

Eric J. Troy, M.A.

Associate Director, 21st Century Skills, Ohio Department of Education

Eric J. Troy currently the associate director, 21st Century Skills for the Ohio Department of Education (ODE), he oversees the Early College High School and Entrepreneurial Initiative programs. Before joining ODE, he directed the Leadership Center for African American Males for the Ohio Board of Regents where he developed its current strategic plan. His efforts focus on education, advertising, marketing, media relations and sports development in both North America and South Africa.

Prior to his work in education, Eric held dual positions at The Ohio State University as program director for the Todd Anthony Bell National Resource Center on the African American Male and Manager of Public Relations & Special Projects for the Office of Minority Affairs. During that time, Eric also developed curriculum and taught Sports Marketing as an adjunct faculty member at Columbus State Community College.

Working in corporate marketing as Urban Advertising Manager for Nationwide Insurance, he oversaw and managed a \$7 million budget for advertising and promotions in all national urban media outlets. Eric began his advertising career as an account executive for Fahlgren Advertising in Dublin, Ohio, working on the McDonald's account. He relocated to Atlanta, Georgia, as an account executive for Burrell Advertising, Inc., managing all of Coca Cola's national advertising and promotions for the African-American consumer market. Next, he joined Moore Little, Inc., as senior account executive and manager of sports marketing, supporting corporate clients and overseeing product endorsements by professional athletes. One notable achievement was handling all media exposure for Major League Baseball player, David Justice for his debut on the CBS Soap-Opera "The Young and the Restless".

In 1996, The Ohio State University selected Eric as a member of a leadership delegation to tour South Africa, where he established relationships with universities and South African-based affiliates of global corporations like Nike, IBM and Coca-Cola, for the development of a sport management exchange program. This led to his joining Telkom SA, Ltd. in South Africa, where he developed sport sponsorship strategies, including work on Cape Town's bid to host the 2004 Summer Olympics.

Eric graduated from Morehouse College in Atlanta, Georgia, with a B.A. in marketing. He holds an M.A. in Sports Management from the Ohio State University in Columbus, Ohio. Listed in the Who's Who in U.S. Executives, he serves on various boards and committees.

Eric, his wife Gayle, and daughter Raykale, live in Gahanna, Ohio.



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