

Mary S. Edrington

Drake University
Zimpleman College of Business
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EDUCATION

MASTER OF BUSINESS ADMINISTRATION, The 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

Thomas F. Sheehan Distinguished Professor in Marketing 2025
Associate Professor of Practice in Marketing and Faculty Internship Coordinator 2011 – Present
Assistant Professor of Practice in Marketing and Faculty 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 Zimpleman College of Business*
- Assist and mentor undergraduate business students with their internship search process
 - Provide one-on-one tutoring to students with resume preparation, interviewing skills, networking, and workplace professionalism
- Undergraduate Advisor for approximately 40-70 Marketing majors/year

DRAKE UNIVERSITY, COLLEGE OF BUSINESS AND PUBLIC ADMINISTRATION

Assistant Dean / Faculty 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

Faculty 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.

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 50 Marketing majors/year

HONORS

DISTINGUISHED PROFESSORSHIP

Spring 2025: Awarded the Thomas F. Sheehan Distinguished Professor

TEACHING HONORS

Spring 2024: David B. Lawrence Outstanding Teaching Award, Zimpleman College of Business
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
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 2025: Drake University Student Organization Advisor Award
Spring 2024: Drake University Student Organization Advisor Award
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

- IRTS Faculty Industry Seminar, New York, NY, November 2025
- Marketing Management Association (MMA) Annual Conference, Santa Fe, NM, September 2024
- IRTS Faculty Industry Seminar, New York, NY, December 2023
- Marketing Education Association (MEA) Annual Conference, Seattle, WA, April 2022
- 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

PROFESSIONAL DEVELOPMENT & SERVICE - CONTINUED

- 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
- 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
- Frontiers 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 Board of Trustees Teaching & Learning Committee Member, 2018 – present
- SJMC Re-Accreditation For Public Relations Program, Faculty Participant, May 2026
- Drake University "Lead Week" Panel Member, April 2024
- SJMC Re-Accreditation Faculty Participant, February 2024
- Drake University Everclass Series Moderator, March 2023
 - Served as moderator with guest John August, Drake alum
- Drake Career Conference Planning Committee, 2021
- 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

UNIVERSITY SERVICE – DRAKE UNIVERSITY – CONTINUED

- DU Alumni Reception for CBPA Dean. Attended & Recruited 60 alums, Chicago, IL, November 2017
- Madelyn M. Levitt Teacher of the Year Selection Committee, 2015, 2025, 2026
- 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 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, 2024, 2025, 2026
- 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 College of Business Faculty Internship Coordinator, 1993 – present
- Zimpleman/Creighton Murphy Cup, served as Faculty Leader for Drake team, Spring 2026
- Zimpleman/Creighton Murphy Cup, served as Faculty Leader/Host for Drake team, Spring 2025

ZIMPLEMAN COLLEGE OF BUSINESS SERVICE – CONTINUED

- Zimpleman/Creighton Murphy Cup, served as Faculty Leader/Host for Drake team, Spring 2024
- Zimpleman/Creighton Murphy Cup, served as faculty co-leader for Drake team, Spring 2023
- Zimpleman Marketing Faculty Search Committee, 2025-2026
- Drake University Zimpleman College of Business Alumni Success Tour Organizer and Participant,
 - Minneapolis, November 2022 and Chicago, November 2023
- Zimpleman Promotion & Tenure Committee, 2023 – 2026
- Drake American Marketing Association (AMA) Student Chapter
 - Annual Faculty Advisor, 1987 – 1993 , 2003 – present
- Drake Summer Orientation, Summer 2020, Summer 2021, Summer 2022, Summer 2023, Summer 2024, Summer 2025
- CBPA Director of Entrepreneurship & Innovation Search Committee Member, 2019
- DECA State Business Case Competition Judge, 2018, 2019, 2021, 2022, 2023, 2025
- 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
- Drake/Creighton Murphy Cup, served as judge for Best Presenter Award, 2016, 2018, 2019, Spring 2021, Fall 2022
- Drake/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
- Zimpleman 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

- “Gen Z Consumers” presentation at Blue Compass Agency, Des Moines, IA, Summer 2024
- “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
- “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 – 2024
- 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 Waukegan, IL, 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

CONSULTING – CONTINUED

- 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
- 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
- Cenage 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 The University of Iowa, 1984 – 2003
- Southwestern/Cenage 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 Corporate 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
- 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