

**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. (August 2022 - Present).

Assistant Professor of Practice, University of Nebraska-Lincoln, Department of Marketing, College of Business. (January 2016 - January 2020).

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).

## **Licensures and Certifications**

Caliper Training and Certification. (September 2019 - Present).

Search Committee Certification, EAD, University of Nebraska-Lincoln. (September 30, 2018 - September 30, 2021).

## **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).

## **Awards and Honors**

Nominated, 2017-2018 Excellence in Teaching Award, University of Nebraska-Lincoln, College of Business. (December 2017).

## **TEACHING**

### **Teaching Experience**

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

MRKT 257, Sales Communication, 16 courses.

MRKT 346, Marketing Channels Management, 1 course.

MRKT 347, Marketing Communication Strategy, 1 course.

MRKT 371, Sales Practicum I, 5 courses.

MRKT 399, Special Project, 6 courses.

MRKT 443, Consumer Behavior: Marketing Aspects, 1 course.

MRKT 457, Customer Relationship Management and Sales Technologies, 8 courses.

MRKT 458, Sales Force Management, 10 courses.

### **Non-Credit Instruction**

Continuing Education, Executive Education Program, College of Business, University of Nebraska-Lincoln. (September 12, 2018).

Continuing Education, Future Builders Program, Clifton Strengths Institute, University of Nebraska-Lincoln. (May 30, 2018 - June 29, 2018).

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

## **Awards and Honors**

Nominated, 2018-2019 Excellence in Teaching Award, University of Nebraska-Lincoln, College of Business. (December 2018).

Faculty Teaching Award, Department of Marketing, College of Business, UNL. (April 2018).

Invited to guest author the UNL Teaching and Learning blog, posting the article "The three "— tions" of Large Enrollment Classes: Organization | Communication | Participation, University of Nebraska-Lincoln, College of Business Teaching and Learning Center. (February 2018).

Nominated, 2017-2018 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**

### **University Service**

Committee Member, Faculty Senate. (August 2019 - December 2020).

Marshall Corps. (May 2019 - December 2020).

Assisted College of Business liaisons with the University of Nebraska Foundation in donor cultivation efforts by communicating with alumni, hosting them in class, and sending follow-up correspondence to strengthen the prospect's relationship with UNL, the Marketing department, and the Center for Sales Excellence., Center for Sales Excellence Program. (September 2018 - December 2020).

Developed a Sales Job/Internship board for students that currently has over 120 positions listed., Center for Sales Excellence Program. (2018 - December 2020).

Created a "Women in Sales" cohort within the Center for Sales Excellence to build community among female students and assist in recruiting women into the program., Center for Sales Excellence Program. (2018 - December 2020).

Work closely with corporate partners and UNL alumni to promote and strengthen the Center for Sales Excellence program., Center for Sales Excellence Program. (January 2016 - December 2020).

As Faculty Advisor, I assisted students in developing programs and events for the UNL Sales Club, which has approximately 60 members. Created and hosted a day trip to Omaha that enabled club members to visit with sales leaders from five different companies., Center for Sales Excellence Program. (2019).

Committee Member, Assistant Professor of Practice Search Committee. (August 2019 - September 2019).

As Faculty Advisor, I assisted students in launching the new UNL Sales Club. Developed a Sales Club constitution to comply with UNL RSO guidelines. Met twice monthly with club members to develop and execute beneficial programming for 60 members., Center for Sales Excellence Program. (2018).

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

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

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

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

## **Awards and Honors**

### **Service, University**

2020 Sue Vagts Faculty/Staff Partner of the Year Award, College of Business, University of Nebraska-Lincoln. (2020).

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).