

Alumni Spotlight:

Lena Reading, B.A. '10

Senior Technical Project Manager,
Maritz IT Services



As Senior Technical Project Manager for Maritz IT Services in St. Louis, Missouri,

Communication Department alumna **Lena Reading** (B.A. '10) leads project teams to the successful implementation of technical solutions that impact employees and clients. Projects include designing, operating, and implementing infrastructure solutions that support recognition and reward programs, sales channel incentive programs, customer loyalty programs, and more.

In addition to her work at Maritz, Reading was recently named President of Friends of Carondelet Park in St. Louis. Reading has made a great impact in her relatively short tenure as president, collaborating with Utah-based retailer of card making and craft supplies DCWV Inc. to launch the Paper Box Project. The Paper Box Project allows visitors to the park to select the perfect supplies for a homemade card, resulting in creativity, community, and smiles.

"The UB COM program presented communication from many different angles and perspectives. I'm constantly asking the question: 'What message do we need to send to people affected by this change?'"

Professor Andrew Sachs uses his Experience and Passion to Inspire Students

A recent article in the *UB Spectrum* highlighted the work of Adjunct Assistant Professor **Andrew Sachs, PhD**. Sachs is very popular among students for his sense of humor and straightforward communication style. But Sachs's humor doesn't come from an easy life. Growing up in Alabama as a member of a Jewish family at the height of the Civil Rights era, Sachs and his family struggled with racism. In the *Spectrum* interview, Sachs also candidly reveals that he dropped out of college and took a 10-year break, before returning to the University of Wisconsin-Madison. Far from allowing these challenges to set him back, Sachs has now been teaching for 33 years. He's held teaching positions in Singapore, at the



University of Wisconsin and at the University of Utah, and has taught at UB for 15 years. Says Sachs, "I was struggling to discover what I wanted to be and what I wanted to do. I've been very fortunate to have landed after some struggles." Sachs brings these experiences, as well as his entertaining personality and honesty, to UB, employing them to help his students overcome their own adversities.

In addition to his enthusiasm for teaching, Sachs has a passion for acting. He has acted professionally in roughly 30 off-Broadway shows and works as a director when classes are out for the summer. This love for the stage makes his teaching engaging, and students are frequently impressed with how he weaves his acting chops and teaching prowess into his public speaking and written composition courses. Former student Benjamin Greenfeld notes that, "He was a great professor and really taught the class well. I have greatly improved my writing skills from taking his writing course and I feel as though I am now an above-average writer."

"I'm passionately interested in what young people, and all students, are doing and what they hope to do. I want to help them navigate the world."