

Curriculum vitae
Kathryn J. Anderson, PhD, MPH
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EDUCATION:

University of Alaska Fairbanks PhD, Social Marketing (Interdisciplinary)	2013
University of South Florida Graduate Certificate in Social Marketing	2011
University of Alaska Anchorage Master of Public Health	2009
Harvard Business School Advanced Management Program	1995
Rutgers University Master of Science, Computer Science	1975
Arizona State University Bachelor of Science, Mathematics	1972

CURRENT POSITIONS:

President, Pescatore Systems International, LLC	2003-present
Owner of consulting firm specializing in program evaluation, social marketing, and strategic planning for clients including Hewlett Packard, University of Alaska Anchorage, and the Alaska Division of Public Health	
Adjunct Instructor I, University of South Florida	2012-present
Adjunct professor in online Social Marketing Graduate Certificate program, including Introduction to Social Marketing and Program Management for Social Marketing	
Adjunct Professor, Alaska Pacific University	2004-present
Marketing professor in MBA program, teaching Marketing Management and High-Technology Marketing. Experienced in both face-to-face and online class delivery.	
Affiliate Faculty, University of Alaska Anchorage	2014-present
Marketing professor in Public Health program, teaching Social Marketing.	

PREVIOUS POSITIONS:

- Sr. Vice President, Alaska Communications Systems 2001-2002
Responsible for sales, marketing, and customer service for \$300M telecommunications company
- COO and Sr. Consultant, Metrus Group (New Jersey) 2000-2001
Responsible for daily operations of balanced-scorecard consulting company. Consulted to clients such as Lucent Technologies, Dow Jones, CIT Group, Timken Corporation, and the Federal Reserve Board of Chicago.
- Vice President, AT&T (New Jersey, Atlanta, Ohio) 1988-1998
Various roles including VP Business Internet Services, VP E-Commerce Strategy, VP Software Marketing, VP Cable Marketing, VP UNIX® Software Development
- Various positions, AT&T and Bell Laboratories(New Jersey) 1973-1988
Member of Technical Staff (software development), software development management

MEMBERSHIPS:

- American Public Health Association (APHA)
American Public Health Association, Alaska Chapter (ALPHA)
The Honor Society of Phi Kappa Phi
Delta Omega Honorary Society in Public Health

PUBLICATIONS:

- Anderson K.** (2012) Regional Profile: Alaska Health Care Systems. *International Journal of Circumpolar Health, special supplement.*
- Anderson K.** , Speranza P. (2011) A comparison of 2005-2006 to 2008-2009 procedural and temporal compliance to cervical cancer screening guidelines in a CDC funded program in Alaska. *Journal of Lower Genital Tract Disease, 15(2), 98-104.*
- Anderson K.** (2010) A Review of Healthcare Reform in the United States and in Alaska. *International Journal of Circumpolar Health. 69(5), 424-436.*
- Anderson KJ,** Beck R, Buonanno T. (1988) Reuse of Software Modules. *AT&T Technical Journal , 67(4), 71-76.*
- Anderson KJ.** (1985) Use of the standard UNIX® system kernel for transaction processing. *UNIX Review. August 1985, 58-64.*

RECENT RESEARCH EXPERIENCE (papers available on request):

Independent Study Coursework:

Worksite Health Promotion (2005)

State-level Healthcare Reform in the U.S. (2008)

Evaluating a tobacco cessation program for young adult Alaska Native People (2010)

MPH Thesis: Breast and Cervical Health Check Program: Cervical cancer screening fidelity to American Society for Colposcopy and Cervical Pathology (ASCCP) 2006 Consensus Guidelines

PhD Dissertation: Tobacco Use and Cessation: What Matters to Southeast Alaska Native Young Adults?

Circumpolar Health: Comparative Health Systems across Arctic nations

SPEAKER:

American Public Health Association National Meeting, 2013:

TALK : Tobacco use and cessation: What matters to Southeast Alaska Native young adults?

Alaska Health Summit 2012:

TALK : Tobacco Cessation and Southeast Alaska Native Young Adults

Alaska Health Summit 2011:

TALK : Evaluating Social Marketing Programs

American Society for Colposcopy and Cervical Pathology Biennial Meeting (March 2010):

TALK: A comparison of 2005-2006 to 2008-2009 procedural and temporal compliance to cervical cancer screening guidelines in a CDC funded program in Alaska.

American Public Health Association National Meeting, 2009:

TALK : (Cancer Forum): Procedural and temporal compliance to cervical cancer screening guidelines in a CDC funded program in Alaska

POSTER: (Informatics SPIG): A portable mechanized tool for evaluating procedural and temporal compliance to the American Society for Colposcopy and Cervical Pathology 2006 Consensus Guidelines (with P. D. Speranza, MS)

CDC National Breast and Cervical Cancer Early Detection Program Annual Conference, 2009

TALK: Report from Alaska: Fidelity of Practices in a CDC NBCCEDP funded cervical screening program to American Society for Colposcopy and Cervical Pathology (ASCCP) 2006
 Consensus Guidelines

AWARDS:

Alaska Pacific University Adjunct of the Year 2011

COMMUNITY INVOLVEMENT:

Providence Alaska Health Community Ministry Board of Directors 2009-present
 Board Chair 2013

Asthma and Allergy Foundation of America (AK) Board of Directors 2009-present

Alaska (WWAMI) Biomedical Program Advisory Board member 2009-2012

Anchorage Concert Association, Board of Directors 2002-2011
 Secretary 2006-2007
 Member, Finance Committee 2006-2010

Providence Alaska Foundation, Board of Directors 2002-2009
 Vice Chair 2006
 Chair 2007

American Lung Association of Alaska, Board of Directors 2002-2005
 Board Vice Chair 2004-2005
 Local representative to the national Association 2005

American Lung Association of New York City, Board of Directors 1998-2001
 Local representative to the national Association 2000-2001