

Heidi C. Mannetter

*Business Educator
Enterprise Project Manager
Strategist
PhD Candidate*

Academic Appointments

- 2023 – present **Associate Professor of Practice | Drake University**
Zimpleman College of Business | Marketing & Org Leadership Department
- Drake University AI Faculty Liaison (Spring 2024-present)
 - Drake University Core Undergraduate Curriculum Redesign Working Group (Fall 2024)
 - Drake University AI Policy Working Group (2023-2025)
- 2022-2025 **MBA Program Director | Drake University**
Zimpleman College of Business | Drake Online Programs
- Graduate Curriculum Committee Chair
 - Conducted thorough competitive analysis of online MBA programs and made strategic curriculum recommendations during 2024-25 academic year
 - Consultant for academic and marketing strategies for Drake's transition from 7-year OPM contract to university-owned solutions
 - Responsible for assurance of learning review for AACSB accreditation
- 2016 – 2021 **Assistant Professor of Practice | Drake University**
College of Business & Public Administration | Marketing Department
- Changemaker Campus Working Group (2019-2021)
 - John Pappajohn Entrepreneurial Center Start-Up Bootcamp Facilitator (2017-2020)
 - Winner of the 2019-2020 David B Lawrence Outstanding Undergraduate Teacher of the Year Award
 - Recognized as the Outstanding Graduate Admissions Ambassador for MBA program outreach (2020)
 - Drake University Brand Redesign Steering Committee (2017-2018)
- Undergraduate courses developed and taught:
- IS1 94: E-Commerce
 - MKTG 101: Principles of Marketing
 - MKTG 120: Digital Marketing
 - MKTG 195: Marketing Management
- Graduate courses developed and taught:
- MBA 251: Creating Customer Value through Marketing
 - MKTG 298: Special Topics in Marketing - Digital Marketing
 - MKTG 298: Special Topics in Marketing – Non-Profit Marketing Strategy
- 2007 – 2016 **Adjunct Faculty | William Penn University | Business Administration**
Undergraduate courses developed and taught:
- Operations Management
 - Marketing for Managers
 - Financial Management I & II
 - Organizational Management
- 2007 - 2012 **Adjunct Faculty | Grand View University**
Business Administration | Computer Science & Data Science
Undergraduate courses developed and taught:
- Service Marketing Management
 - Information Technology Project Management

Executive & Industry Experience

- 2016-2022 **Senior Project Management Part-Time Consultant | Marsh McLennan**
Marsh Sponsored Programs & Marsh Global Affinity
- 2020 – 22: Interim Program Manager and Change Management Strategist on the Amazon account. Developed risk management business cases and led a 200+ person international digital product delivery project team, including a \$60 million RFP and implementation for Amazon’s Delivery Service Providers (DSP Network). Responsible for managing multiple commercial line carrier partner relationships and delivering for a high-touch clients on an aggressive timeline within insurance industry compliance regulations
 - 2018 – 19: Interim Program & Product Manager on custom digital-first end-user-facing digital product creation & and global multi-carrier product implementations (project/program management) of new risk management platforms for commercial clients including Chick-fil-A and Enterprise Rent-a-Car
 - 2013 – 16: Led a multi-disciplinary team in the implementation of the FedEx Ground digital transformation for the three simultaneous FedEx Ground enterprise-wide risk management projects, including a completing the data system redesign & integration and a new business implementation on time and under budget while serving full-time on the marketing faculty of Drake University’s School of Business.
- 2013-2016 **AVP of Business Strategy & Planning | Marsh & McLennan**
Marsh Sponsored Programs
- Developed and executed three complex project plans simultaneously for FedEx Ground, MSP’s largest client while acting as the de-facto program manager. Oversaw business case conception to end-user delivery of three major interdependent projects (total combined contract valued over \$40 million).
 - Oversaw development of a PMO strategy including project portfolio management, new business go-to-market strategy, sales pipeline prioritization, UI/UX, and overall project management and digital-first implementations for affinity clients, including Chick-fil-A, McDonald’s FedEx Ground, & Enterprise Rent-a-Car.
- 2010 – 2013 **Retail Marketing Manager | Pella Corporation**
Pella Windows & Doors Direct Sales Network
- Provided strategic coordination of all marketing & promotional activities within the Pella Direct Sales Network, including managing multiple agency and vendor contracts
 - Managed \$40 million annual budget with responsibility for ROI on every element of the marketing mix in all major markets including Boston, Chicago, Dallas, & LA.
- 2008 – 2009 **Senior Marketing Strategist | Principal Financial Group**
Retirement & Investor Services
- Coordinated PFG’s “Nearing & Enjoying Retirement” cross-business-unit strategic plan between business leads, IT leads, marketing communications, and product managers across the entire Principal enterprise.
 - Led user experience and user interface focus groups to create trust in online financial services before UX and UI were recognized as a specific skill set.
- 2006 – 2008 **Senior Product Development Consultant | Principal Financial Group**
Principal Bank
- Coordinated PFG’s “Nearing & Enjoying Retirement” enterprise-wide strategic plan
 - Led user experience and user interface focus groups to create trust in online financial services before UX and UI were recognized as career paths.

