

Communications *at Wharton*

WM WHARTON MAGAZINE

WHAT WE DO:

Publish content for, about, and by alumni, connecting the broader Wharton community to each other as well as what's happening on campus.

MAIN AUDIENCE:

Wharton Alumni

FIND US:

Online and in print, 2 issues a year.
whartonmagazine.com



CONTACT:

Richard Rys
Editor
Wharton Magazine
rrys@wharton.upenn.edu

WS WHARTON STORIES

WHAT WE DO:

Write about the people, events, and insights currently at Wharton, offering a glimpse into the student experience while highlighting the School's priorities: Analytics, E&I, Finance, Global Perspective, and Leadership.

MAIN AUDIENCE:

Prospective Wharton students

FOR WS, FIND US:

Online
wharton.upenn.edu/stories

FOR WPN, FIND US:

On all major podcast platforms and online at
knowledge.wharton.upenn.edu/podcasts/



CONTACT:

Dee Patel
Director of Content
Wharton Marketing & Communications
dpatel4@wharton.upenn.edu

WPN WHARTON PODCAST NETWORK

WHAT WE DO:

Unite business and academic podcasts under one platform, featuring Wharton faculty and expert guests on leadership, innovation, markets, and entrepreneurship.

MAIN AUDIENCE:

Global business professionals

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KW KNOWLEDGE AT WHARTON

WHAT WE DO:

Share the latest faculty research and other timely insights from industry leaders, books, and conferences.

MAIN AUDIENCE:

Global business readers

FIND US:

Online
knowledge.wharton.upenn.edu



CONTACT:

Steven Guglielmi
Senior Editorial Director
Knowledge at Wharton
sgugliel@wharton.upenn.edu

WMR WHARTON MEDIA RELATIONS

WHAT WE DO:

Promote Wharton faculty research, expertise, and School-wide news to elevate the Wharton brand.

MAIN AUDIENCE:

Journalists

FIND US:

Online
news.wharton.upenn.edu



CONTACT:

Emily Hemming
Director of Media Relations
and Research Marketing
Wharton Marketing & Communications
ehemming@wharton.upenn.edu

WSM WHARTON SOCIAL MEDIA

WHAT WE DO:

Develop and distribute content that tells the Wharton story, showcasing the School's academic offerings and elevating Wharton thought leadership.

MAIN AUDIENCE:

Broader Wharton community

FIND US:

Primarily on [LinkedIn](#), [Twitter](#), [Instagram](#),
[Facebook](#) and [YouTube](#).



CONTACT:

Brian Kotloff
Director of Social Media
Wharton Marketing & Communications
bkotloff@wharton.upenn.edu