

Mary S. Edrington

Drake University
Zimpleman College of Business
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EDUCATION

MASTER OF BUSINESS ADMINISTRATION, *University of Iowa, Iowa City, Iowa* May 1985
Concentration: Marketing
BACHELOR OF SCIENCE, *Iowa State University, Ames, Iowa* May 1982
Major: Consumer Science

UNIVERSITY EXPERIENCE

DRAKE UNIVERSITY, ZIMPLEMAN COLLEGE OF BUSINESS, DES MOINES, IOWA
Associate Professor of Practice in Marketing and Internship Coordinator 2011 – Present
Assistant Professor of Practice in Marketing and Internship Coordinator 2003 – 2011

- Undergraduate courses taught:
 - Consumer Behavior; Integrated Marketing Communications; Principles of Marketing; Internship in Business
- Graduate courses taught:
 - Services Marketing
- Faculty Internship Coordinator for College of Business and Public Administration
- Undergraduate Advisor for approximately 50-70 Marketing majors/year

DRAKE UNIVERSITY, COLLEGE OF BUSINESS AND PUBLIC ADMINISTRATION
Assistant Dean / Internship Coordinator 1993 – 2003

Assistant Dean activities included:

- Administered the academic program for approximately 900 undergraduate students
- Responsible for the orientation, advisement, registration and retention success of all undergraduate business students
- Supported and monitored academic progress of all students, including certification of graduation requirements and administration of probation and suspension policies
- Trained faculty advisors
- Involved in student recruitment activities at Drake and at national presentations

Internship Coordinator activities included:

- Responsible for the development of the paid internship program in 1993. Continue with administration of internship program to present. Work with 200-300 corporations annually in the placement of CBPA students with internships.
- Assist students with resume preparation, networking skills and career planning
- Promote internship program to alumni and local organizations through professional marketing conferences

DRAKE UNIVERSITY, COLLEGE OF BUSINESS AND PUBLIC ADMINISTRATION
Instructor of Marketing 1986 – 2003

- Undergraduate courses taught:
 - Consumer Behavior; Promotional Management; Principles of Retailing; Principles of Marketing; Management Process and Behavior
- Undergraduate Advisor for approximately 40 Marketing majors/year

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HONORS

TEACHING HONORS

- Spring 2013: Madelyn M. Levitt Outstanding Teacher of the Year Award – Drake’s premier university award honoring excellence in teaching
- Spring 2012: Nominee, Madelyn M. Levitt Outstanding Teacher of the Year Award
- Spring 2008: David B. Lawrence Outstanding Teaching Award, College of Business and Public Administration
- Spring 2006: Finalist for David B. Lawrence Outstanding Teaching Award
- Spring 1989: College of Business and Public Administration Outstanding Instructor Award

MENTORING HONORS

- Spring 2023: Nominee, Madelyn M. Levitt Outstanding Mentor of the Year Award
- Spring 2022: Nominee, Madelyn M. Levitt Outstanding Mentor of the Year Award
- Spring 2013: Nominee, Madelyn M. Levitt Outstanding Mentor of the Year Award
- Spring 2012: Nominee, Madelyn M. Levitt Outstanding Mentor of the Year Award
- Spring 2004: Don Adams Spirit of Drake Award – Drake University Department of Athletics annual award for exemplifying the Spirit of Drake through mentoring, advising and role modeling.
- Spring 1999: Madelyn M. Levitt Outstanding Mentor of the Year Award – Drake’s premier university award honoring excellence in mentoring and advising

ADVISING HONORS

- Spring 2023: American Marketing Association National Advisor of the Year, Hugh G. Wales Award 2022-2023
- November 2011: National Residence Hall Honorary at Drake University - Advisor of the Month
- 2006: AMA National Faculty Advisor of the Year Award Nominee – American Marketing Association

