



# NATHAN MERTENS

Assistant Professor  
HASTINGS COLLEGE

Advertising & Development Officer  
NORTH AMERICAN SAXOPHONE ALLIANCE

Lecturer of Entrepreneurship  
BAYLOR UNIVERSITY

Mertens Mutes  
OWNER

Independent Performer & Educator

Performing Artist  
YAMAHA

Woodwind Artist  
D'ADDARIO

2022 Cohort Member  
THE GLOBAL LEADERS PROGRAM

## GALLUP STRENGTHS

Achiever Learner Focus  
Futuristic Activator

## 2021 NASA Region 3 Conference CONFERENCE HOST

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- **Organization**

- Created a suite of branded digital marketing materials including detailed conference schedule, email blasts and social media posts
- Successfully pivoted to an all-digital conference due to COVID-19 using a new-to-organization platform

- **Outcomes**

- Diverse range of performers from 4 countries and 8 states
- First conference to turn a profit
- 100+ attendees



## North American Saxophone Alliance DIRECTOR OF ADVERTISING & FUNDRAISING

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- **2022 International Biennial Conference**

- Exhibitors & Sponsorship Management
  - » Restructured Premium Sponsorship tier
  - » Created new marketing incentives for exhibitors
  - » Establishing new sponsor relationships

- **Advertising Coordination**

- Actively managing \$25k+ fund
  - » Establishes new advertising relationships while maintaining current partnerships



- **Endowment Management**

- Coordinated NASA's first endowed funds

## Mertens Mutes OWNER

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- **Nationwide wholesale and retail outlets**

- **Established in 2015**

- \$10,000 total sales - 1,000+ units
- Average 30% annual increase in sales

# International Saxophonist

SOLO AND CHAMBER CONCERTS & LECTURES  
11 COUNTRIES | 25+ CITIES

VISIT [NATHANMERTENS.COM](https://nathanmertens.com)



## Diversity, Equity, & Inclusion Education and Certification

### Inclusive and Ethical Leadership Certificate

*Muma College of Business - University of South Florida*

ant. December 2021

### Diversity, Equity, and Inclusion in the Workplace Certificate

*Muma College of Business - University of South Florida*

June 2021

### Race and Cultural Diversity in American Life and History

*University of Illinois at Urbana-Champaign*

May 2020