



Alison A. C. Schirone

Adjunct Professor, General Education Department

NECB Faculty Member since 2011

Education

M.S. Communications Management

Simmons College, 1998

NECB Courses Taught

Business Writing and Communications



Notes

Alison Schirone's education and background in mass communications, marketing, and communications management prepared her for entry to the financial services industry, where she spent nearly 20 years managing and directing marketing departments at several community banks. She has also been an involved, 20+ year member of the New England Financial Marketing Association (formerly known as Bank Marketing Association New England), where she has held numerous Board positions and served as the organization's President.

Today, Alison Schirone is Principal owner and consultant at ac associates. Her business focus is in the creation and implementation of strategic business and marketing plans, communications management plans, social networking plans, and all types of tactical marketing and communications implementations. She has consulted to financial services, senior services, IT, retailing, design, & electronics companies, as well as non-profit organizations. Ms. Schirone's associates include a host of experts in Marketing, Public Relations, Advertising, Human Resources, Technology and other communications-related fields.