OUTREACH HONORS

- May 2018: College of Business and Public Administration Outreach Award

PROFESSIONAL DEVELOPMENT & SERVICE

- Marketing Education Association (MEA) Annual Conference, Seattle, WA, April 2023
- ANA Virtual Brand Activation Conference, August 2021
- Marketing Educators Association (MEA) Annual Conference, Phoenix, AZ, April 2019
- IRTS/CES Tradeshow, Las Vegas, NV, January 2018
- Direct Marketing Association (DMA) Annual Conference, New Orleans, LA, October 2017
- Brand Activation Association (BAA/ANA) Annual Meeting, Chicago, IL, Spring 2017
- Brand Activation Association (BAA) Annual Meeting, Chicago, IL, April 18-20, 2016
- Direct Marketing Association (DMA) Annual Conference, Boston, MA, October 3-6, 2015
- Direct Marketing Association (DMA) Annual Conference, San Diego, CA, October 26-28, 2014
- Brand Activation Association (BAA) Annual Meeting, Chicago, IL, March 26-28, 2014
- Direct Marketing Association (DMA) Annual Conference, Chicago, IL, October 13-15, 2013
 - Session Chair at Marketing Edge
- Brand Activation Association (BAA) Annual Meeting, Chicago, IL, April 3-4, 2013
- AIFS Study Abroad Site visit, Rome & Florence, Italy, October 2012
- Promotional Marketing Association (PMA) Annual Meeting, Chicago, IL, March 14-15, 2012
- Direct Marketing Association (DMA) Annual Meeting, Boston, MA, October 3-4, 2011
- Promotional Marketing Association (PMA) Annual Meeting, Chicago, IL, April 5-6, 2011
- CMO Leadership Forum, Argyle Executive Management Forum, Chicago, IL, September 30, 2010

PROFESSIONAL DEVELOPMENT & SERVICE - CONTINUED

- Promotional Marketing Association (PMA) Annual Meeting, Chicago, IL 2010
- M. Planet Conference, American Marketing Association, Orlando, FL January 26-28, 2009
- CMO Leadership Forum, Argyle Executive Management Forum, New York, NY, January 17, 2008
- Direct Marketing Association (DMA) Educators Conference and DMA Annual Conference, Chicago, IL, October 2007
- Advanced Market Research Bootcamp, American Marketing Association, Scottsdale, AZ, February 8-9, 2007
- DMA Educators Conference and DMA Annual Conference, San Francisco, CA, October 2006
- 28th Annual International Collegiate Conference, American Marketing Association, Orlando, FL, March 2006
- in Services Conference, American Marketing Association, Miami, FL, October 2004
- American Accounting Association Mid-Atlantic Regional Meeting Panel Discussant on Corporate Ethics, Philadelphia, PA, April 2003
- AACSB Undergraduate Program Conference, St. Louis, MO, November 2002
- AACSB International Conference, Grenoble, France, October 2002 (used Levitt Mentor Award to fund this)
- NACADA Regional Meeting, Nebraska City, NE, April 2001
- NACADA Regional Meeting, Duluth, MN, May 2000

PROFESSIONAL ASSOCIATIONS

- American Marketing Association Iowa Chapter, 1986 – present
 - Board Member/VP Programs, 2003 – 2004
- Brand Activation Association (BAA/ANA), 2009 – present
- Direct Marketing Association (DMA), 2006 – 2009
- Cooperative Education and Internship Association, 2000
- National Academic Advising Association (NACADA) 1987 – 2003

UNIVERSITY SERVICE – DRAKE UNIVERSITY

- Drake University Alumni Association Everclass Series Moderator, March 2023
 - Served as moderator with guest John August, Drake alum
- Drake University CBPA Alumni Success Tour Organizer and Participant, Minneapolis, November 2022
- Drake Career Conference Planning Committee, 2021
- Drake Board of Trustees Teaching & Learning Committee Member, 2018 – present
- Fellowship of Christian Athletes Faculty Advisor, 1995-1999; 2003 – present
- Drake International Education Week Planning Committee Member, 2019
- Drake Women's Basketball One on One Faculty Presentation, 2018
- Steering & Advisory Committee for Drake Marketing and Communications Dept., 2017 – 2018
- DU Alumni Reception for CBPA Dean. Attended & Recruited 60 alums, Chicago, IL, November 2017
- Madelyn M. Levitt Teacher of the Year Selection Committee, 2014 – 2015
- Judge for the 78th Annual Drake Greek Life Sweetheart Sing Event, Fall 2014
- University Search Committee for Associate Provost, 2012
- University Honorary Degree/Medal Committee, 2012 – 2014

