

Antony (Tony) Passey

Curriculum Vitae

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Contact Information

Department of Marketing
David Eccles School of Business
University of Utah
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Academic Positions

Assistant Professor (Lecturer) of Marketing, The University of Utah, 2012 -

Other Positions Held

Partner, 1977 Partnership LLC 2023 -
Founder and CEO, Firetoss LLC 2010 - 2022
Founder, Partner, Prints of Love LLC 2017 - 2021
Founder and CEO, DRIVETEKs LLC 2015 - 2020
Managing Partner, PoleVault Media 2010 - 2013
Founder and CEO, Surefit Door Co. 2005 - 2008
Partner, CFO Thermaglass INC. 2002 - 2008
Territory Manager, Saint-Gobain Corporation 2000 - 2002
Territory Manager, JELD-WEN 1999-2000

Academic Service Positions

Co-Founder and Head of Judging, GameDay Ad Analytics Competition, Eccles School - 2018 -
Chairperson, Student Media Council, University of Utah, 2019 - 2020
Faculty Voting Member, Student Media Council, University of Utah, 2017 - 2019

Community Service Positions

Board of Directors, Committee Chair - CTE Committee, Jordan School District Education
Foundation 2023 - Present
Board Member, Marketing Hacknight 2017 - 2019

Board Member, SL Circle 2015 - 2016

Education

Master of Science, Finance, Eccles School of Business, University of Utah - 2011

Bachelors of Arts, Economics, University of Utah - 2010

Research and Teaching Interests

AI in Marketing, Search and Social Algorithms, Analytics, Programmatic Advertising, Entrepreneurship, Entrepreneurial Marketing, Content Strategy and Development

Industry and Other Publications

Oh, C., Passey, T., & Park, H. (2018) "Weak Ties and Super Bowl Advertisements: Relating Network Density with Performance and Information Diffusion" Accepted for presentation at 22nd Pacific Asia Conference on Information Systems (PACIS 2018), Yokohama, Japan.

Digital Marketing in 2017, David Bain, 107 experts share their top digital marketing tips for 2017

Conference Talks

Changes in Digital Marketing for 2023 - UPA Annual Conference - Sandy, UT - 2023

Finalizing your Digital Presence - UPA Annual Conference - St. George, UT - 2021

Marketing Strategy - CSMC (Chemical Manufacturers) Conference, Park City UT - 2019

Driver Recruiting - Auto Haulers Association, Florida - 2016

Panel Discussion - YEA Panel Discussion Salt Lake City UT - 2016

6 Biases in Marketing, Health Chamber Salt Lake City UT - 2016

Changes in Digital Marketing for 2016 - National Craft and Hobby Assoc. Anaheim CA - 2016

Myths About SEO and SEOs - Salt Lake Chamber - 2015

Optimizing for Digital Traffic - Kentucky Trucking Management Conference - 2015

Courses Delivered

2023

MKTG 2310 Digital Internet Marketing (2 sections)

MKTG 4310 Digital Marketing and Analytics (3 sections)

MKTG 6310 Digital Marketing and Analytics

MKTG 6320 Content Marketing and Social Media

MKTG 6330 Digital Campaign Management

MKTG 6715 Entrepreneurial Marketing

2022

MKTG 4310 Digital Marketing and Analytics (2 sections)
MKTG 6310 Digital Marketing and Analytics
MKTG 6320 Content Marketing and Social Media
MKTG 6330 Digital Campaign Management
MKTG 6715 Entrepreneurial Marketing

2014 - 2021

MKTG 4310 Digital Marketing and Analytics
MKTG 6310 Digital Marketing and Analytics
MKTG 6320 Content Marketing and Social Media (2 Sections)
MKTG 6330 Digital Campaign Management
MKTG 6715 Entrepreneurial Marketing

2013

MKTG 4310 Digital Marketing and Analytics
MKTG 6310 Digital Marketing and Analytics
MKTG 6320 Content Marketing and Social Media (2 Sections)
MKTG 6330 Digital Campaign Management

2012

MKTG 4310 Digital Marketing and Analytics
MKTG 6310 Digital Marketing and Analytics

Media Appearances

3rd Party Cookies and the Economic Engine of the Web - NPR KCPW Park City - 2022
Firetoss Marketing Podcast - 2021 - 2022
Searchologist Marketing Podcast - 2021 - 2022

Certifications

Google Analytics Certified - 2012, 2015, 2018
Magento Certified Expert - 2018
Google Ads Certified - 2013, 2016, 2019

Honors and Awards

V100 Top CEOs in Technology - 2010
#38 Fastest Growing Company - Firetoss - MWCN Top 100 Fastest Companies in Utah - 2017

#18 Fastest Growing Company - Firetoss - MWCN Top 100 Fastest Companies in Utah - 2018