

## Sandy Hessler Assistant Dean and Director of Career Advancement



Sandy's goal is to help students and alumni discover their professional aspirations, while ensuring that she and her team create the career counseling, contact & networking opportunities, and skill workshops that help these aspirations become reality.

Sandy is a passionate marketer, social entrepreneur and teacher. She spent the first seven years of her career in brand management at Procter & Gamble - learning to view the world through customers' eyes and building brands and programs that best meet their needs. She then switched her focus to the social and non-profit worlds. A member of the Imagitas founding team (a marketing services company that focused on public service through private enterprise), she led the build out of the organizational plan for a highly successful business. In 1998, Imagitas received a prestigious "Hammer Award" from then Vice President Al Gore for helping build a government that works better and costs less. In 2005, the company was acquired by Pitney Bowes.

Over the past twenty-three years, Sandy has been an instructor at the college level, in the fields of leadership, entrepreneurship and communications. Prior to coming to the Kennedy School, she was teaching "Marketing for Social Change" at Tufts University. She has also done significant leadership, teamwork, fundraising and strategy training in both the private and non-profit sectors - past clients include NASA, General Motors and the Center for Women & Enterprise. Consistently, she is able to help people create a vision and make it happen, whether individually or organizationally.

Sandy has an undergraduate degree in Political Science and Communications from Northwestern University, a Master's degree in Organizational Behavior / Communications from Miami University (of Ohio) and a mid-career Master's degree in Public Administration from the Harvard Kennedy School.

She is on the board of the Center for Women and Enterprise in Boston, on the Alumni Advisory Board at Northwestern University and a strategic advisor to Bantwana, an organization dedicated to helping orphans and vulnerable children in Africa thrive. She is the past vice chairman of the Lincoln Massachusetts School Board.

She stays active with her husband and a family of 4 children and many pets. They are all active snowboarders, rock climbers and adventurers.

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