabilitate horses that were in poor situations, or headed to slaughter. Sadly the practice of horse slaughter for American horses still exists. We were able to close down U.S. based slaughter houses, but horses then increasingly shipped to Mexico and Canada. However, we were able to raise awareness to the issue, and increase the visibility of the importance of care for the horse.

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