



CELEBRATE LA ROCHE!



Russell L. Bynum '79

President

Bynum's Marketing & Communications Inc.

Russell Bynum used his graphic design degree to start his own advertising agency, Bynums Marketing & Communications Inc.

As president of the company, Mr. Bynum is responsible for agency and account management, advertising planning, personnel management, design, layout, illustration, audio and video direction,

photo direction, public relations and event planning.

"La Roche taught me how to think, question and explore," Mr. Bynum said. "The well-rounded graphics program included technical and creative aspects. The other courses that supplemented my design courses gave me the information that made it easier for me to start a business of my own. La Roche helped me to release the power of creativity."

Outside of work, Mr. Bynum serves as a licentiate minister and Sunday School superintendent at Brown Chapel AME Church, board president of Functional Literacy Ministry of Haiti, and graduation coach for the Urban League AAAT Program. His previous memberships include Pittsburgh Advertising Federation, American Marketing Association and the Pittsburgh Regional Minority Purchasing Council.

2014 DISTINGUISHED ALUMNI CIRCLE AWARD RECIPIENT

