



PATTY MARRERO '88

Biographical Sketch

A proud 1988 graduate of Penn State with a B.S. in Marketing, Patty is a member of the Kappa Alpha Theta Sorority.

During her time at Penn State she participated in raising money for THON, Greek Week, Homecoming and never missed a football game at Beaver Stadium.

She continues to support Penn State as an Alumni Association Life Member. She is also a member of the President's Club (President's Circle), Golden Lion Society and Nittany Lion Club where she has endowed an athletic scholarship.

After graduating from Penn State, Patty moved to New York City and started her career. Her business experience includes five years as a Bond Trader at Smith Barney after which she then started her career in Spanish Language Media. At Univision, the largest Spanish-language media company in the U.S., Patty started out as an Account Executive and worked her way up to a VP in Sales. She specialized in selling sports (World Cup) and broke new ground in Spanish-Language TV by creating a direct-to-client business for the first time in the network's history covering Blue Chip accounts Anheuser-Busch, Coca-Cola, Mars-Wrigley, and MillerCoors among others.

She is currently SVP and head of sales at a Spanish-Language Broadcast Network, Vme (Spanish-Language PBS Affiliate). She attends and participates in monthly board meetings and is part of the Executive Committee of three. She has significant experience in managing budgets, setting goals and strategic thinking.

Patty resides in Hoboken, NJ and works in New York City.

Position Statement

Twenty-four years after graduating, I still describe my experience at Penn State as the best four consecutive years of my life. I am very involved with the Nittany Lion Club and Penn State Athletics and feel it's time to add to my commitment to the University.

My attention to the University has not just surfaced with recent developments, I am proud to say that I have donated to Penn State every year since I graduated and have also established an endowment in support of a student's college education.

I learned a lot at Penn State: how to be smart, honest, generous, supporting, and LOYAL.

These are trying times, and may be the most defining years in Penn State's history. I am prepared to bring all my passion and capability to help ensure that Penn State retains its position among the first rate universities in the U.S.

The opportunity to represent Penn State Alumni is an honor and this is my focus:

- 1 - Represent the POV of Alumni like me who value and cherish the PSU experience
- 2 – Draw from my strategic leadership experience – leadership should be proactive, not reactive
- 3 – Honor Joe Paterno's legacy

My diverse life and work experience will help get it done!

I LOVE Penn State and will always put the best interest of the University and Alumni at the forefront of every decision and vote that I make.

I know I can make a difference and appreciate your vote!

WE ARE.....PENN STATE!