

# **Matt Stefl**

**Clinical Associate Professor of Marketing, College of Business Administration at Loyola Marymount University**

Los Angeles, CA, US

Co-Director, M-School

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## **Biography**

You can contact Matt Stefl at [mstefl@lmu.edu](mailto:mstefl@lmu.edu). With nearly two decades of advertising and brand building experience, Matt is an industry veteran. Prior to joining LMU as clinical professor of marketing and co-director of the M-School in 2014, Matt served as executive vice president, director of strategic planning at LA-based Dailey Advertising. Prior to Dailey, he held various roles at world-class agencies like RPA, RAPP and DDB (yes, it's a business of acronyms). During his tenure, he has touched and led nearly every aspect of the business from media planning to copywriting to digital marketing to strategic planning. Matt also brings with him a diverse resume of experience while working with some of our nation's biggest companies and brands like Google, Honda, Toyota, Intuit Turbo Tax, Nestle, IHOP, Dole, Bank of America, Wells Fargo and many more. When Matt's not teaching, helping to lead our M-School initiative or consulting agencies and brands, you can find him hanging with his two kids, at the gym, doing yoga, hiking in the Santa Monica Mountains, body surfing at the beach or racing his motorcycle. Fun fact: he actually once crashed at 110 MPH and broke both of his arms -- he even has the helmet to prove it in his office.

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## **Industry Expertise**

Advertising/Marketing

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## **Areas of Expertise**

Advertising, Brand & Communications Strategy, Personal Branding, Creativity, Talent Development

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## **Education**

University of California, Santa Barbara

B.A. Sociology

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## **Accomplishments**

### **Mentorship**

An Argonaut article featured six M-School graduates for creating their own marketing agency called NinetyEight. Bryant Lin, Celine Chai, Eduardo Rafael Pablin, Fran Magsalin, Gia Lee and Sammy Lent were encouraged to start their marketing agency by professors Andy Rohm, Eric Johnson and Matt Stefl. NinetyEight is a media agency created by Generation Z run by Generation Z

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