**Mary S. Edrington**

Drake University

College of Business and Public Administration

mary.edrington@drake.edu Des Moines, IA 50311 (515) 271-2083

**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, COLLEGE OF BUSINESS AND PUBLIC ADMINISTRATION, 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 Coordinator for College of Business and Public Administration Internship Program
* Undergraduate Advisor for approximately 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 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

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

**PROFESSIONAL DEVELOPMENT & SERVICE**

* 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
* 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

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**PROFESSIONAL DEVELOPMENT & SERVICE - CONTINUED**

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

**UNIVERSITY SERVICE – DRAKE UNIVERSITY**

* Experiential Learning Council, 2015 - present
* 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 Strategic Plan Goal Working Group IV, 2012- present
* 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;
	+ 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 - Present
	+ 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 – present
	+ 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

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**UNIVERSITY SERVICE – DRAKE UNIVERSITY CONTINUED**

* 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
* Fellowship of Christian Athletes Faculty Sponsor, 1995 – 1999; 2003 - Present
* Council of Assistant and Associate Deans (CAAD), 1993 – 2003
* Drake University Corporate Annual Fund Volunteer, Office of Development, 1989

**COLLEGE OF BUSINESS AND PUBLIC ADMINISTRATION SERVICE (CBPA)**

* CBPA Search Committee for Business Communications faculty position, 2015-present
* CBPA Fun Committee, 2015-present
* CBPA Murphy Cup 2016, served as judge for Best Presenter Award, 2016
* CBPA Murphy Cup, Assisted with securing client and served as judge for Best Presenter Award, 2015
* CBPA Womens Leadership Planning Committee and Presenter, 2015-2016
* 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
* Drake American Marketing Association (AMA) Student Chapter
	+ Faculty Advisor, 2003 – present, 1987 – 1993
* CBPA Marketing Speed Networking Annual Event Program Co-Organizer, 2008 – present
* CBPA Sales Conference Program Co-Organizer, 2009 - present
* 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

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**COLLEGE OF BUSINESS AND PUBLIC ADMINISTRATION SERVICE (CBPA) CONTINUED**

* 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**

* “Developing a Media Mix for Your Bank”, session at Iowa Bankers Association Annual Marketing Conference, April 2017
* “Personal Branding”, interactive seminar for approximately 40 Minneapolis Drake Alumni, November 7, 2015
* “Marketing Strategy”, session at Iowa Bankers Association Annual Meeting, September 28, 2015
* “Personal Branding”, interactive seminar for approximately 80 Chicago Drake Alumni, May 21, 2011
* “First Bank Business Development-It’s all About You”, delivered to Banking staff of First Bank, West Des Moines, IA, October 7, 2007
* “Practical Marketing and Promotional Strategies for the Small Business”, delivered to small business owner clients of First Bank, West Des Moines, IA, June 20, 2007
* “Services Marketing Seminar”, Iowa Telecommunications Association Annual Meeting, September 14, 2006
* “Services Marketing Seminar”, Business Link, March 2005
* “Customer Service for Legal Firms”, McEnroe, McCarthy & Gotsdiner, PC, 2002 and 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**

* Dr. Jennifer Den Hartog, O.D., 2015 - present
* Integrated Massage Therapy, 2015 - present
* Comigo Early Education Center, 2015 - present
* 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

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**CONSULTING CONTINUED**

* 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
* Coca Cola Company; Atlantic Bottling Company, Atlanta, GA and Waukee, IA, October 2005 – present
* Small Business Development Centers, Drake University and 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**

* Anderson Erickson Dairy Board of Directors, 2016 - present
* Des Moines Symphony Association Board of Trustees, 2012 – present
* Des Moines Symphony Board Marketing Committee, 2006 – present
* Drake University Bulldog Board, 2011 – present
	+ Membership Committee, 2011 – 2013
	+ Marketing Committee, 2013 - present
* Fellowship of Christian Athletes (FCA) Central Iowa Board of Directors, 2010 - present
* Iowa Prayer Breakfast Committee, Des Moines, IA 2009 – present
* 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
* PEO, 2005 - present