

FOR IMMEDIATE RELEASE  
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### **Wikoff Color Elects Jennifer Ames Stuart to Board of Directors**

Wikoff Color has elected Jennifer Ames Stuart as a Director of the company effective May 1, 2021, making her the seventh member of the Board.

Jennifer is currently serving as the Associate Dean of Graduate and Executive programs and Clinical Professor of Marketing at the Belk College of Business at UNC Charlotte. She is a marketing strategy thought leader and has over 20 years of marketing experience in senior roles with organizations that include Bayer HealthCare, Novartis and The Hershey Company.

After relocating from New Jersey, Jennifer joined the marketing faculty at UNC Charlotte in 2013, where she teaches courses in the Doctorate of Business Administration, MBA, and undergraduate business programs. Her research has been published in leading academic journals including the Journal of Marketing Research, the Journal of the Academy of Marketing Science, and Marketing Letters. Her paper, "Valuing Customers", was recognized with both the William O'Dell and the Paul E. Green awards, which are reserved for research that makes the most significant, long-term contribution to marketing theory, methodology and practice.

Jennifer holds a Ph.D. and a Masters of Philosophy in Business Administration and Marketing from Columbia University. She also holds a Masters of Science in Information Systems and Business and a BA in Economics and Business from the University of Pittsburgh.

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