Education

- 2025 **Doctor of Philosophy Candidate | Drake University**
School of Education | Dissertation Chair: Robyn Cooper, Ph.D.
Dissertation topic: AACSB-Accredited Business School Pedagogy and Practice in the Age of Generative AI
- 2006 **Master of Business Administration | University of Iowa**
Tippie College of Business | Concentrations in Marketing & Finance
- 2003 **Bachelor of Arts | University of Northern Iowa**
College of Humanities, Arts & Sciences
Major: Communications | Minor: Philosophy & Religion (Ethics)

Professional Certifications

- 2010 - 2028 **Certified Project Management Professional (PMP) | Project Management Institute**
PMI Certification number: 1344567
- 2019 **Lego® SERIOUS PLAY® Methods & Materials Teams & Group Facilitator Certification**
Strategic Play Group, LTD. | Registration # D2019304
- 2018 **Quality Matters for Course Design for Higher Education Certifications**
Evaluating Your Course Design
Orienting Your Online Learners
- 2016 **Commercial Lines Coverage Specialist**
Hartford School of Insurance

Academic Awards & Recognition

- 2020 **David B. Lawrence Outstanding Undergraduate Teacher of the Year**
Drake University College of Business & Public Administration
- 2020 **Outstanding Graduate Admissions Ambassador**
Drake Master of Business Administration

Research in Progress

- 2025 Mannerter, H. *Business School Pedagogy and Practice in the Generative AI Era*. For PhD Dissertation. (Status: Finalizing chapters 1-3)
- 2025 Mannerter, H. *Power, Policy, & Public Voice: A Critical Discourse Analysis of Federal Funding Narratives in U.S. Higher Education*. Paper presentation accepted for the 10th International Conference on Communication & Media Studies. September 11-12, 2025. Paris, France. (Status: Proposal accepted, draft in review)

Outreach – Community Engagement & Professional Associations

- January 2024- present **Technology Association of Iowa (TAI)**
Artificial Intelligence Roundtable Member
- 2017-2021 **Iowa Center of Economic Development**
Start-Up Bootcamp Facilitator
Developed and delivered business planning and execution courses for aspiring small business owners and entrepreneurs in the state of Iowa.
- Business Model Canvas
 - Product-Market Fit & Go-to-Market Strategy

Outreach – Consulting & Professional Practice

- 2017 - present **Global Insurance Accelerator Mentor & Consultant**
Mentor founders on business case development, go-to-market strategy, pitch deck creation and evolution, and provide project management consulting for insurtech startups.
- 2025: ClaimMentor
 - 2023: ReFocus AI
 - 2022: RainyDayPal
 - 2021: Solar Insure
 - 2020: Pilotbird (formerly Kiwi Insurance)
 - 2017: Motions Cloud
- 2016-2022 **Marsh McLennan**
Led enterprise-wide digital transformation efforts for Marsh McLennan Affinity clients.
- 2022: ADP New Business Digital Transformation Project
 - 2020-2022: Amazon Delivery Service Provider New Client Implementation
 - 2021-2022: Amazon P&C and Workers Compensation RFP Project
 - 2018-2019: Marsh Sponsored Programs Chick-fil-A New Business Digital Implementation
 - 2017-2018: Marsh Sponsored Programs McDonald's Workers Comp & P&C Platform Redesign
 - 2016: FedEx Ground and Enterprise Rent-A-Car Insurance Platform Migrations and Redesign Implementations
- 2019 **National Pork Board**
Digital Marketing Task Force

