



New Jersey's Science & Technology University

# Technology Transfer Communication Strategies

Client Information Booklet Prepared For:  
Consultants 2 Go, LLC

Technology Transfer Communication Strategies

NEW JERSEY INSTITUTE OF TECHNOLOGY  
**MS·PTC** Master of Science in  
Professional and Technical Communication

NEW JERSEY INSTITUTE OF TECHNOLOGY  
**MS·PTC** Master of Science in  
Professional and Technical Communication

**YOUR TTCS TEAM  
CONTACT INFORMATION**

**Paula Some**

973-895-2099 (h)

973-219-3189 (c)

425-955-0100 (fax)

Email: pbs3@njit.edu or pbs99@aol.com

**Dana Giangreco**

215-739-1420 (h)

267-254-6755 (c)

Email: dlg3@njit.edu or dgiangreco@verizon.net

**Sandra Lavini**

215-389-1232 (w)

856-461-7303 (h)

609-412-4317 (c)

Email: sml5@njit.edu or smlavini@verizon.net

**Luz Santos**

201-406-7511 (c)

Email: lss8@njit.edu

**Faculty Advisor:**

**Dr. Nancy Coppola**

Director, MS in Professional & Technical

Communication

Associate Professor, Humanities

New Jersey Institute of Technology

Martin Luther King Jr. Blvd

University Heights

Newark, NJ 07102

Phone: 973-596-5726

Email: coppola@adm.njit.edu

### Paula Some

Paula brings her team strong project management and written communication skills. She began her career doing database content development and technical documentation for Haver Analytics, Inc. Continuing in the financial information systems industry, she provided software training, installation, and support for Chemical Bank. As a business analyst for Midlantic Bank, Paula expanded on her previous experiences and acted as liaison and communication coordinator between senior management, programming, training, operations, computer security, and vendors for customer information system implementations and upgrades. During a rewarding career pause to stay home raising her children, Paula continued to hone her leadership and communication skills through extensive volunteer work. This included several years as a PTA President and member of the Superintendent's Parent Leadership Committee, on which she still serves.

Paula received a Bachelor of Arts degree in Economics from Western New England College. Having already received a Certificate in the Practice of Technical Communication from New Jersey Institute of Technology, she anticipates completing her Master's Degree in Professional and Technical Communication in Spring, 2008. She is a member of the Society for Technical Communication (STC).

## Welcome To Technology Transfer Communication Strategies Your Vision. Our Solution.

Thank you for considering a free resource available through the Enterprise Development Center (EDC). Technology Transfer Communication Strategies (TTCS) represents an exciting venture that pairs graduate communication, management, information systems, and computer science students with EDC clients.

All of our consultants are participating in PTC/MGMT 644, *Communication in Technology Transfer and Innovation* graduate seminar. This partnership benefits both you and the students—all members of the NJIT university community.

### Our Services

With a diverse consulting staff of graduate students who are also working professionals, TTCS can deliver a range of communication solutions. Our technical communication skills and focus on user-centered methods are ideal for assisting your company with the transfer of new technologies.

At our initial meeting, members of our team will gather introductory information to help understand the scope of your project and key background facts. Following the meeting, we will prepare a proposal outlining our recommended solution to your unique communication need. Based on your feedback, the TTCS team will produce the agreed deliverables. Throughout this process, we'll be readily available for progress updates or any other purpose.

### Sample Deliverables

- ◆ Business Plans
- ◆ Documentation
- ◆ Technical Reports
- ◆ Press Releases
- ◆ Brochures
- ◆ Websites



## Consultant Profiles

Your TTCS team gains strength through the diverse educational backgrounds, professional experiences, and practical skills of each member.

### Dana Giangreco

Dana Giangreco has spent the bulk of her career honing her marketing and communication skills in the pharmaceutical industry. She began her career as an entry-level Marketing Coordinator at Merck & Co., Inc. Over the last 9 years, she has successfully climbed the corporate ladder at Merck, and she is currently a Managing Editor supporting the company's Global Vaccines and Infectious Diseases business. In addition to her editing responsibilities, Dana manages a staff of four editors and one administrative professional. During her time at Merck, Dana has acquired much knowledge and experience in brand development and promotion. Dana's most recent achievement at Merck has been to support the successful launch of one of Merck's key new products, Gardasil. Dana is presently the primary Editor for all consumer tactics that are developed to promote Gardasil.

Dana received her Bachelor of Arts in Communications at Arcadia University (formerly Beaver College). She is currently enrolled in NJIT's Master's in Professional and Technical Communication program with an anticipated graduation date of spring 2008. Dana has received numerous awards and recognition from the various marketing teams that she has supported over the years. Her leadership and experience have also been recognized on several occasions. In addition, Dana is a certified member of the American Medical Writers Association and is currently working toward her advanced certification. Also, in recognition of her outstanding academic performance, Dana has been invited to become a member of the NJIT Sigma Chapter of Alpha Epsilon Lambda.

### Sandra Lavini

Sandra Lavini has nearly 30 years of professional experience in the non-profit sector in diverse positions of increasing responsibility. In addition to providing direct services, Sandra trained and managed staff members and a large corps of volunteer service providers. As a conference planner for a public health organization in southern New Jersey, Sandra planned continuing education programs and conferences on cutting edge medical and psychosocial topics for physicians and other allied health and human services professionals. Formerly a fundraiser for a Philadelphia-area

pro bono legal advocacy agency with an operating budget of close to \$2M, Sandra raised in excess of 35% of the budget each year through direct solicitations and funding initiatives. She was responsible for generating grant proposals, managing proposal follow-up and reporting, and cultivating and soliciting new donors. She developed and led effective United Way Campaigns, and under her leadership the agency ranked among the top donor-designations in southeastern Pennsylvania. For more than nine years, Sandra led a successful Annual Benefit Reception, an event that attracted close to 400 attendees each year and generated revenues exceeding \$230,000.

Throughout her career, Sandra has been responsible for team building, event planning, public presentations, and writing and editing newsletters and marketing materials. At present, she is complementing her skills by pursuing a Masters Degree in Professional and Technical Communications at New Jersey Institute of Technology.

### Luz Santos

Luz Santos has spent her career in the Human Resources field. She began her career in the manufacturing industry and then in an opportunity to gain a broader experience, she worked in the distribution industry for Barnes & Noble Distribution. She is currently the Human resources Manager for the Distribution Center for The Vitamin Shoppe. In her current position Luz is responsible for the employee relations of over 200 employees. She is also responsible for providing Human resources support to these employees as well as to the management team at the Distribution center. Although Luz has only been at The Vitamin Shoppe for 15 months, she has been responsible for the development and implementation of different policies, procedures and programs at the Distribution Center.

Luz received her Bachelor of Science in Business Administration with a concentration in Office Systems from Montclair State University. She is currently enrolled in the Master's of Science Management at NJIT with an anticipated graduation date of January 2008. Luz also holds the Equal Employment Opportunity Studies and Affirmative Action Certifications from Cornell University. In addition, Luz is a notary public for Bergen County and a member of SHRM. She is currently pursuing her Senior HR Professional certification.