

Dr. Dawn Edmiston

dawn.edmiston@mason.wm.edu | www.LinkedIn.com/in/dawnedmiston

Professional Profile

Passionate college educator, who has developed and taught a broad range of marketing and management courses at the undergraduate and graduate levels in classroom and online learning environments. Recognized with several institutional, national, and international honors such as serving as a Fulbright Scholar at Tallinn University (Estonia). Accomplished marketing executive with global brand leaders to include Discovery Channel, PricewaterhouseCoopers Management Consulting Services, and IBM.

Teaching Experience

William & Mary – Raymond A. Mason School of Business, Williamsburg, VA

Clinical Professor of Marketing (4/19–present)

Clinical Associate Professor of Marketing (8/14–3/19)

Undergraduate courses taught: *Advertising and Digital Marketing, Marketing Research, and Marketing Strategy*. Graduate courses taught: *Integrated Marketing Communications and Marketing Research*.

- Founding Faculty Director, Global Business Minor: Developed and launched hybrid summer program with University College Dublin (1/17–8/24)
- Online MBA and Online MS in Marketing Design Team: Contributed to launch of programs and developed courses as Master Teacher (1/15–present)
- Additional administrative roles listed below under “Service to the Academy”

Saint Vincent College – McKenna School of Business, Economics and Government, Latrobe, PA

Tenured Associate Professor of Management and Marketing (3/13–8/14)

Assistant Professor (6/07–3/13); **Visiting Faculty** (9/05–5/07)

Undergraduate courses taught: *Principles of Marketing, Global Marketing, Internet Marketing and Essentials of Selling*. Graduate courses taught: *Effective Marketing Communication, Marketing Strategy, Human Resource Management, Organizational Theory, and Research Development*.

- Founding Director, Health Services Leadership program; launched Master of Science degree in June 2007 and Graduate Certificate in January 2010. Administered all aspects of program to include admissions, marketing, curriculum planning, and student advising. Achieved highest ranking on student satisfaction survey of all graduate programs at the College.
- Additional administrative roles listed below under “Service to the Academy”

West Virginia University – Reed College of Media, Morgantown, WV

Online Course Developer and Lead (Adjunct) Instructor (9/09–5/14)

IMC graduate course taught: *Emerging Media and the Market*. Created and taught first professional development course in *Social Media Marketing*.

University of Pittsburgh at Johnstown, Johnstown, PA

Adjunct Assistant Professor (1/07–4/08)

Undergraduate courses taught: *Consumer Behavior and Internet Marketing*.

Johns Hopkins University – Carey Business School, Baltimore, MD

Practitioner Faculty (6/04–8/08)

Graduate courses taught: *Corporate Communications, Integrated Marketing Communications, and Promotional Strategy*. Faculty Advisor – Applied Research Project (capstone for senior students).

Trinity College – School of Professional Studies, Washington DC

Adjunct Assistant Professor (1/04–8/04)

Graduate courses taught: *Global Operations and Strategy, Performance Management, and Organizational Strategy*.

Howard University – School of Business, Washington DC

Visiting Instructor (9/03–5/04)

Undergraduate courses taught: *Global Marketing* and *International Business*. Graduate courses taught: *International Marketing* and *HR Management*.

University of Maryland University College, Adelphi, MD

Adjunct Assistant Professor (9/01–5/05)

Undergraduate courses taught: *Principles of Marketing*. Developed *Services Marketing* course. Graduate courses taught: *Consumer Behavior* and *Public Relations*. Developed MS in Management Public Relations Capstone Course Guidebook.

Honors

William & Mary – BBA Teaching Innovation Fellowship Award (2024)
William & Mary – BBA Class of 2024 Faculty Excellence Award
Fulbright Specialist – Tallinn University, Estonia (2024)
William & Mary – Online M.S. in Marketing Teaching Excellence Award (2023)
William & Mary – Plumeri Award for Faculty Excellence (2023)
William & Mary – Inaugural Strategic Cultural Partnerships Fellow (2022)
William & Mary – Outstanding Pre-Major Faculty Advisor Award (2021)
William & Mary – Online MBA Outstanding Faculty Award (2021)
Fulbright Scholar – Tallinn University, Estonia (2021)
William & Mary – BBA Teaching Innovation Fellowship Award (2018)
Marketing Management Association – Master Teacher Competition Winner (2017)
William & Mary – BBA Class of 2016 Faculty Excellence Award
Society of Marketing Advances – Innovations in Teaching Competition Winner (2014)
Accreditation Council for Business Schools and Programs – Teaching Excellence Award (2013)
Mid-Atlantic Association of Colleges of Business Administration – Innovation in Teaching Prize (2012)
Marketing Management Association – Teaching Innovation Competition Winner (2011)
American Marketing Association of Pittsburgh – Distinguished Educator (2010)
Saint Vincent College – Quentin Schaut Outstanding Faculty Award (2009)

Peer-Reviewed Academic Journal Articles

Williams, N., Horrell, L., Edmiston, D., & Brady, M. (2018). The impact of positive psychology on higher education. *The William & Mary Educational Review*, 5(1), 12.