Outreach – Executive & Professional Courses/Presentations

- May 12, 2025 **Grand View University May Faculty & Staff Institute | Keynote Speaker**
Future Ready With AI: Bridging Knowledge & Employment Practice
- August 20, 2024 **Drake University Learning Symposium | Workshop Facilitator**
How to Use Generative AI to Improve Productivity in Higher Education
- August 24, 2023 **Zimpleman College of Business Fall Retreat | Faculty Workshop Facilitator**
Generative AI Pedagogy & Practice, Practical Applications for Faculty & Staff
- Sept 23-24, 2021 **Drake Executive Education | Supervisory Leadership Program Facilitator**
LEGO® StrategicPlay® for Supervisors
- March 10, 2020 **Nexus Women's Alliance Presentation**
LEGO® StrategicPlay® for Executives
- July 9, 2019 **Drake University Mandela Fellowship for Young African Leaders (YALI) | Workshop Facilitator**
Marketing Strategy, Consumer Behavior, & Digital Marketing
- 2017-2020 **Iowa Center for Economic Success | Workshop Facilitator**
- Business Model Canvas (Business Plan Workshop)
 - Business Case & Go-to-Market Strategy Workshop
 - Marketing Strategy Workshop

Service – Drake University

2023-2025	Drake University AI Leadership Working Group Member <ul style="list-style-type: none">• 2024-25 AY: Generative AI Pilot & Use Case Group Member (Microsoft CoPilot vs. ChatGPT)• Summer 2024: Drake University AI Guidelines Working Group• March 28 & April 7, 2023: Interdisciplinary AI Teaching Café Facilitator• March 7, 2023: College of Arts & Sciences AI in Higher Education Large Language Model Panelist• March 2, 2023: English Seminar Guest Speaker AI in Higher Education
Spring 2024	Drake University AI Faculty Liaison to the Zimpleman School of Business
Spring 2024	Search Committee Member: Digital Marketing Specialist Drake Online & Continuing Ed
Spring 2023	Drake University Graduate Council MBA Program Director Representing the Zimpleman College of Business
2019-2020	Drake University 2021 Global Conference on Diversity & Inclusion in Higher Education Planning Committee Communications Sub-Committee Member
Spring 2020	The Drake/Wellmark Challenge Making Connections to Address Rural Food Insecurity Advisory Group College of Business & Public Administration Faculty Representative
2019-2020	Drake University Live Mascot Program Faculty Ambassador
2019-2020	Drake University Design Thinking Working Group
October 14, 2019	One-on-One with Drake Women's Basketball Faculty Booster Member
Fall 2019	Search Committee Chair: Executive Director of Innovation, Entrepreneurship, & Human-Centered Design Led an interdisciplinary faculty & staff search committee on behalf of the John Pappajohn Entrepreneurial Center, Buchanan Center, & the Dean of College of Business & Public Administration
2019 – 2021	Drake University Changemaker Campus Working Group Member Co-Author of Center of Social Enterprise Big Idea Proposal
May 2018	Drake University Graduate & PhD Commencement Ceremony Marshall
2017-2018	Drake University Proactive Advising Project & Starfish Pilot
2017-2018	Drake University Marketing Communications Digital Marketing Consultant
2017-2018	Drake University Brand Initiative Steering Committee Member

Service – Zimpleman College of Business (formerly CBPA)

