



Jane Bilewicz Allred Biography

Jane graduated in 1971 from the University of Pittsburgh with a B. A. in English Writing. She earned a Master of Education degree from Kent State University in 1972 and began a career in higher educational administration serving in a student life position at Kent State and later as Associate Dean of Students at Marshall University.

Following her talent for writing and communication, Allred moved from higher education to business marketing as Director of Communications for a Pittsburgh-based association management firm.

Working with industrial trade associations in emerging technologies such as robotics, advanced material handling systems, and supply chain logistics developed her capacity to understand advanced technology concepts and communicate their benefit to non-technical executive audiences.

Jane's growing knowledge in this area resulted in several years as a special technology project manager for *Fortune* magazine. She advanced to Vice President of Stiegler & Wells (now swb&r), a prominent Eastern Pennsylvania ad agency before founding her own company, Allred Marketing, Inc.

After 20 years of solid growth, Allred Marketing's digital business was sold to an international firm in 2004. Allred joined Brighton Agency, Inc., as senior vice president in 2005 where she was responsible for advanced technology business development, working primarily with Brighton's digital division to build lead-enabled client web sites and advanced search engine optimization and marketing programs.

Jane currently serves as an independent marketing consultant focusing on marketing plans, digital strategies for lead generation and brand development.

Allred serves on the Board of Visitors for Pitt's Dietrich School of Arts and Sciences and is the immediate past president of the Pitt Alumni Association and an Alumni Trustee of the University of Pittsburgh. She is also a Board member of the Lincoln Center for Applied Ethics at Arizona State University.

Jane and her husband Jim split their time between homes in Phoenix, Arizona and Montana's beautiful Bitterroot Valley. They are avid hikers and fly-fishers.