

PSU names marketing director

Pittsburg State University President Tom Bryant has announced the appointment of Kim Carlson as the university's new director of marketing.

Carlson, who was most recently a senior marketing manager for business solutions with Sprint, brings an extensive background in marketing, strategic planning and brand loyalty to this new full-time position, Bryant said.

"We are extremely fortunate that our national search yielded a person with the skills and training that Kim has," Bryant said.

Bryant said the appointment of a full-time director of marketing was one part of a campuswide effort to plan for and direct the university's development as it begins its second century of service to the region.

Carlson earned a bachelor of science degree in marketing with a minor in communications from Fort Hays State University. Before joining Sprint in 1990, she held positions as executive director of marketing for Organized Living, Inc., of Kansas City; marketing manager for American Direct Marketing, Inc., of Dallas; and director of development for the MS Society, also in Dallas.