UNIVERSITY SERVICE – DRAKE UNIVERSITY – CONTINUED

- University Strategic Plan Goal Working Group IV, 2012 – 2016
- University Integrated Marketing Communication Steering Committee, 2013
- College of Pharmacy and Health Sciences, Student Promotion & Tenure Chairperson, 2011
- Drake Women's Connection, Drake University Alumni Association
 - Keynote speaker, "Personal Branding", May 21, 2011, Chicago, IL; Minneapolis, MN
 - Faculty Representative, Chicago, IL, October 16, 2010
- Drake University Board of Trustees Athletic Committee
 - Second term of service, 2010 – 2013
 - First term of service, 2007 – 2010
- Drake University Athletic Council Committee, 2005 – 2011; 2014 – 2017
 - Athletics Compliance sub-committee, 2006 – 2007
 - Academic Integrity sub-committee, 2005 – 2006
- Order of Omega Honorary Member, 2010 – present
- National Alumni Association
 - Faculty committee, 2010 – 2017
 - Scholarship Selection Committee, 1990 – 1992, 2005
 - Transcript Team, 2003
- Madelyn M. Levitt Mentor of the Year Selection Committee, 2003 – 2006, 2010
- University Planning Council Integration of Wellness/Athletics and Academic sub-committee, 2007
- College of Pharmacy and Health Sciences Faculty Search Committee, 2004
- SJMC Faculty Search Committee, 2004
- Corporate Scholarship Selection Committee, 2003
- University Student Recruitment and Retention Committee, 2003
- Marketing Director Search Committee, 2003
- CBPA Dean Search Committee, 2002 – 2003
- University Curriculum Committee, 2002 – 2003
- Gear Up National Mentoring Program, 2000
- Drake Curriculum Outcomes Committee, 2000 – 2001
- Educational Policies and Issues sub-committee of Faculty Senate, 1999 – 2002
- Inventure New Product Evaluation Committee, SBDC, 1999 – 2002
- Parent's Weekend Keynote Speaker, 1999
- Council of Assistant and Associate Deans (CAAD), 1993 – 2003
- Drake University Corporate Annual Fund Volunteer, Office of Development, 1989

ZIMPLEMAN COLLEGE OF BUSINESS SERVICE

- Zimpleman Promotion & Tenure Committee, 2023 – present
- CBPA Faculty Internship Coordinator, 1993 – present
- Drake American Marketing Association (AMA) Student Chapter
 - Annual Faculty Advisor, 2003 – present, 1987 – 1993
- Drake Summer Orientation CBPA Faculty Advisory, Summer 2020, Summer 2021, Summer 2022
- CBPA "A Team" Faculty Admissions Team, 2017 – present
- CBPA Director of Entrepreneurship & Innovation Search Committee Member, 2019

ZIMPLEMAN COLLEGE OF BUSINESS SERVICE – CONTINUED

- DECA State Business Case Competition Judge, 2018, 2019, 2021, 2022
- Higher Education Consortium Reception. DMACC, Grand View, & Drake, 2018, 2019
- CBPA Dean’s Search Committee Member (Elected), 2016 – 2017
- CBPA Search Committee for Business Communications faculty position, 2015 – 2017
- CBPA Fun Committee, 2015 – 2018
- CBPA/Creighton Murphy Cup, served as faculty leader for Drake team, Spring 2023
- CBPA/Creighton Murphy Cup, served as judge for Best Presenter Award, 2016, 2018, 2019, Spring 2021, Fall 2022
- CBPA/Creighton Murphy Cup, assisted with securing client and served as judge for Best Presenter Award, 2015
- CBPA Women’s Leadership Planning Committee and Presenter, 2015 – 2016, 2016 – 2017, 2018 – 2019
- CBPA Committee to plan first Drake Relays CBPA Alumni Reunion, 2014 – 2015
- Teaching Colloquia Coordinator, 2013 – 2014
- Faculty Panel Discussion Member for CBPA “Celebrating Diversity” panel discussion, September 7, 2012
- Organizer “Marketing in the Experience Economy” seminar and interactive workshop for Drake AMA and Iowa Professional AMA Chapter, February 2012
- CBPA Career Connections, Minneapolis, MN, Presenter, October 2011
- CBPA AQ/PQ Ad Hoc Committee, 2011
- CBPA Marketing Speed Networking Annual Event Program Co-Organizer, 2008 – present
- CBPA Sales Conference Program Co-Organizer, 2009 – 2016
- CBPA Career Connections, Chicago, IL, Presenter, October 2010; Presenter, October 2015
- CBPA Committee on Committees, 2004 – 2007
 - Chair, 2006 – 2007
- SMC Joint Undergraduate Curriculum Committee, 2003 – 2005
- CBPA Career Development Manager Search Committee, 2004 – 2005
- Business Horizons Leadership Committee, 1999 – 2002
- CBPA Marketing & Branding Committee, 1999 – 2002
- Continuous Quality Improvement Committee, 1998 – 2000
- CBPA Undergraduate Curriculum member, 1989 – 1993
- Strategic Planning Committee, 1997 – 2000
- International Initiatives Committee, 1997 – 1998
- CBPA Chairs Committee ex-officio member, 1986 – 2003
- CBPA Undergraduate Curriculum ex-officio member, 1993 – 2003

