

Gabrielle Santulli, MBA
Director, Office of Research and Innovation
Jefferson College of Nursing
901 Walnut Street
Suite 800
Philadelphia, PA 19107
215-503-9115
gabrielle.santulli@jefferson.edu

An accomplished marketing strategist and dynamic innovator with more than 25 years of corporate experience – including senior positions with both start-up enterprises and Fortune 500 corporations – Gabrielle Santulli serves as Director, Office of Research and Innovation, at Jefferson College of Nursing.

Since arriving at JCN in early 2019, Santulli has been instrumental in establishing the Office of Research and Innovation, which provides faculty and staff with the resources to advance the college's standing as a major research institution for nursing. Santulli has developed protocols for engaging communication and streamlined operations for ORI to connect faculty on scholarly activities which has led to new transdisciplinary efforts. Santulli has helped to create a strong framework for managing distribution of research funding obtained from the Stratton Foundation which resulted in an astounding first-time response and funding for 14 projects for health services research to improve lives across many diverse populations. She has also facilitated the creation of a collaborative culture for ORI through a series of interactive workshops and events to inspire faculty growth in scholarly activities.

Santulli is an innovative connector and brought JCN together with the non-profit Leashes of Valor to address issues related to use of service dogs by military veterans dealing with post-traumatic stress disorder (PTSD) and traumatic brain injury (TBI) for their first Veteran's Day Panel Discussion and faculty pilot study with this important population in need. She enabled another first for JCN through artificial intelligence (AI) by leveraging her corporate connections to an AI company in order to create a JCN pilot study for a Student Success Initiative Program (SSIP). She is also a member of the JCN research team for Heroes Health, a mobile app to help healthcare workers support mental health, which is a collaboration of University of North Carolina at Chapel Hill and Google.

Before joining JCN in 2019, Santulli served as Vice President, Customer Success for LumenOptix, a commercial LED lighting manufacturer. She led sales and marketing efforts to drive revenue across a national, contracted sales network and launched two new products that became their best-selling product lines. Earlier, as the company's Vice President, Marketing, she oversaw a successful rebranding strategy after a merger with CeeLite Technologies, where she had served in marketing and communications capacities.

Earlier, Santulli was the National Marketing Director for ARAMARK Corporation's Sports & Entertainment division. She improved communication tools and managed new business opportunities and research nationwide across 120 prominent stadiums, arenas and amphitheaters in addition to facilitating the opening of industry-leading venues. She created benchmarks through the implementation of quantitative market research studies to proactively measure customer and client satisfaction, a first for the division.

Santulli successfully implemented multiple technology-based projects to create standards, maximize efficiencies and improve performance-based metrics across start-up organizations and Fortune 500 corporations.

Santulli's strategic marketing efforts resulted in prestigious industry awards/honors including Time Magazine as one of the "Best Inventions", LEDs Magazine's Sapphire Awards Industrial Product Finalist, the first-ever "Phosphors by Sylvania" co-branding program with OSRAM SYLVANIA and the top 5% most viewed LinkedIn profile.

Santulli earned both her Master of Business Administration degree and her bachelor's degree in mathematics from The Pennsylvania State University.