Edmiston, D. (2017). Advancing the art and science of teaching through innovation. *Marketing Education Review*, 27(2), 63-64.

Edmiston, D. (2016). Developing the perfect pitch: Creating a positive first impression through social media. *Marketing Education Review*, 26(1), 3-7.

Post, R. & Edmiston, D. (2014). Challenging big data preconceptions: New ways of thinking about data and integrated marketing communication. *International Journal of Integrated Marketing Communications*, 6(1), 18-24.

Edmiston, D. (2014). Creating a personal competitive advantage by developing a professional online presence. *Marketing Education Review*, 24(1), 21-24.

Edmiston, D. (2009). An examination of integrated marketing communication in U.S. public institutions of higher education. *Journal of Marketing for Higher Education*, 19(2), 142-165, doi:10.1080/08841240903423166

Books

Edmiston, D., Mooradian, T., Matzler, K., & Ring, L. (2022). *Marketing management: A strategic framework and tools for success*. Cognella. ***Nominated for TAA Most Promising New Textbook award.***

Edmiston, D. (2019). Brand matters: Leveraging the power of personal branding to achieve professional success. In V. L. Crittenden Editor (Ed.), *Women Entrepreneurs*, Emerald Publishing.

Invited Presentations

The Marketing Mindset – Society for Marketing Advances Annual Conference, November 10, 2017 in Louisville, KY.

The Marketing Mindset – Marketing Management Association Annual Educators' Conference, September 20, 2017 in Pittsburgh, PA.

Personal Branding: Creating a Professional Online Presence – Virginia Economic Developers Association, March 18, 2016 in Williamsburg, VA.

Developing Your Perfect Pitch – Society for Marketing Advances Annual Conference, November 7, 2014 in New Orleans, LA.

Developing Your Perfect Pitch – MBA Entrepreneurship Forum at Beijing Normal University, October 13, 2013, in Beijing, China.

Developing POP (A Professional Online Presence)! – ACBSP Annual Conference, June 21, 2013, in Salt Lake City, UT.

Creating Competitive Advantage Through a Professional Online Presence - Middle Atlantic Association of Colleges of Business Administration Annual Dean's Conference, October 16, 2012 in Pittsburgh, PA.

Developing POP! A Professional Online Presence - Chicago Association of Direct Marketing Educational Foundation: Integrated Marketing Communication Academic Roundtable, May 11, 2012 in Chicago, IL.

Marketing YOU! - Integrate 2011: Integrated Marketing Communications Conference, June 4, 2011 at West Virginia University.

The Impact of Integrated Marketing Communication on Leading Colleges and Universities in the US - Council for Advancement and Support of Education District II Conference on March 23, 2009 in Baltimore, MD. Achieved "Stellar Speaker" status (top 10 percent of all CASE presenters based on participant feedback).

An Examination of Integrated Marketing Communication in U.S. Public Institutions, CASE Summit for Advancement Leaders, July 13, 2008 in New York, NY.

Select Service to the Academy

Journal for the Advancement of Marketing Education

Editor, Special Issues (2013–2015)

Journal of Marketing Education

Editorial Review Board (2019–Present)

Marketing Education Review

Editor, Special Issue on Teaching Innovations (2016–17)
Editorial Review Board (2013–2022)

Marketing Management Association (MMA)

Board of Directors (2013–2015, 2021–2023)
Editor, Conference Proceedings (2013–2014)
Publication Council (2011–2014)

MMA Educators' Conference

Conference Chairperson in San Juan, Puerto Rico (2015)
Doctoral Student Teaching Consortium Facilitator (2013)
Session Chairperson, Reviewer (2011–2013)
Teaching Competition Judge (2012–2013, 2017–2019)

Saint Vincent College

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| <i>American Marketing Association Student Chapter</i> , Advisor | 9/09–4/12 |
| <i>Business Administration Scholarship Fund</i> , Chairperson | 6/10–8/14 |
| <i>Faculty Council</i> , Compensation Committee Chairperson | 9/12–6/13 |
| <i>Integrated Communication Committee</i> , Co-Chairperson | 9/07–4/10 |
| <i>Multicultural Student Coalition</i> , Founding Faculty Advisor | 9/06–9/08 |
| <i>Student Government Association</i> , Faculty Advisor | 4/13–8/14 |
| <i>Women in Business (WIB)</i> , Founding Faculty Advisor | 9/05–8/14 |

WIB was recognized as one of the most successful student associations on campus, with more than 60 active members. Students hosted executive lectures, organized community outreach projects, and conducted fundraisers to support attendance at the annual Columbia University Women in Business conference in New York City.

