

# Sari Signorelli



Research and Evaluation Analyst

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## About Sari Signorelli

Sari Signorelli is a research and evaluation analyst for Syracuse University Project Advance. An experienced higher education marketing and public relations manager with expertise in developing and marketing strategic alliances for higher education, Sari began her career at Project Advance as a graduate assistant, eventually leading SUPA'S digital strategy, which resulted in a 2011 MarCom Award in the category of Educational Institution Websites for [supa.syr.edu](http://supa.syr.edu).

Prior to her return to Project Advance in 2018, Sari led the marketing strategy for Syracuse University's Global Enterprise Technology Programs, a grant funded collaboration with JPMorgan Chase and Co. and Syracuse University's College of Engineering, School of Information Studies and Whitman School of Management. She then joined Enrollment Management at the School of Information Studies as their marketing manager.

Sari received a B.A. from The College of Arts and Sciences and an M.A. from the Newhouse School at Syracuse University. She received her MBA from the Whitman School of Management at Syracuse University, where she focused on global marketing and brand strategy.

Sari has taught MAR 745: Strategic Brand Management in the MBA program at Whitman.