



News

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Philadelphia University Appoints Sean Carton Dean of New School

Renowned advertising and digital communications pioneer to expand University's design and new media academic programs.

PHILADELPHIA (July, 2004) — Philadelphia University recently announced the appointment of Sean Carton, chief experience officer at Carton Donofrio Partners, a Baltimore web and multi-media design firm, as dean of its newly formed school focusing on design and digital communications disciplines.

“Sean Carton’s experience and knowledge of both the academic and business worlds is a perfect fit for Philadelphia University and what we plan to accomplish with this new endeavor,” said Philadelphia University President James P. Gallagher, Ph.D.

Carton started his first company, an interactive web communications firm, in 1997, and, in 2001, merged it with an advertising agency to form Carton Donofrio Partners. He has spent a significant amount of his professional career serving as a higher-education consultant, working with numerous institutions in developing comprehensive web programs, branding and advertising initiatives and acquiring leading-edge technology.

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Currently, Carton writes the “Leading Edge” column for *ClickZ.com*, a prominent web-marketing publication. He has authored six books on Internet subjects and articles for publications such as *Wired*, *Digital Living Today*, *Media Magazine* and *Revolution*. From 1996 to 2000, he managed the *Cool Tool of the Day* web site, which was dedicated to Internet technology and was recognized as one of the Top 100 Web Sites of All Time by *The Net Magazine*. And, in early November, he will publish *The Gaming Almanac 2005*, a book containing over 365 articles about all aspects of video games, in conjunction with Que Publishing.

“Sean has an impressive background as a leader in the field of electronic media. He has published widely on technology and culture and understands how to merge innovation, communication knowledge, industry links and creativity,” says Carol S. Fixman, Ph.D., vice president for Academic Affairs and dean of the Faculty at Philadelphia University. “We are thrilled that he will be joining our team and helping the University to further develop and shape the world of design and new media.”

Carton has served on a number of boards and advisory councils with universities and volunteer organizations, including the Alex Brown Center for Entrepreneurial Leadership, the University of Baltimore Entrepreneurship Board, the American Association of Advertising Agencies and the Greater Baltimore Technology Council. He also co-founded the Maryland Survivor’s Scholarship Fund.

Having received his undergraduate degree in English and Psychology and master’s degree in English from the University of Maryland, Carton is currently completing his doctorate in Communications Design at the University of Baltimore.

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Philadelphia University, founded in 1884, is a private university with 3,100 part- and full-time students from 38 states and 42 countries. The University offers more than 40 undergraduate and graduate degree programs leading to undergraduate and graduate degrees. Academic programs encompass architecture, design, business, engineering, textiles, fashion, science and health.