

LAURA MCLEOD

2600 Rathbone Road
Lincoln, NE 68502
402.488.0777

LauMcL@msn.com | [LinkedIn](#)

EDUCATION

1997 – 1999

FUQUA SCHOOL OF BUSINESS, DUKE UNIVERSITY, Durham, NC

Master of Business Administration

Thomas F. Keller Scholar: Awarded full merit scholarship.

- Curriculum focus: Marketing
- Teaching Assistant for public speaking and business writing courses.
- Admissions Fellow: selected to interview candidates on behalf of the Admissions program

1988 – 1992

EMORY UNIVERSITY, Atlanta, GA

Bachelor of Arts in English

Dean's List 1989-92. Freshmen Seminar Leader. Residence Hall Advisor.

EXPERIENCE

2020 – 2022

NRC HEALTH, Lincoln, NE

Training Strategist, Growth Team

Created robust experiential onboarding and role training programs for sales and service teams. Certified Challenger™ Sales Trainer. Led training and development for summer internship program, which resulted in record number of full-time offers. Facilitated popular virtual training sessions on topics such executive presence, presentation skills, personal productivity, and growth mindset.

2015 – 2020

COLLEGE OF BUSINESS, UNIVERSITY OF NEBRASKA-LINCOLN, Lincoln, NE

Assistant Professor of Practice | Marketing, Center for Sales Excellence

Educated undergraduates on customer-centered sales processes through the use of current texts and methodologies, including Strengths Based Selling, The Challenger Sale, and SPIN Selling. Coursework included Sales Communication as well as smaller more advanced courses, such as Sales Management, Customer Relationship Management, and a Sales Practicum.

Trained students on Salesforce CRM by leading them through SLX-101 Training for Sales Reps. Created a "Women in Sales" cohort that provided networking opportunities and helped increase female sales students in the program. Created online coursework with UNL instructional designers that maximized student engagement and outcomes.

- 2020 Sue Vagts Faculty/Staff Partner Award: presented for "going above and beyond to foster relationships with employers and enhance career opportunities for students"
- Nominated for Excellence in Teaching Award, UNL College of Business 2017, 2018, 2019
- Dean's Coin Fall 2020: awarded for "encouraging students to appreciate the importance of selling skills across all career paths and applying course concepts to real-world situations"
- Authored teaching blog article: "[The Three "–tions" of Large Enrollment Classes: Organization | Communication | Participation](#)"
- Parents' Recognition Award 2017, 2018: recognizes faculty and staff who have made a significant difference in students' lives
- UNL Marketing Department Teaching Award 2017-2018
- Dean's Coin Fall 2016 – Awarded for Service

2015 – present

FREELANCE MARKETING CONSULTANT, Lincoln, NE

Work with a variety of local clients including University of Nebraska College of Business MBA program and Merrill to create marketing strategy and develop positioning recommendations.

LAURA MCLEOD

(continued)

- 2013 – 2015 **WHOLE FOODS MARKET**, Lincoln, NE
Marketing Specialist
Launched national grocery brand in local market by opening new outlet. Developed sales and marketing strategies to drive traffic and transaction value. Recognized for regional sales excellence.
- 2010 – 2013 **THOUGHT DISTRICT**, Lincoln, NE
Marketing Consultant (2012-2013)
Partnered with clients to develop effective marketing strategies and tactics for target audiences. Developed expansive brand marketing plans with tactical guidelines for manufacturing, healthcare, and professional service companies. Pitched research and consulting services to client prospects.
Account Services Manager (2010-2012)
Managed the relationship between clients and internal creative teams to ensure flawless delivery of work product.
- 2008 – 2010 **PICKERING CREATIVE GROUP**, Lincoln, NE
Marketing Strategist
Developed marketing and sales strategies to assist diverse client base in achieving business goals.
- 2006 – 2008 **NATURE'S VARIETY**, Lincoln, NE
Marketing Specialist
Developed brand strategy and marketing programs for premium pet food company. Led cross-functional product development team for new canned diets, increasing sales by 129%. Partnered with regional sales team in new account acquisition.
- 2005 **THE PUBLIC POLICY CENTER**, Lincoln, NE
Communications Project Manager
Wrote and developed inaugural annual report for organization with diverse programming.
- 1999 – 2002 **THE COCA-COLA COMPANY**, Atlanta, GA
Brand Manager (2000-2002)
Created marketing strategies and programming to develop new business opportunities for The McDonald's Group and drive soft drink volume. Worked closely with Owner/Operators to pilot afternoon snack menu and analyze sales impact. Developed children's beverage portfolio.
Associate Brand Manager (1999-2000)
Devised strategy and led program development to seed brand proposition with consumers and create volume opportunities for fruit drink category leader. Led cross-functional team in developing and commercializing new flavor. Assessed brand performance by analyzing consumer, channel, and competitive data, and made recommendations to address sales softness or maximize opportunity.
- Summer 1998 **HALLMARK CARDS, INC.**, Kansas City, MO
Brand Management Intern
- 1995 – 1997 **HARVARD UNIVERSITY**, Cambridge, MA, *University Development Officer*
1993 – 1995 **CARE INTERNATIONAL**, Atlanta, GA, *Development Assistant*
1992 – 1993 **AMERICAN RED CROSS**, Atlanta, GA, *Grant Writer*