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EVE Director of Marketing & Communications Speaks to Marketing Students

February 17, 2023



Christian Flathman

Christian Flathman, director of marketing & communications at [EVE Air Mobility](#) (NYSE: EVEX), visited Jin-Woo Kim's, Ph.D., associate professor of marketing, MKTG 3132A (Principles of Advertising) class as a guest speaker on February 15. EVE creates innovative, fully electric air transportation that is scheduled to be certified in 2026. Its slogan, "Mobility Reimagined," demonstrates what the company is pursuing and seeking for its business.

Flathman, who formerly served as marketing director at Georgia Southern, gave the class a brief introduction to EVE's major mission, products, and services and presented his company's plan and communication strategy. He and the students discussed several topics including business concepts, feasibility, potential issues, and profitability.



Flathman addressing marketing students

Guest speakers provide concrete examples of how classroom concepts are applied by professionals in their day-to-day positions and introduce students to specific career paths and opportunities connected to their major fields of study. Through the participation of guest speakers, companies develop brand recognition, alumni give back to the college, and students expand their professional networks. This is just one of many engagement opportunities the Parker College offers to its industry partners, connecting them with our talented pool of students. “My students enjoyed the presentation and discussion,” concluded Kim. Parker College thanks Mr. Flathman for his willingness to share his expertise with our students.

To learn more about Parker College’s marketing program, go to parker.georgiasouthern.edu/mktg/bba-mktg/.

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