

# DIVISION OF BUSINESS & ENTERPRISE GLOBALLY IMPACTFUL SPEAKERS & TALKS (G.I.S.T)

“You Too Can  
Change the World”

## RON VICKROY

Often called a Pitt-Johnstown legend, Ronald Vickroy (a.k.a. “Mr. V.”) has touched the lives of countless students during his 27 year tenure as associate professor of management and chairman of the management and marketing department at Pitt-Johnstown.

Instilling in his students a belief that we all have a responsibility to engage with our communities and give back when possible, Vickroy also taught his students that community service should be incorporated into their career paths.

Leading by example, Ron Vickroy has been deeply involved in many community organizations and initiatives. Working with fellow professors John McGrath and Skip Glenn, Vickroy authored the Regional Economic Climate Study, a survey for the Greater Johnstown/Cambria County Chamber of Commerce. Prior to joining the Pitt-Johnstown faculty in 1985, Ron Vickroy was director of marketing and sales for Crown America Corp.’s hotel division. He also served as chairman of Conemaugh Health System until resigning in 2000.

Despite his retirement, “Mr. V” still manages to stay in touch with the almost 450 alumni whose lives he’s forever changed.

## RICHARD A. BROSS ('73)

Richard Bross graduated from Pitt-Johnstown magna cum laude with a BA economics and was a divisional scholar in economics.

He began his career at Hormel Foods in Grocery Products sales in the Pittsburgh, Pa., area. In 1981, he became a product marketing manager in the Grocery Products division at the Corporate Office (Austin, Minn.), where he held a variety of manager and director level positions. In 1996, he became the vice president of Grocery Products and in 1999 was promoted to vice president of Hormel Foods, president of HFIC. In 2001, he assumed the position of group vice president of Hormel Foods, president of HFIC, which he held until his retirement in December, 2012.

A noted philanthropist, Mr. Bross’s generous contribution to scholarships at the University of Pittsburgh at Johnstown has earned him a place of distinction in the 1927 Cornerstone Society, the university’s most prestigious donor honor roll.

His interest in supporting business students while promoting strong communications and ethical leadership is changing lives. “Having won this award creates in me a greater desire to strive toward excellence and to reach beyond my goals. I am looking to go into a career with a nonprofit organization and/or into youth ministry, I know the value of having this great monetary relief towards my college loans.” – Jocelyn Hartman, recipient of the 2015, 2016 Bross Family Scholarship.

Mr. Bross also contributes his talent and time as a member of the Pitt-Johnstown Board of Advisors.

## GLENN GILMORE

A Forbes Top 50 Social Influencer, Glen Gilmore has attracted a community of over 500,000 in social media, with over 320,000 at his primary Twitter account, @GlenGilmore. A founding faculty member at the Rutgers University School of Business Social Media Marketing Executive Programs, Gilmore has created and taught a wide-range of topics in the field of digital marketing.

Author of Social Media Law for Business, Gilmore is an attorney who was awarded the degree of Doctor of Laws, Honoris Causa, by his alma mater, the Widener University Commonwealth Law School at Harrisburg.

Gilmore has been called a “man of action” by TIME magazine and a “national hero” by The New York Times. The former two-term mayor of a community of nearly 100,000, Gilmore helped create and deliver executive leadership programs funded by the US Department of Homeland Security at the National Emergency Response and Rescue Training Center at Texas A&M University.

Now recognized as leading influencer in Digital Marketing and the Internet of Things, including emerging technologies, such as augmented reality, Gilmore is an international consultant, speaker and social media brand ambassador. He has chaired and keynoted at events from London, Dubai, to Istanbul. IBM has called him a “futurist”.