

**Laura McLeod**  
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Marketing  
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## **Education**

MBA, Fuqua School of Business, Duke University, 1999.

BA, Emory University, 1992.  
Major: English

## **Academic, Government, Military and Professional Positions**

### **Academic**

Assistant Professor of Practice, University of Nebraska-Lincoln, Department of Marketing, College of Business. (January 2016 - Present).

Communications Project Manager, Public Policy Center, University of Nebraska-Lincoln. (2005).

Brand Management Intern, Hallmark Cards, Inc., Kansas City, MO. (1998).

### **Professional**

Marketing Specialist, Whole Foods Market, Lincoln, NE. (2013 - 2015).

Director of Research and Insights, Thought District, Lincoln, NE. (2012 - 2013).

Account Services Manager, Thought District, Lincoln, NE. (2010 - 2012).

Marketing Strategist, Pickering Creative Group, Lincoln, NE. (2008 - 2010).

Marketing Manager, Nature's Variety, Lincoln, NE. (2006 - 2008).

Brand Manager, The Coca-Cola Company, Atlanta, GA. (1999 - 2002).

Associate Brand Manager, The Coca-Cola Company, Atlanta, GA. (1999 - 2000).

University Development Officer, Harvard University, Cambridge, MA. (1995 - 1997).

Development Assistant, Care International, Atlanta, GA. (1993 - 1995).

Grant Writer, American Red Cross, Atlanta, GA. (1992 - 1993).

## **Development Activities Attended**

Conference Attendance, "Fall Teaching and Learning Symposium," University of Nebraska-Lincoln. (October 2017).

Conference Attendance, "2017 Innovation in Pedagogy and Technology," University of Nebraska-Lincoln. (May 2017).

Conference Attendance, "Spring Teaching and Learning Symposium," University of Nebraska-Lincoln. (April 2017).

Conference Attendance, "Fall Teaching and Learning Symposium," University of Nebraska-Lincoln. (October 2016).

Conference Attendance, "2016 Innovation in Pedagogy and Technology," University of Nebraska-Lincoln. (May 2016).

Conference Attendance, "Spring Teaching and Learning Symposium," University of Nebraska-Lincoln. (April 2016).

Conference Attendance, "National Conference in Sales Management," Milwaukee, WI. (March 2016).

Conference Attendance, "Women in Business Conference," University of Nebraska-Lincoln. (February 2016).

## **TEACHING**

### **Teaching Experience**

#### **University of Nebraska-Lincoln**

MRKT 257, Sales Communication, 7 courses.

MRKT 371, Sales Practicum I, 1 course.

MRKT 399, Special Project, 2 courses.

MRKT 457, Customer Relationship Management, 3 courses.

MRKT 458, Sales Force Management, 7 courses.

### **Non-Credit Instruction**

Continuing Education, Executive Education. (September 28, 2016 - September 30, 2016).

### **Awards and Honors**

Nominated, 2017 Excellence in Teaching Award, University of Nebraska-Lincoln, College of Business. (December 2017).

Awarded "Outstanding Professor", UNL Delta Sigma Pi, Alpha Delta Chapter. (2017).

## **RESEARCH**

### **Presentations Given**

McLeod, L., Lincoln-Chamber Women in Business, "Influencing with Intention," UNL College of Business & Lincoln Chamber of Commerce, Lincoln, NE. (April 2017).

McLeod, L., UNL's Think Tank, "Spicing Up a Global Brand with Local Flavor, Whole Foods Market," University of Nebraska-Lincoln Annual Communications Conference, Champion's Club, Lincoln, NE. (May 2016).

## **SERVICE**

### **Department Service**

working closely with corporate partners and students to promote and strengthen the program,  
Center for Sales Excellence. (January 2016 - Present).

## **College Service**

Committee Member, Strategic Planning, Mission, Vision, Value Task Force. (January 2018 - April 2018).

New Student Enrollment, Take a Parent to Lunch. (June 2017).

Committee Member, CBA Wellness Committee. (January 2016 - May 2016).

## **University Service**

Small Group Leader, Diversity Workshop for Husker Orientation. (September 2016).

## **Awards and Honors**

### **Service, University**

Certificate of Recognition for Contributions to Students, UNL Teaching Council and the UNL Parents Association. (2018).

Certificate of Recognition for Contributions to Students, UNL Teaching Council and the UNL Parents Association. (2017).