Aug 27, 2018 — USU’s College of Engineering welcomes Danielle Roth as the new academic recruiting specialist. Roth joined the college on August 13. Her focus is recruiting top students to engineering programs and assisting them through the transition from high school to college.

“My goal is to support students who want to become an engineer by helping them explore our programs and answering all their questions,” said Roth. “I know choosing a university can be a stressful season of life, and my hope is to make it a smooth experience for our future students. You will see me at open houses, major fairs, transfer fairs, preview days and Engineering State summer camp.”

Roth graduated with a bachelor’s of science in business from Iowa State University in 2014. She said her favorite memory was studying abroad in Swansea, Wales UK.

“Traveling the world while going to college was an unforgettable experience,” she added. “Most recently, I was a senior marketing and sales consultant for Union Pacific Railroad (Fortune #175) in Omaha, Neb. I worked with analytics and sales for intermodal customers across the country. I also recruited full time and internship positions for marketing and sales.”

Roth is originally from Creston, Iowa — the largest town in Southwest Iowa (population 8,000) and home of the Bunn coffee maker. However, the town is known for more than just coffee.

“Creston has a hot air balloon festival every year, and my family races in the hot air balloon contest,” she said. “Part of the contest involves trying to hit targets on the ground with small sandbags. I absolutely love it. There’s nothing better than the feeling of floating on air and seeing for miles around.”

Roth and her husband, Brendan, who is an engineer for Northrop Grumman, moved to Utah from Iowa this summer. She says they’re looking forward to all that Northern Utah has to offer.

“There is so much adventure here: hiking, skiing, hot springs and all things Aggie!”

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