



I am
The ROCK

Terri Wajda

Job: Associate professor of marketing in the School of Business. I typically teach sections of “Marketing Research,” “Consumer Behavior” and “Marketing Principles.”

Joined University: August 2002

Background: Worked at Cleveland State University as a graduate research assistant while pursuing an MBA. Prior to pursuing my doctorate, I worked for the Sherwin-Williams Company as a product-planning analyst in the logistics department. Earned a doctorate from Kent State University in 2004.

Interests/Hobbies: Getting “down and dirty” with my toddler twins, rooting for all of the Cleveland sports teams (especially the Cleveland Browns), shopping and trips to the spa with the girls, any activity involving the great outdoors, working with non-profits (e.g., the Boy and Girl Scouts of America, the Central Blood Bank of PA, the National Marrow Donor Program, etc.), coffee klatches with my family and picking up the guitar every now and then.

Last Books Read: “Blink” by Malcolm Gladwell.

Why I love working at The Rock: I have witnessed in both the students and faculty at SRU a certain “heart” that is hard to quantify. It is an attribute that I have not seen at other institutions. I believe if given the right tools and guidance, our students can achieve anything that they set out to accomplish. Consequently, it is my hope that my passion and desire to educate and be a part of my students’ educational growth may, in some small way, spark the “great” potential that I believe lies in all of them.

SlipperyRockSM
University