



PHILADELPHIA IRELAND CONNECTIONS



irishamerican
business chamber & network | EST. 1999



SAINT JOSEPH'S
UNIVERSITY

Travel & Tourism Exploring Opportunities, Trends & Cross Atlantic Links

26 October 2023 • Saint Joseph's University

WELCOME REMARKS

JOSEPH A. DIANGELO JR., EDD '70

Dean, Erivan K. Haub School of Business, Saint Joseph's University

DR. KERSTI POWELL

Director of Irish Studies, Saint Joseph's University

[IABCN.org](https://www.iabcn.org)



[SJU Irish Studies](#)



SAINT JOSEPH'S UNIVERSITY

MEET THE PANEL



JACK KELLY, SJU '77

Founder & President, KG Associates

*Board Member,
Irish American Business Chamber & Network*

Jack is the President of KG Associates, a management consulting firm that provides marketing, strategy, competitive intelligence and acquisition support to manufacturers in the Foodservice market and Alternate Channels.

- Mr. Kelly has extensive experience in the Food Industry in both sales and marketing positions at JL Foods (a division of John Labatt Ltd.) in Ontario, Canada, at Nestle Foods in New York and at the Campbell Soup Company.
- Jack was a consultant to the National Restaurant Association for 9 years on new product innovations, developing the Food and Bev. Innovation Awards (FABI). These awards are presented at the NRA Show (since 2011).
- At Saint Joseph's University, Jack has taught Foodservice courses in the Executive MBA Program and is also a member of the Board of Governors of the Academy of Food Marketing and The Food Marketing Educational Foundation.
- Jack has a BS in Food Marketing from Saint Joseph's University and an MBA in Organizational Behavior from Drexel University.



MODERATOR

DR. RICHARD GEORGE, PH.D.

*Distinguished Professor Emeritus & International Consultant,
Saint Joseph's University*

Dr. Richard J. George is Professor Emeritus of Food Marketing for Haub School of Business, St. Joseph's University, where he earned his undergraduate degree in economics. He holds an MBA from Harvard University, and a Ph.D. from Temple University. He is author or co-author of 12 books including "Winning Customer Rules" and "Winning Marketing Strategy: The Rules," and has been recognized with several awards for teaching and research excellence, including the prestigious Lindback and Tengelman Awards. Profiled in a Business Week, feature "Class Acts," he was one of nineteen educators nationwide named favorite undergraduate business professor and was voted "2014 Top Prof" by students at Haub School of Business. He lived and taught in England at the University of London and in Ireland at the University College Cork.

An expert on food marketing strategy, brand strategy, business ethics, customer service, marketing trends and leadership, he has been quoted by major news organizations and industry publications worldwide and has spoken on these topics to over a thousand organizations in the Americas, Eastern and Western Europe, and the Pacific Rim. Articles on these topics have appeared in the European Journal of Marketing, Journal of Consumer Marketing, Journal of Food Products Marketing, Journal of Marketing Management, Adweek, Grocery Headquarters, Marketing News, the International Review of Retail Distribution and Consumer Research, the Journal of Negro Education, and the Journal of Business Ethics.

Dr. George has spent his entire professional career in the development of people. Over the course of his career, with his speeches in the U.S. and internationally, he has reached tens of thousands of students and food marketing industry leaders. He is the previous holder of the Gerald E. Peck Fellowship, working on a project for the International Foodservice Distributors Association (IFDA). The objective of the IFDA research project was to enhance collaboration between foodservice manufacturers and distributors. Previously, he held the fellowship sponsored by FMI during which he produced three published research reports focusing on the future of food wholesaling. Dr. George is a highly sought-after food marketing expert witness, contributing to cases valued at hundreds of millions of dollars.

MEET THE PANEL



IVAN TUOHY, MBA

CEO & Founder
GREAT VISITOR EXPERIENCES

Great Visitor Experiences founder Ivan Tuohy has amassed a wealth of tourism industry knowledge having worked for over 20 years within the hotel, visitor attraction and hospitality sector. Prior to founding Great Visitor Experiences, he worked with Shannon Heritage, Ireland's largest commercial visitor attraction operator while he oversaw attraction sites such as Bunratty Castle & Folk Park (Clare) and King John's Castle (Limerick).

