

PhD Project Helps Zarzosa Complete Journey

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Dr. Jennifer Zarzosa, assistant professor of marketing at Henderson State University, is one of only 24 female, Hispanic-Americans in the U.S. to become a marketing professor at a business school.

She recently received her Ph.D. in marketing from New Mexico State University after participating in the PhD project, an award-winning program to create a more diverse corporate America. The project aims to increase the number of minority business professors who, in turn, attract more minority students to study business in college.

“The PhD Project has been an invaluable asset in my long journey,” Zarzosa said. “From the Annual PhD Project Conference in November, where I was recruited, to the annual Marketing Doctoral Student Association (MDSA) conferences, the PhD Project has provided me with the continuous support throughout this difficult journey.”

Before joining Henderson this year, Zarzosa was a marketing lecturer for the University of New Mexico and a graduate assistant for New Mexico State University. In addition to her teaching experience, she has industry experience as a customer relationship manager and sales support manager at Sikorsky Aircraft Corporation.

“Now, I am eager to begin my academic career at Henderson State University and contribute to the Henderson family,” Zarzosa said.

“Dr. Zarzosa has succeeded in the difficult effort to become a business school professor,” said Bernard J. Milano, president of the PhD Project and president of the KPMG Foundation. “She has demonstrated dedication, hard work and intelligence in joining the growing ranks of minorities choosing to become college professors.”

The PhD Project, founded in 1994, recruits minority professionals from business and encourages them to enter doctoral programs in all business disciplines. It has been responsible for increasing the number of minority business professors from 294 to 1,230.