

## **Rob A. Spademan**

Rob Spademan is the retired Chief Marketing Officer and Vice President for Enrollment at Cleveland State University. He currently helms a marketing consultancy, The Lakeside Company, and teaches marketing strategy in the Executive MBA program at CSU. Prior to his CSU experience, Rob held senior marketing positions with Philips medical, Summit Media and Rockwell Automation. He serves on several boards and was inducted into the Cleveland Advertising Hall of Fame and recognized by Crain's Cleveland Business as a Chief Marketing Officer of the year. His undergraduate and graduate degrees are from Kent State University.