- 2017-2025 **Zimpleman College of Business Graduate Curriculum Committee (GCC)**
- 2022-23; 2024-25: GCC Chair
 - 2017-2020: GCC Committee Member (MBA Faculty Representative)
- 2023-2024 **Ad Hoc Marketing Department Chair (during 2023-24 Sabbatical)**
Documented over 120 hours of chair-related activities during sabbatical including:
- Authored tenure-track and practice professor new hire case statements
 - Wrote Visiting Associate Professor job description & led search
 - Authored three rounds of Marketing Department Program Review Narratives and 4-year plans
 - Responsible for 2024-2025 Marketing Department course & classroom scheduling
 - Led only department meetings that occurred during the 23-24 AY
 - Facilitated Marketing curriculum updates and documented changes to Marketing Major effective Fall 2024
 - Attended Zimpleman cabinet meetings on behalf of the chair
 - Drafted, edited, and proofed HR memos on behalf of chair
- Spring 2024 **Search Committee Chair: Visiting Assistant Professor of Marketing**
Led the global search for a Visiting Assistant Professor of Marketing Analytics and Market Research for the 2024-2025 academic year
- 2019-Present **Zimpleman College of Business Admissions | Faculty Representative**
- Spring/Summer 25: Marketing Department New Student Orientation
 - April 2023: Marketing Department Faculty Panelist
 - 2020-2022: Virtual Admissions Visits Marketing Department Faculty Panelist
 - April 2019: CBPA Admitted Student Day & High School Preview Panelist
- 2022-2023 **Zimpleman Outreach & Social Impact Award Committee Member**
- 2020-Present **Zimpleman College of Business Delta Sigma Pi Faculty Advisor**
- 2019 – 2023 **Zimpleman College of Business Women’s Leadership Breakfast Planning Committee Member**
- Fall 2018 **Principal Financial Group Ideation Project Group Consultant**
- 2018-2019 **College of Business and Public Administration (CBPA) National Advisory Council Marketing & Branding Subcommittee Member**
- 2018-2020 **Drake University Chapter NAWMBA Faculty Advisor**
- 2018-2020 **CBPA Online Teaching Support Team Member**
- 2017 **CBPA Graduate Programs Digital Marketing Consultant**

Professional Development

- Sept 5 & 24, 2024 **Navigating new Uncertainties in the OPM Landscape** - Research on Evolving OPM Challenges and Tactics to End OPM Agreements | EAB Two-Part Virtual Event
- State of Graduate and Online Markets
 - Understanding New Risks in OPM Market
 - Planning Your Enrollment Marketing Migration
 - Northeastern University Case Study
 - Succeeding in a New Era of Graduate and Online Enrollment
- 2016-2024 **Drake University Fall Faculty & Staff Learning Symposiums** | Participant & Facilitator
- 2018: Building Trust: Leading the Conversation
 - 2019: Drake Tomorrow: Why We Change, How We Change
 - 2020: Shaken (up) but not Broken (apart)
 - 2021: Returning
 - 2022: We're All in this Together
 - 2023: We Make Drake
 - 2024: AI Innovations: Empowering Faculty & Staff
- 2023-2024 **Drake University School of Education Doctoral Program** | PhD Apprenticeships
- 2023: Drake University Declined EFR Acceptance Data Analysis Project
Utilized Tableau to map incoming first year applicants' home state, migration, and melt based on National Student Clearing House data and packaged & presented findings to university leadership presentation entitled "The Changing Higher Ed Admissions Landscape"
 - 2023-2024: Marketing Program & Curriculum Review and 4-Year Plan
Created several iterations of enrollment demand and faculty utilization scenarios and provided written responses Provost's requests to department chairs as part of the university-wide program review process
- 2020-2023 **Drake University School of Education Doctoral Program** | **PhD Course Curriculum**
4.0 GPA
- Summer 2020 **Drake Online Design Dialogs** | Attended July 2, July 30, & August 13 sessions
- Participated in online course design workshops as both a learner and a LMS 'super-user' subject matter expert.
- Spring 2019 **Campus Book Club** | *so you want to talk about race* by Ijeoma Oluo
- August 13-15, 2019 **LEGO® Serious Play® Facilitator Certification Training** | Chicago, IL
- May 16-23, 2019 **Drake Global Service-Learning Travel Seminar** | Monterrey Tec, Guadalajara, MX
Drake faculty Ashoka/Changemaker social entrepreneurship training and experiential learning opportunity in partnership with Tec de Monterrey faculty
- Spring 2018 **Drake ITS Teaching & Learning Workshops:**
- March 5: From Face-to-Face, Web-Enhanced, & Blended to Online Learning
 - February 6: Managing Blackboard Content to Facilitate Learning
 - January 30: Setting Up Blackboard Courses to Meet Syllabus Requirements
- Sept 27-28, 2018 **Engaged Faculty Institute**
Iowa Campus Compact | Des Moines, IA
- May 25-26, 2017 **Drake University Scholarship of Teaching & Learning Workshop**