



# **PHD PROJECT PARTICIPANT, DR. SAMANTHA CROSS, PROMOTED TO ASSOCIATE PROFESSOR BY IOWA STATE UNIVERSITY**

Montvale, NJ- The PhD Project, an award-winning program to create a more diverse corporate America, announces that Project participant, **Dr. Samantha Cross, has been promoted to Associate Professor at Iowa State University. She is the first African-American female to be promoted to Associate Professor in the Ivy College of Business at ISU. Dr. Cross received her Ph.D. from the University of California, Irvine.**

**Dr. Cross is one of only 101 female, African-American Marketing business school professors in the U.S., most of who have become professors since The PhD Project was created 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. Cross has succeeded in the very difficult endeavor of being promoted to Associate Professor," said Bernard J. Milano, President of The PhD Project and president of the KPMG Foundation, founder and lead funder of the program. "She 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 her achievement, and looks forward to following her success throughout her 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 1,409. 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. Cross began her PhD journey by attending the 2002 PhD Project Annual 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.

The PhD Project has received ongoing support from its sponsoring companies, participating universities and organizations, and supply alliance members. Its founding organizations in addition to the **KPMG Foundation**, are the **Graduate Management Admission Council**, **Citi Foundation**, **AACSB International**. The leading corporations, foundations and associations funding it include: 300+ **Participating Universities**, **AICPA Foundation**, **DiversityInc**, **Dixon Hughes Goodman LLP**, **American Marketing Association**, **Rockwell Collins**, **John Deere Foundation**, **CIGNA**, **California State University System**, **Wal-Mart Stores, Inc.**, **Lincoln Financial Group**, **Academy of Management**, **American Accounting Association**, **City University of New York System**, **Aerotek/ TEKsystems**(operating companies of Allegis Group), **The Hershey Company**, **NASBA**, **OCWEN Financial Corporation**, **Thrivent Financial** and **American Express Foundation**.

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