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### **Gardner-Webb Alumnus Leads Charlotte (N.C.) Business Journal**

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# Gardner-Webb Alumnus Leads Charlotte (N.C.) Business Journal

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Office of University  
Communications

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## *T.J. McCullough '07 Values University's Smaller Class Sizes and Hands-on Learning Approach*

T.J. McCullough, a 2007 alumnus of Gardner-Webb University, was recently named market president and publisher of the Charlotte (N.C.) Business Journal (CBJ). He received a degree in business administration with an emphasis in marketing and played on the Runnin' Bulldogs men's basketball team.

A portrait photo of T.J. McCullough

A native of Chipley, Fla., McCullough enjoyed the camaraderie of his GWU teammates and the close-knit campus community. "The smaller classes and hands-on learning approach is something that you cannot put a value on," he observed. "My classes gave me the tools I needed to succeed in the business world."

He chose his major because of his keen interest in how businesses operate. "I knew getting a degree in this field would help me with operating my own company someday, and this was one of the key steps I needed to take to achieve this goal," he shared.

In 2008, he accepted a job with American City Business Journals (ACBJ) as a circulation marketing representative at the Sports Business Journal. He was promoted to circulation sales representative in 2010 and then account sales manager. He joined CBJ in December 2013 as an advertising account executive and was later promoted to advertising director.

McCullough is proud to work with the CBJ team and is excited about his new role and responsibilities. "The news never sleeps so implementing ways to deliver this news and developing new revenue streams for advertisers is a passion of mine," he affirmed. "At the end of the day, I need to ensure that we are in sync with our overall editorial mission and are delivering timely local business news to the Charlotte region."

If you are interested in learning more about the programs offered by the Godbold School of Business, [click here](#).