



## Marketing in a Pandemic Panel - 3/31 at 2 pm

### Featuring Stacey Finkelstein, Associate Professor of Marketing

How firms are responding to changing consumer demand during this unusual and disruptive period? What will the future of marketing will look like in the coming weeks, months, years? How can we help local business, clients, and consumers cope & thrive?

Learn more in this virtual alumni panel led by Associate Professor Stacey Finkelstein. Tuesday, March 31 at 2 pm EST.

#### Panelists:

- Dipita Chakraborty '96, Client Partner, Fractal Analytics
- Stephanie Hayman '12, '18, Marketing Manager, Global Payments Integrated
- Timothy Peterson, CMO and CDO, SportsBiz Group
- Zohaib Rattu '16, Client Strategy Manager, Attentive
- Jacquelyn Bello '15, Executive Assistant, Marketing, KPMG

### Weren't able to Attend?

#### Resources Discussed during the "Marketing in a Pandemic: How Can We Help" virtual panel event

#### Marketing Professional Resources

- MindBank Network: <http://www.mindbanknetwork.org> (marketing professionals can volunteer to provide help and small businesses can request help)
- KPMG: <https://www.kpmg.us/insights/2020/covid-19-resilience-readiness.html>

#### Stony Brook University Resources

- The College of Business has a website that will be frequently updated with information for local businesses and assistance the CoB can provide. Features videos and tutorials about financial stimulus packages and topical discussions by business type <https://www.stonybrook.edu/commcms/business/about/COV19-for-Business/>
- Stony Brook Career Center (for students and alums looking for a new career and for local businesses who are looking to source local talent): <https://www.stonybrook.edu/career-center/>
- Stony Brook Small Business Development Center (SBDC) primarily will provide guidance on financial documents in the coming weeks: <https://www.stonybrook.edu/sbdc/>

- Alumni Relations for continued conversation and up to date knowledge about how the campus has mobilized to help the community in this time of crisis  
<https://www.stonybrook.edu/alumni/>

**State and Federal Resources for members of minority groups:**

- New York State Minority and Women Owned Businesses support:  
<https://esd.ny.gov/doing-business-ny/mwbe>
- New York State Center for Disability Rights: <http://www.cdrnys.org/>
- National LGBT Chamber of Commerce: <https://www.nglcc.org/>

**Health and Wellness**

- SBU Healthier U Facebook wellness chats every Monday at 3pm
- SBU students can access services through
- New York State Mental Health Hotline: <https://omh.ny.gov/>

**Volunteering (while still respecting physical distancing) – because lifting up others can help you feel good, too**

- Long Island Cares (accepts donations and volunteers): <https://www.licares.org/>
- Invisible hands (accepts donations and volunteers):  
<https://www.invisiblehandsdeliver.com/>