OUTREACH ACTIVITIES

EXECUTIVE and PROFESSIONAL COURSES/PROGRAMS DEVELOPED and/or TAUGHT

- “Personal Branding” presentation at Drake University Women’s Basketball DIVAS Breakfast, January 2020
- “Brand Strategy” session at 2018 Annual Small Business Summit, Fall 2018
- “Integrated Marketing Communications Plan for Organizations” session at 2018 Annual Small Business Summit, Fall 2018

**EXECUTIVE and PROFESSIONAL COURSES/PROGRAMS DEVELOPED and/or TAUGHT –
CONTINUED**

- “2017 Super Bowl Ads” presentation for Drake University Alumni Association, February 2017
- “Brand Strategy Development,” all day seminar for Iowa Girls High School Athletic Union, Summer 2016
- “Marketing Strategy,” session at Iowa Bankers Association Peer Group Meeting, September 2015
- “Personal Branding,” interactive seminar for approximately 40 Minneapolis Drake Alumni, May 2015
- “Personal Branding,” interactive seminar for approximately 80 Chicago Drake Alumni, May 2011
- “First Bank Business Development-It’s all About You,” delivered to Banking staff of First Bank, West Des Moines, IA, October 2007
- “Practical Marketing and Promotional Strategies for the Small Business,” delivered to small business owner clients of First Bank, West Des Moines, IA, June 2007
- “Services Marketing Seminar,” Iowa Telecommunications Association Annual Meeting, September 2006
- “Services Marketing Seminar,” Business Link, March 2005
- “Customer Service for Legal Firms,” McEnroe, McCarthy & Gotsdiner, PC, 2002, 2001
- “Market Segmentation and Promotional Strategies for Interior Designers and Architects,” Iowa Society of Design Administrators, Des Moines, IA, 2002
- “How to Design a Corporate Internship Program,” Certified Employee Benefits Society, Des Moines, IA, 2001
- Seminar Instructor, Small Business Development Center and College of Business and Public Administration, Drake University, 1987 – 2002

CONSULTING

- Dotdash Meredith, 2022 – present
- AHA Marketing, 2022 – present
- Chicago Business Press, Consumer Behavior, Textbook Review, 2021
- Fitness By Design, 2018 – 2021
- Dr. Jennifer Den Hartog, O.D., Premier Eye Care Clinic, 2015 – 2020
- Coca Cola Company; Atlantic Bottling Company, Atlanta, GA and Waukee, IA, October 2005 – present
 - Coca-Cola Product Sampling Events with Drake AMA, 2022 – present
 - Coca-Cola Zero Sugar IMC Project Development with Drake AMA, 2021 – 2022
 - Coca-Cola with Coffee IMC Project Development with Drake AMA, 2020 – 2021
 - Smartwater IMC project development with Drake AMA, 2019 – 2020
 - Hispanic Market IMC project development with Drake AMA, 2018 – 2019
 - Coca-Cola Flavored Diet Coke IMC project development with Drake AMA, 2017 – 2018
 - Dasani Sparkling IMC project development with Drake AMA, 2016 – 2017
 - Coca-Cola Glass Bottle IMC project development with Drake AMA, 2015 – 2016
 - Coca-Cola Diet Coke IMC project development with Drake AMA, 2014 – 2015
 - Powerade IMC project development with Drake AMA, 2013 – 2014
 - Dasani Drops IMC project development with Drake AMA, 2012 – 2013
 - Coca-Cola Olympic Sponsorship IMC project development with Drake AMA, 2011 – 2012
 - Vitaminwater IMC project development with Drake AMA, 2010 – 2011
 - Generation Y Coca-Cola Consumption IMC project development with Drake AMA, 2009 – 2010
 - Coca-Cola Classic IMC project development with Drake AMA, 2008 – 2009
- Integrated Massage Therapy, 2015 – 2016

