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President names Jackowski interim director of Center for Innovation

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Metro State President Stephen Jordan has announced the appointment of Associate Professor of Marketing Mick Jackowski as interim director of the Center for Innovation.

"I'm eager to build on the center's strong foundation by building strong relationships with everyone in the community who wants to be more innovative," said Jackowski, who, along with teaching, has been involved in entrepreneurship and professional sports marketing.

At Metro State, Jackowski co-founded Brand Spankin New (BSN), with Assistant Professor of Industrial Design Ken Phillips. According to Jackowski, BSN (<http://www.brandspankinnew.org/>) is the first student-operated business in the world where undergraduates design, manufacture and market home and office furnishings.

During his marketing career in professional sports, Jackowski was director of media relations for the Arena Football League, director of communications for the National Lacrosse League (formerly Major Indoor Lacrosse League) and electronic media coordinator for the National Football League International's NFL Europe.

An entrepreneur himself, Jackowski was co-CEO of a management-consulting firm recognized in 2002 as the second-fastest growing company in Boulder County by the Boulder County Business Report.

Jackowski earned his doctorate at the University of Northern Colorado, his master's at the University of Massachusetts and his bachelor's at the University of Buffalo. He specializes in brand, reputation and relationship management.



Associate Professor of Marketing Mick Jackowski is himself an entrepreneur.

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