William & Mary

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| <i>Admissions Policy Advisory Committee</i> , Member | 9/18–5/21 |
| <i>Career Services Committee</i> , Member | 1/15–9/17 |
| <i>Clinical Faculty Committee (School of Business)</i> , Co-Founder | 9/17–present |
| <i>eLearning Committee</i> , Member | 9/16–9/17 |
| <i>Faculty Affairs Committee (School of Business)</i> , Member | 5/21–5/23 |
| <i>Muscarella Museum</i> , Board of Trustees Member | 7/24–present |
| <i>Personnel Committee (School of Business)</i> , Member | 5/23–5/24 |
| <i>Provost Search Committee</i> , Member | 11/18–4/19 |
| <i>Society of 1918</i> , Executive Committee – Marketing Chairperson | 6/19–present |
| <i>Student Marketing Association</i> , Faculty Advisor | 9/14–9/18 |
| <i>Studio for Teaching & Learning Innovation</i> , Advisory Council | 9/19–5/21 |
| <i>Washington (DC) Center</i> , Academic Advisory Group | 5/20–present |
| <i>Year of the Arts Committee</i> , Faculty Rep. (appointed by President) | 9/23–present |

Professional Experience

IBM BUSINESS CONSULTING SERVICES, Arlington, VA

Formerly, **PricewaterhouseCoopers Management Consulting Services** (8/99–2/03)

Senior Manager Marketing – Strategic Change, Washington Consulting Practice

- Developed and executed the first integrated marketing communication plan to expand awareness, and improve sales, of the Washington Consulting Practice's strategy services. Contributed to division exceeding FY02 sales forecast of \$40M.
- Responsible for all internal and external communications to include the development of print and digital marketing materials for international distribution.

- Member of committee that conducted seminal research on 300 leading corporate and government organizations to determine organizational trends in e-business. Received Spotlight Recognition Award for project contributions.

DISCOVERY COMMUNICATIONS, INC., Bethesda, MD

Discovery Channel, TLC, Animal Planet, and Travel Channel

Business Affairs, Account Executive (1/99–8/99)

- Negotiated program and rights acquisitions, co-productions and commissions for Discovery's cable and digital networks as well as Discovery Enterprises Worldwide. Value of deals negotiated = \$10M.
- Acted as liaison between program rights distributors and all DCI Domestic and International Networks, Legal Affairs, Discovery Enterprises Worldwide and Discovery Channel Online.

Discovery Enterprises Worldwide (DEW)

Manager, Asia-Pacific and Europe (9/96–12/98)

- Managed international sales and marketing efforts for DEW consumer products including home video and multimedia as well as publishing, online, licensing and retail initiatives.
- Developed and maintained 24 regional partnerships, in 18 countries, throughout Asia-Pacific and Europe. Researched international markets, analyzed potential partners, and negotiated licensing/distribution contracts.
- Formulated strategic business plans and financial budgets, by product and country, to maximize sell-in and sell-through of DEW products. Annual revenue contribution of \$2M+.

Discovery Channel Multimedia

Direct Response Marketing Manager (9/95–9/96)

- Managed division's direct response marketing initiatives for multimedia products. Developed print and television ads. Coordinated direct mail and TV campaigns.
- Supervised division's telemarketing, fulfillment, customer service and database management operations. Generated a revenue contribution of \$1.2M and implemented operational procedures that resulted in savings of \$200K.
- Coordinated launch of Discovery Channel's first multimedia e-commerce Web site.

Education

William & Mary, Williamsburg, VA

Ed.D. Educational Policy and Leadership – May 2020 – Kappa Delta Pi Honors

College Teaching Certificate – May 2020

Dissertation: An Evaluation of a Global Business Minor on the Intercultural Competence and Professional Development of Students and Faculty

University of Maryland Global Campus, Adelphi, MD

Doctor of Management – August 2007 – Phi Kappa Phi Honors

Dissertation: An Examination of Integrated Marketing Communication in U.S. Public Institutions of Higher Education; Recipient of CASE Research Award for Outstanding Doctoral Dissertation (2008)

Columbia University – Columbia Business School, New York, NY

London Business School – International Exchange Programme (Fall 1994), London, UK

M.B.A. – Strategic Management/International Marketing – May 1995 – Dean's List

Rensselaer Polytechnic Institute, Troy, NY

B.S. – Management – December 1990 – Professional Leadership Program – Dean's List