**Could you give us a little background on your career?**

When I was in college, I studied psychology and aspired to be a counselor. I got into video production after helping with a filmmaking competition toward the end of my undergrad. A few years after completing my undergraduate degree, I started a video production company with a friend to finance our side film projects. It quickly grew from a side project to a full-time job where I focused on creating high-quality video stories for corporate clients in Fargo, ND. I liked exploring new ways of telling compelling stories, so I decided to get my Ph.D. and research how people psychologically process stories.

**What attracted you to this position?**

The position at UW-GB was a good fit for my background for two reasons. First, the department was looking for someone to teach courses in media production. Second, they were looking for someone with entrepreneurial experience to take charge of the Phoenix Communication Hub and help it grow to prominence as a student media organization. I thought the position was ideal for me with my background as a business owner and media producer.

**How have your real-life experiences influenced your teaching style?**

I think owning a business provides me with a unique perspective for my teaching. I have experience in business formation, client management, selling your services, and media production. I like to think about how to make great media products and stories. In the classroom, I believe that all my students should be considering their future career paths and using the projects in my classes to further themselves as marketable workers. Bringing my business experience into the classroom could help self-starting students who want to pursue a non-traditional path in mass communication.

**What advice do you have for prospective Communication students?**

Keep up with communication trends and technologies. The way we communicate has changed so much in the last 20 to 30 years. Each student should try to gain as many new skills as possible to prepare themselves better for the future of communication. Also, when you are trying to gain new skills, don’t be afraid to fail. It takes practice and patience to excel at new concepts and skills.

**Now that you are the director/coordinator of the Phoenix Communication Hub, how would you like to enhance student media?**

I'm excited about the Phoenix Communication Hub. I hope that the hub will become a resource for students to produce great stories and help raise the communication department's prominence at UW-GB. The Phoenix Communication Hub can be an excellent way for our students to practice and hone their media production skills while providing an invaluable service to the university through student media. Lastly, I hope that the hub can be an avenue for our students to engage with the university and the surrounding community.

**What do you see as the future of the Communication department?**

I see bright things in the future of the Communication department. The Phoenix Communication Hub has the possibility of raising the visibility of the Communication department throughout the university. I’m excited to be a part of a Communication department trying to grow and do a better job of serving its students. The next few years will be crucial for the development of more robust student media at UW-GB. Thankfully, the Communication department has dedicated itself to growth and helping student media grow at UW-GB.