

# Gary Victor Kayye

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Founder, rAVe [Publications]; CEO, Kayye Consulting, Inc.  
Assistant Professor and Lecturer, University of North Carolina at Chapel Hill

## Employment and Expertise

### Assistant Professor and Lecturer

University of North Carolina at Chapel Hill  
School of Media and Journalism | 2017 - Present

Teaching *Principles of Advertising* in the spring of 2018. *Principles of Advertising and Public Relations* introduces students to the fields of advertising and public relations along with important concepts concerning effective advertising and public relations practices. This course helps build a foundation in understanding advertising and public relations and provides a solid understanding of their relationship to each other, journalism, marketing and business.

Taught *Advertising Media Planning* in the fall of 2017. *Advertising Media Planning* is designed to give students the basics of media strategy, analysis and buying. Whether they're destined to be a great Creative Director, work in an agency or they will create the next big media startup, knowledge in media planning strategy provides valuable insights into how to craft an engaging communications plan.

Teaches *New Media Technologies and Its Impact on the Future of Advertising Marketing and PR* (NMTIFAMP) each fall at UNC-CH. The NMTIFAMP curriculum focuses on new media technologies, digital media trends and social media platforms and how each evolves to affect marketing and communications in the future. Effectively teaches how emerging technologies will create new methods of communication focusing on the advertising and marketing fields. This course curriculum changes approximately 40% each year because of the fast-paced evolution of both digital media and social media marketing. In addition, the tools used in new media marketing are evolving in real-time. For example, in the Fall 2017 semester, we integrated AR (augmented reality) and VR (virtual reality) into the course as well as Snapchat advertising and marketing strategy.

Teaches *The Branding of Me* (the subsequent class to NMTIFAMP) each spring at UNC-CH. The Branding of Me is a semester-long personal branding class where students, by crafting a personal brand, learn the importance and the value of brand creation, cultivation and curation and are taught the skills necessary to market their brand in today's job market. Students must create and maintain a personal or professional blog, throughout the semester, along with focusing on cleaning-up and maintaining a more professional social media "image" to cultivate their own brand. The byproduct of this is

not only a personal brand that they can market but, also a clear understanding of the value and process of building corporate branding as well.

### **Adjunct Lecturer**

University of North Carolina at Chapel Hill

School of Media and Journalism | 2009 - Present

Developed course and taught *New Media Technologies and Its Impact on the Future of Advertising Marketing and PR* (NMTIFAMP) each fall at UNC-CH. The NMTIFAMP curriculum focuses on new media technologies, digital media trends and social media platforms and how each evolves to affect marketing and communications in the future. Effectively teaches how emerging technologies will create new methods of communication focusing on the advertising and marketing fields.

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### **Founder and CEO**

rAVe [Publications] & Kayye Consulting, Inc | 1999 - Present

Founded a news organization that provides coverage of the commercial (ProAV) and residential (HomeAV) audiovisual trade industries via a website, e-newsletters, blogs, video, social media, podcasts and a variety of other mediums. rAVe [Publications] is currently the leading commercial audiovisual publication in the world.

Kayye Consulting is a marketing consulting firm that primarily serves the audiovisual and communications technology markets. In addition to product management, Kayye Consulting has performed marketing and branding consulting work with high-profile clients such as Sony, HP, NEC, Canon, Cisco and Epson.

### **Co-founder and Board Member**

Swim for Smiles Foundation | 2005 - Present

Co-founded a Chapel Hill, N.C. based non-profit organization in 2005 that benefits the UNC Children's Hospital through an annual youth triathlon and other youth athletic events throughout the year.

### **Co-founder**

DVI Gear | 2003 - 2008

Co-founded a leading supplier of digital connectivity solutions for professional, commercial and residential smart home applications. Developed the entire branding and marketing strategy, wrote all marketing collateral and developed the website for DVI Gear. Sold DVI Gear to a technology venture investment firm in 2008.

## **VP of Marketing and Sales**

AMX | 1997 - 1999

Directed the Sales and Marketing teams in strategy, creative and client support for the second largest manufacturer of HomeAV and CommercialAV automation systems. Managed approximately 130 employees including sales support, customer care, marketing, advertising, branding graphic design, PR (public relations), programming and order processing.

## **VP of Sales and Marketing**

Extron Electronics | 1987 - 1997

Managed day-to-day operations of the sales, marketing, product development and training teams of the world largest manufacturer of signal routing and distribution systems. Additionally, lead the expansion of Extron Electronics into Europe, Asia, South America and the Middle East, including opening offices in Singapore and The Netherlands.

## **Education**

University of North Carolina at Chapel Hill

Bachelor of Arts in Journalism, Advertising; School of Media and Journalism, 1987

## **Honors and Awards**

2018 Selected as the Opening Keynote Speaker for UBTech Conference

2018 Reese News Lab Fellow

2017 Selected as the Opening Keynote Speaker for UBTech Conference

2017 PRSSA Southeast Regional Conference Keynote Speaker

2016 The Val Lauder Award for Teaching, UNC-CH School of Media and Journalism

2009 Chapel Hill Village Pride Award Winner

2007 NSCA Instructor of the Year

2005 InfoComm Educator of the Year

1995 InfoComm Board of Governor's Distinguished Achievement Award

## **University of North Carolina Service & Volunteer Work**

School of Media and Journalism

*Headed up the Reese News Lab redesign as the technology architect for the Classroom of the Future - already recognized by University Business magazine as a forward-thinking classroom. Helped secure over \$80,000 of room upgrades as in-kind donations | 2017-2018*

*Curriculum Committee member | 2016 - Present*

*Next Media World Symposium co-creator and presenter | 2013 - Present*

*PRSSA Southeast Regional Conference Speaker | 2017*

University of North Carolina at Chapel Hill

*Developed and delivered a free LinkedIn Workshop open to all students at UNC | 2017 to Present*

*TEDxUNC Speaker | 2017*

## **Professional Organizational Service & Volunteer Work**

UBTech Conference

*Opening Keynote Speaker | 2017 and 2018*

**Digital Signage Expo**

*APEX Awards Judge | 2015 and 2018*

**AVIXA (formerly InfoComm International)**

*Academy Adjunct Faculty | 2002 - Present*

*InfoComm Show Innovations Showcase Committee and Judge | 2015 - Present*

*Chairman, Professional Education and Training Committee (PETC) | 1993 - 2002*

*Board Member | 1997 - 2000*

**NSCA - National Systems Contractors Association**

*Co-Chair, Strategic Planning Committee | 2002 - 2008*

**University of South Carolina School of Journalism and Mass Communications**

*CreatAthon@USC Mentor and Team Leader | 2018*

**Personal Passion Service & Volunteer Work**

Swim for Smiles Foundation: 2005 - Present

USA Swimming: 2004 - Present

USA Triathlon: 2015 - Present