Ivan's key skillset relates to bringing stories of a destination to life through innovative technology, a deep understanding of the visitor needs, a respect for culture, people, place, and history and bringing these factors to the forefront of product development.



JENNIFER NAGLE, MBA

Vice President of Special Projects
PHILADELPHIA CONVENTION & VISITORS BUREAU

Jennifer Nagle is the Vice President of Special Projects at the Philadelphia Convention & Visitors Bureau (PHLCVB), playing a pivotal role in leading strategic initiatives related to the PHLCVB's focus on citywide conventions, sporting events, such as the FIFA World Cup 26™ and 2026 MLB All-Star Game, and international tourism in the lead up to and throughout 2026. Nagle collaborates with PHLCVB leadership to ensure alignment, engagement and facilitation of key projects on behalf of the PHLCVB and its closest partners, including the Pennsylvania Convention Center Authority and Visit Philadelphia.

Prior to joining the PHLCVB in 2023, Nagle served as executive vice president and interim president & CEO at the Philadelphia Visitor Center Corporation (PVCC). Since 2010, Nagle played an instrumental part in a variety of initiatives that positively impact the visitor experience including acquiring and growing the Philly PHLASH® Downtown Loop program and opening the LOVE Park Visitor Center. She also made significant contributions to the Visitor Experience Improvement Project for the Philadelphia Visitor Center culminating in 2018, and most recently secured the funding and fabrication of the Parkway Outpost Visitor Center, a modular visitor center that will soon open near the base of the Philadelphia Museum of Art, close to the Rocky statue.

With over 20 years of executive experience in the fields of marketing, tourism and hospitality, Nagle holds an MBA from Saint Joseph's University and a B.S.B.A in Marketing and Finance from University of Massachusetts Lowell. She has also been an adjunct faculty member in the Haub School of Business at Saint Joseph's University since 2018.

MEET THE PANEL



EDWARD HARRIS

President & CEO
DISCOVER LANCASTER

Edward Harris is the President & CEO at Discover Lancaster. Prior to joining Discover Lancaster in 2020, he served as the Chief Marketing Officer at the Valley Forge Tourism & Convention Board, representing Montgomery County, PA. Before entering the non-profit tourism management industry, Harris served in brand development roles over a 15-year period at a collection of global brands including eBay, Under Armour, Timberland, and Converse. Harris was named to the Philadelphia Business Journal's prestigious "40 under 40" class in 2017. He has been an adjunct faculty member in the Haub School of Business at Saint Joseph's University since 2013, where he teaches an MBA Marketing Management class. He holds an MBA from Boston College and a B.S. in Marketing from Saint Joseph's University. As an undergraduate student, Harris completed a semester abroad at University College Cork (Ireland).



JOHN GILBERT

General Manager
ARAMARK GUINNESS OPEN GATE BREWERY

My Grandparents owned a high-end French Restaurant in Ft. Lauderdale, in the late 80's, early 90's, and I was hooked on my first visit as a child. I began my career at 15 Years old at the Trellis in Williamsburg Virginia bussing tables and making many mistakes. I attended Johnson and Wales University in Charlotte NC working in many different fine dining restaurants while in school.

After opening the Ritz Carlton at BLT Steak, I was recruited by the Four Seasons Hotel Georgetown / Bourbon Steak eventually returning as the General Manager. While working as the Opening General Manager of Fiola Mare in Washington DC, we were named #4 best new restaurants in GQ Magazine, and received a Michelin Star at the Flagship Fiola. I also participated in all facets of reopening the infamous Watergate Hotel after a 360 million Dollar renovation. I have been in my current role of General Manager for Guinness Open Gate Brewery in Baltimore for over 4 years.

I enjoy reading Military History and Nonfiction (Jack Ryan), as well as attempting to Snowboard all major resorts in North America before I really get too old. I live with my wife and daughter in Ellicott City MD.