Dr. Chris Daoood joined Marquette University in 1998 and currently serves as assistant director of the Counseling Center. At the Counseling Center, Chris provides therapy for students struggling with mental health or career exploration concerns, coordinates educational efforts offered by the center, and supervises the V.O.I.C.E. peer education program that focuses on sexual violence prevention. His areas of specialty are sexual violence prevention and suicide assessment and prevention.

Prior to joining Marquette, Chris worked at St. Olaf College as a residence hall director, with ancillary positions in career counseling, chemical health education, and wellness. He holds a bachelor's degree in psychology (St. John's University), master's degree in counseling (University of Denver) and Ph.D. in counseling psychology (Marquette University).

Mark Federle is the McShane Chair in Construction Engineering and Management at Marquette University and the Associate Chair of the Department of Civil, Construction, and Environmental Engineering. He started the construction engineering and management program at MU. Previously he was chief information officer for The Weitz Company in Des Moines for nine years. Prior to joining The Weitz Company, Mark was the professor-in-charge of the construction engineering program at Iowa State University, where he taught for nine years. In 1998, Mark was recognized by the ISU engineering student council as the Outstanding Construction Engineering Faculty Member. In 1999, he was honored as the Outstanding Engineering Advisor. Mark earned his Ph.D. and master's in construction engineering and management from the University of Michigan.

Mark is a licensed professional engineer in Iowa and Wisconsin, a certified professional constructor and is a fellow in the American Society of Civil Engineers. His research interests include organizational behavior in construction companies, strategic planning, information technology and its impact on construction productivity, individual behavior and leadership, virtual design and construction or building information modeling, design-build project delivery and implementing best practices on the Web. Mark was awarded the Career Achievement Award by Rose-Hulman in 2005.

Tricia Geraghty is vice president for marketing and communication at Marquette University. Marquette promises students an education that prepares them to be the difference in the world. The role of the Office of Marketing and Communication, under Geraghty's leadership, is to represent that promise throughout Marquette's branding, marketing and communication initiatives.

Tricia has held numerous external relations roles at Marquette, including as a university fundraiser, director of community relations and, from 2001 to 2005, director of marketing/associate vice president for public affairs. She also has worked in economic development for the city of Milwaukee, serving as senior staff assistant to the mayor of Milwaukee, and as an associate director of Lisbon Avenue Neighborhood Development, a nonprofit community development corporation.

Tricia earned her master's of business administration from the University of Chicago and holds a bachelor of arts in history from the University of Illinois at Urbana-Champaign. In 2002, she was named one of “35 Faces of the Future” by Milwaukee Magazine and in 2008, the Milwaukee Business Journal included her as one of Milwaukee's "Forty Under 40." She is a member of the communication advisory council for the Association of Jesuit Colleges and Universities, and volunteers her time for numerous community and civic organizations.
Speaker Biographies
September 2011

Brenda Skelton is an award-winning strategist with deep experience in marketing, brand building, public relations, social responsibility/philanthropy and community relations. She founded Brenda Skelton Consulting, Inc., in 2008 after serving as an executive leader in marketing and communications roles for over 20 years including Senior Vice President, Marketing, Midwest Express Airlines and Vice President, Communications, Northwestern Mutual Life just to name a few.

She is the recipient of numerous honors for marketing and leadership such as TEMPO's Mentor of the Year Award, Advertising Age Magazine’s “Marketing 100” for outstanding marketing results and Professional Dimension's Sacagawea Award for creative and trail-blazing leadership.

Brenda has consulted on many Marquette projects including:

- the development of a strategic plan for the College of Business Administration and the Graduate School of Management,
- facilitation and support of the task force charged with creating a new donor society to recognize annual giving (being launched fall, 2011),
- implementation of recommendations for improvement in Annual Giving and Scholarship Aid,
- creation of the Seven Essentials of Alumni Engagement, and
- facilitation of alumni focus groups in Southeastern Wisconsin to determine key factors for lack of involvement, and to determine if potential programming being considered would drive greater engagement.

She holds a bachelor's degree from the University of Missouri magna cum laude, and has embraced executive management training and continuous learning throughout her career.

Julie Tolan is vice president for university advancement at Marquette University. She leads the university’s efforts to increase alumni engagement and expand fundraising support. Under her leadership Marquette completed the Magis Campaign in 2005, raising $357 million from more than 57,000 donors. MU raised more than $100 million in 2007 and 2008. Under her direction Marquette has increased alumni engagement, contributing to a stronger culture of philanthropy.

Julie began her Marquette career in 1990 and has served in several capacities, including assistant vice president for university advancement, campaign director, director of corporate and foundation relations, senior advancement officer and project manager for the Les Aspin Center for Government.

She earned a bachelor's degree in English and a minor in economics from the University of Michigan in Ann Arbor and a master of management degree from the Kellogg Graduate School of Management at Northwestern University. Julie was presented with the Association of Fundraising Professionals' Scott A. Cutlip Award as the fundraiser of the year in 2010. She was named a “Woman of Influence” by The Business Journal of Greater Milwaukee in 2006 and was recognized as one of Milwaukee’s “Forty Under 40” in 2000.