



PhD Project Professor Dr. Brent Smith Promoted to Full Professor at Saint Joseph's University

Montvale, NJ- The PhD Project, an award-winning program to create a more diverse corporate America by diversifying business school faculty, announces that Project participant, **Dr. Brent Smith, has been promoted to Full Professor of Marketing at Saint Joseph's University. He is the first African-American faculty member to achieve this rank in the history of the Erivan K. Haub School of Business and the University. He earned his PhD from Drexel University in 2004 and joined Saint**

Joseph's University in 2005.

Dr. Smith is one of only 100 African-American male Marketing professors in the United States, most of who have become professors since The PhD Project was established in 1994. The Project's vision is to diversify corporate America by increasing the number of minority business professors (African-American, Hispanic-American and Native American), who attract more minority students to study business in college.

"Dr. Smith has succeeded in the very difficult endeavor of being promoted to Full Professor," said Bernard J. Milano, President of The PhD Project and president of the KPMG Foundation, founder and lead funder of the program. "He has demonstrated dedication, hard work and intelligence in joining the rapidly growing ranks of minorities choosing to influence the next generation of business leaders as college professors. The PhD Project takes great pride in his achievement, and looks forward to following his success throughout his career."

The PhD Project, a 501(c) (3) organization that the KPMG Foundation founded in 1994, recruits minority professionals from business into doctoral programs in all business disciplines. Since its inception, The PhD Project has been responsible for the increase in the number of minority business professors from 294 to 1,429. Further, 270 minorities are currently enrolled in doctoral programs, and will take a place at the front of the classroom over the next few years. The Project attacks the root cause of minority under-representation in corporate jobs: historically, very few minority college students study business as an entrée to a corporate career. Diversifying the faculty attracts more minorities to study business and better prepares all students to function in a diverse workforce.

Dr. Smith began his PhD journey as a dual degree undergraduate at Xavier University of Louisiana and MBA student at Tulane University, attending the 1996 PhD Project November Conference. Each year, highly qualified professionals who are considering leaving their careers to enter doctoral programs in business are invited to The PhD Project Conference where they hear from deans, professors and current minority doctoral students about the benefits of pursuing a business Ph.D. Conference participants are provided with the tools and resources they need for the application/admission process to doctoral programs. Once they enter a program, every minority business doctoral student in an AACSB accredited U.S. business school becomes a member of one of The Project's five (accounting, finance, information systems, marketing and management) Doctoral Student Associations (DSAs). Each year, The Project holds a conference for each of the five DSAs, where the doctoral students come together,

forming a strong support network while receiving important tools to help them navigate their doctoral programs. **Dr. Smith was a student member of The PhD Project Marketing Doctoral Students Association and is now a faculty member of the Marketing Faculty Alumni Association.**

The PhD Project has received ongoing support from its sponsoring companies, participating universities and organizations, and supply alliance members. The founding organizations in addition to the [KPMG Foundation](#), are the [Graduate Management Admission Council](#), [AACSB International](#). Other leading corporations, foundations and associations funding it include: 298 [Participating Universities](#), [AICPA Foundation](#), [DiversityInc](#), [Dixon Hughes Goodman LLP](#), [American Marketing Association](#), [Rockwell Collins](#), [John Deere Foundation](#), [California State University System](#), [Lincoln Financial Group](#), [Academy of Management](#), [American Accounting Association](#), [City University of New York System](#), [Aerotek](#), [NASBA](#), [Thrivent Financial](#), [American Express Foundation](#) and [Fidelity Investments](#).

For more information on The PhD Project, visit: <http://www.phdproject.org> or contact Lisa King at 646-234-5080 or lisak@mediainpact.biz. Visit us on Facebook at <http://www.facebook.com/thePhDproject>; Follow us on Twitter at www.twitter.com/ThePhDProject.