CONSULTING – CONTINUED

- Comigo Early Education Center, 2015 – 2016
- AmeriSource, 2014
- Des Moines Women’s Club, 2014 – 2015
- Interiors by Cathie Thune, 2014 – 2015
- Wixted Public Relations, 2014
- Radiant Complexions Dermatology, 2012 – 2014
- AHA Marketing, Chicago, IL, January 2012 – present
- Kum & Go, Des Moines, IA, June 2011
- Pearson Publishers, Textbook review, 2011
- Cengage Publishers, Textbook review, 2011
- Prentice Hall Publishers, Textbook review, 2011
- Pearson Higher Education Publishers, Textbook review, 2010
- Lincoln & Lexi Children Apparel & Accessories, Des Moines, IA, June 2010 – 2012
- Organizational Quality Associates (OQA), Tucson, AZ/Portland, OR/Nationwide June 2010 – present
- Allscripts; ePrescribe Iowa, Des Moines, IA, December 2009 – 2011
- Management Development International, Chicago, IL, November 2009 – 2011
- Associated Ophthalmologists PC, Des Moines, IA, October 2009 – 2014
- Seer Clothing, Chicago, IL, 2009 – 2013
- Millennium HRM Press; C.K. Meyer, West Des Moines, IA, January 2008 – present
- Kendall/Hunt Publishing Company, Textbook review, January 2008
- Grotesques in Des Moines, Iowa and Abroad, Des Moines, IA, November 2007 – present
- Jockey International, Wisconsin, 2007
- Small Business Development Centers, Drake University and University of Iowa, 1984 – 2003
- Southwestern/Cengage Learning, Textbook review, 2010
- Drake Bulldog Club Board, Des Moines, IA, May 2010 – June 2010
- Kendall Hunt Publishing Company, Textbook review, January 2010
- PING Golf, Phoenix, AZ, January 2007 – December 2009
- McGraw-Hill Companies, Textbook review, April 2009
- Glickman Research Associates, Textbook review, October 2008
- Ignition Interlock Systems of Iowa, Inc., Des Moines, IA, January 2003 – December 2005
- Deaf Services unlimited, Des Moines, IA, January 2003 – December 2004
- Drake University College of Pharmacy and Health Sciences, 2002
- Accents, Pella, IA 1999 – 2001

COMMUNITY SERVICE

COMMUNITY BOARDS AND SERVICE

- AE Dairy Board of Directors, 2016 – present
- Iowa DECA State Board of Directors, 2022 – present
- Des Moines Symphony Association Board of Trustees, 2012 – 2019; 2021 – present
- Des Moines Symphony Board Marketing Committee, 2006 – present
- Fellowship of Christian Athletes (FCA) Central Iowa Board of Directors, 2010 – present

COMMUNITY BOARDS AND SERVICE – CONTINUED

- Iowa Prayer Breakfast Committee, Des Moines, IA 2009 – present
- Drake University Bulldog Board, 2011 – 2017
 - Membership Committee, 2011 – 2013
 - Marketing Committee, 2013 – 2017
- Grotesques in Des Moines, Iowa and Abroad, Advisory Board, 2008 – 2010
- Iowa Arthritis Foundation Board of Directors, 1999 – 2006
- Des Moines Opera Guild, 2000 – 2004
- Christian Medical & Dental Association, Short Term Mission Volunteer, 1987 – 2010