

Alumni Hall of Fame – Jeff Russell

Induction into the Delta State University Alumni Hall of Fame is the highest honor bestowed upon an individual by the Delta State Alumni Association. Established in 2007, the Alumni Hall of Fame is extended to alumni and friends who have achieved professional distinction and made significant community service contributions at the local, national, and/or international level and who have thus brought honor and distinction to Delta State University. As part of the Homecoming activities planned for Friday, November 1, the Delta State University Alumni Association will recognize this year's Alumni Hall of Fame inductees, Dr. Keith Parker, George Bassi, and Jeff Russell.

Jeff Russell, a 1980 graduate of Delta State University, is the Senior Partner and President at the Godwin Group. For the last two decades, Russell has worked as a strategic marketing planner for a variety of accounts focusing on bringing creative solutions to marketing problems primarily in the fields of economic development, health care and financial marketing. Over the past 25 years, he has helped guide and assist GodwinGroup's clients such as Nissan, Mississippi Development Authority, Mississippi Power, Hancock Bank, Trustmark Bank and Baptist Medical Center. Russell began his advertising career as a staff artist at a small agency in Mississippi, but seeking to build his understanding of advertising and marketing, he returned to Delta State University where he received an MBA with an emphasis in marketing. He became a GodwinGroup stockholder in 1990 and assumed responsibility for the agency's brand management component in 1992. He is currently responsible for the Godwin Gulf Coast, and he leads GodwinGroup's Healthcare division.

The Hall of Fame inductees will be honored during Homecoming on Friday, November 1 at the Alumni Awards and Gala Dinner at 7 p.m. in the Walter Sillers Coliseum. Tickets for the event are \$20 and can be purchased at the Hugh Ellis Walker Alumni House or online at www.deltastategiving.org/alumniassociation/homecoming2013.

For more information, contact the Alumni Association at 662-846-4660. To stay up to date on the Alumni Association's activities, follow these social media sites: Facebook (Statesmen Graduates), Twitter (@DSU_Alumni), Tumblr (www.dsualumni.tumblr.com), LinkedIn (DSU alumni) and You Tube (dsualumni1).