



Drexel University Online

Drexel University Online Introduces New President and Senior Management Team *Kenneth Hartman, Mark Shay and Todd Lucca make up new senior leadership*

Philadelphia, PA (PRWEB) – July 15, 2011 – [Drexel University Online](#) introduces three key members of its new management team. President Kenneth Hartman, Senior Vice President of Marketing and Business Development Mark Shay, and Vice President of Business Development Todd Lucca bring to the table a unique blending of talent and experience in internet technology and online education including instructional design, marketing, sales, strategic planning, administration and management.

President Hartman is an internationally renowned educator and entrepreneur, having served the past 30 years as a university professor, academic administrator and consultant at several leading universities. Dr. Hartman has been at Drexel University Online since 2005. Prior to his appointment as President, Dr. Hartman served as DUO's Senior VP for marketing and business development. One of Dr. Hartman's primary goals in his new role is to keep [Drexel University Online](#) at the forefront of innovation in the field of online learning, as evidence by receiving the 2010 Sloan-C Award for Excellence in Institution-Wide Online Education. "Having your peer institutions select your university to receive this prestigious award was welcome confirmation of the talent and dedication of Drexel University's faculty and staff," states Hartman.

Dr. Hartman is the founder and national chairman of National Distance Learning Week, and has received numerous professional awards and recognitions. Most recently, he was honored as the recipient of the 2011 Alumni Association Professional Achievement Award from the State University of New York at Geneseo. He is the author of numerous books and publications, a former syndicated newspaper columnist and television talk show host, and commissioned officer in the United States Army. Dr. Hartman holds an undergraduate degree from The State University of New York at Geneseo, a master's degree from Michigan State University and a doctorate degree from the University of Pennsylvania.

With a long history of success helping higher education institutions recruit students, and more than 30 years of hands-on experience, Mark Shay is remarkably well suited for his position as Senior Vice President Marketing and Business Development. He notes, "As we approach 100 degree programs at Drexel University, we are unique in delivering highly regarded online degrees with the same quality as those on campus. My staff and I will be working to extend the excellent reputation Drexel has for its on-campus degrees to the online community."

Mark's most recent accomplishment was the launch of IDP Education's North American expansion, affirming the company's position as the world's largest student placement firm. Prior to his work at IDP, Mark was the founder and former CEO of Educational Directories Unlimited, producer of GradSchools.com and StudyAbroad.com, the leading web-based student recruiting portals. As a pioneer in the lead generation and use of the

Internet in student recruiting he brings a wealth of knowledge and experience to [Drexel University Online](#). Mark holds a B.S. in Electrical Engineering from Syracuse University.

Todd Luca, Vice President of Business Development, is a member of the Executive Team and responsible for the strategic alignment and performance of the Business Development, Lead Cultivation and Applicant Services Teams. One of his new responsibilities will be to oversee Drexel Online's popular [DrexelPro program](#). According to Todd, "DrexelPro is a unique online partnership program for corporations, health systems, school districts and professional associations to offer degree programs to their employees and members at special reduced tuition rates."

Todd has worked at Drexel eLearning for the past four years. Under his direction, the Business Development department played a major role in new student generation and revenue growth. He has a proven track record of service as a leader, strategic thinker and tactician. Todd holds a MBA from Boston University and a B.S. in Business Administration from the University of North Carolina at Greensboro.

For more information on Drexel University visit Drexel's [website](#), e-mail info@drexel.com, or call (877) 215-0009.

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About Drexel University Online:

Drexel University is a winner of the 2010 Sloan-C Award for Excellence in Institution-Wide Online Education. Founded in 1891 and offering online degrees since 1996, Drexel University has become renowned for innovative, Internet-based distance education programs for working professionals and corporations in the United States and abroad. Drexel University is continually ranked one of the best national universities by U.S. News & World Report and maintains regional accreditation by the Middle States Association of Colleges & Secondary Schools. Drexel University is a comprehensive research university with three campuses in Philadelphia and one in Sacramento. Over 100 of Drexel's certificates and degree programs are offered online placing the university at the forefront of online education. For more information about these programs, visit <http://www.Drexel.com>.

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