

# Heather Read, MBA

Surfside Beach, SC 843-655-7562 [heatherdianeread@gmail.com](mailto:heatherdianeread@gmail.com)  
WWW.HEATHERREAD.COM • <https://www.linkedin.com/in/heatherread/>

## MARKETING • COMMUNICATIONS • HIGHER EDUCATION

---

*20+ years of experience leading global, cross-functional teams to create and promote products and services. Proven track record of building multi-million dollar products and building teams to scale operations and implement digital transformation and marketing programs. Undergraduate and Graduate instructor of management and marketing.*

---

### EDUCATION

- **Ph.D., Business Administration, International Business Concentration** - University of North Carolina at Greensboro - Greensboro, NC - *anticipated graduation 2023.*
- **M.B.A - Temple University Fox School of Business** – Philadelphia, PA - 2007
  - *Six Sigma Certification.*
- **B.A., Communications (Psychology minor) - Rutgers University**, Rutgers College and the School of Communications, Information and Library Science (SCILS) - New Brunswick, NJ. - 2000.
  - Dept. of Communication Recognition Award. *Deans list multiple semesters.*

### ADMINISTRATIVE EXPERIENCE

**Coastal Carolina University, E. Craig Wall Sr. College of Business - Conway, SC**

**Graduate Program Manager - Jun. 2018 - Present**

Manage the graduate programs in the AACSB-accredited Wall College of Business which offers an MBA, MAcc. and graduate certificates. Achieved 20%+ growth in student enrollment. Developed and executed marketing plans which increased applications by 40% and generated over 800 leads in less than 12 months. Implemented new CRM system for graduate admissions including building marketing automation campaigns with 60%+ view rate. Improved admission process reducing uncompleted applications by 50%.

### ACADEMIC EXPERIENCE

**Coastal Carolina University, E. Craig Wall Sr. College of Business - Conway, SC**

**Lecturer of Marketing - Aug. 2019 - present**

Full-time lecturer of marketing teaching undergraduate and graduate classes in-person and online.

**Teaching Associate, Management & Marketing - Jun. 2018 - Aug. 2019**

- Undergraduate and graduate instructor of management and marketing courses, primarily teaching online using Moodle.
- Graduate courses included supervision of IRB-approved student-lead research projects using Qualtrics and behavioral research lab.

**Webster University - Myrtle Beach, SC**

**Adjunct professor, - Jan. 2019 - Mar. 2019**

- Graduate instructor of MRKT 5000: Marketing Strategy in-person course.

**Massachusetts Institute of Technology (MIT) - Cambridge, MA**

**Guest Lecturer (Summer Programs) - 2012-2013**

- PI.90s Crisis Management and Business Continuity

### WORK EXPERIENCE

**Sprinklr Inc.; New York, NY**

**Associate Vice President - Sep. 2016 - Dec. 2017**

Built internal organizational processes to help this SaaS start-up valued at >\$1Bn scale internal communications and people operations. Managed remote team across the US and Europe responsible for critical functions in Human Resources operations including Employee Communications, Workforce Analytics, HR Information systems, Employee Engagement, Diversity & Inclusion, and Corporate Giving for 1500 employees in 14 countries.

**Senior Director Product Management - Jan 2014 - Sept 2016**

Responsible for designing business strategy and product requirements to advance the capabilities of the social media and customer experience software as a service (SaaS) platform for a portfolio of product lines >\$15MM in ARR including: Reporting, Benchmarking, Command Center/ Social Display, Integrations, and the API Developer program. Developed all of my product lines into multi-million dollar businesses in less than one year with 100% YOY growth. Oversaw the Agile software lifecycle from ideation to go-to-market including a remote team of full time product managers as direct reports and matrixes team of support functions. Successfully built the company's first phases of its API developer program and app Marketplace working with technology partners

such as Microsoft, SAP, and IBM. Part of due diligence team conducting multi-million dollar acquisition of competitor in the Social Display industry. Negotiated data sharing use cases with Twitter and Facebook to integrate social data with our marketing technologies.

#### **DuPont - Wilmington, DE**

##### **Program Manager, Social Media – Feb 2011- Jan 2014**

Hired to build \$1MM program across the global corporate communications function to mitigate risk to the organization's reputation and build the social media capability for the company to roll out across 12 multi-billion dollar business units. Led the RFP, vendor selection, and implementation for DuPont's full suite of social analytics, listening and publishing technologies. Led global social media crisis response team and provided global strategy for the social media program leading a matrix team of social media communicators spanning 5 regions.

#### **Afilias Limited; Horsham, PA/ Dublin, Ireland**

##### **Senior Director, Communications – Jul 2001- Jan 2011**

Worked directly for the CMO and set the global communications strategy for this company responsible for a key part of the world's core Internet DNS infrastructure. Daily oversight of \$3MM marketing budget. Responsible for all global internal and external marketing communications strategy, directed all agencies executing media relations, crisis management, public affairs, as well as product and partner marketing campaigns. Developed the brand for .INFO, building it to the most successful new top level domain ever launched. Responsible for distributor accreditation of over 1000 channel partners, sales processes, management of global CRM system, and execution of annual, award-winning sales incentive meetings for top distributors.

#### **Hill & Knowlton; New York, NY**

##### **Account Executive, – May 2000- Jul 2001**

Represented clients within the agency's Technology Group. Developed strategic communication plans, media strategy and messaging. Clients included: Afilias, Ernst & Young, Motorola, Compaq, Sonera.

Other positions:

Public Relations, **Siemens Corporation**; Iselin, NJ - Jan 2000 - May 2000

Marketing & PR Coordinator, **Levine & Furman Attorneys at Law**; East Brunswick, NJ - Nov 1998 - Jan 2000

PR Support Specialist, **Springboard PR**; Marlboro, NJ - Sept 1997-1998

#### **TEACHING EXPERIENCE**

- Undergraduate:
  - Coastal Carolina University - CBAD 301 Management and Organizations. CBAD 350 Principles of Marketing. MKTG 452 Social Media Marketing. MKTG 455 Personal Selling & Sales Management.
- Graduate:
  - Coastal Carolina University - MBA 631 Marketing Strategies
  - Webster University - MRKT 5000 Marketing Strategy
- Guest lecturer, Massachusetts Institute of Technology - PL90s Crisis Management and Business Continuity (2012-2013)

#### **DESIGNED EXECUTIVE EDUCATION TRAINING CURRICULA**

- Coastal Carolina University - Tideland's Executive Education - *Leading and Embracing Change*
- Sexual harassment and diversity training - Two hour course delivered to 1500 employees through a custom LMS- SprinklR Inc.
- API Developer Training and online developer portal - SprinklR Inc.
- DuPont Social Media Skill Training for Corporate Communications - multi-level, 8 hour online theory and skill training for 200 global communicators delivered via a SCORM-based software in a learning management system (LMS).

## PAPERS IN PROGRESS

- Read, H. & Swartz, S. (2020) COVID-19: Intercultural mediators and student anxiety in online learning. (targeted to: Journal of Research on Technology in Education, 2021 *Special issue: Engaging Learners in Emergency Transition to Online Learning during COVID-19*)

## AUTHORED PUBLICATIONS

- Fine, M., & Read, H. (2020). Factors Impacting Student Perception of Open Educational Resources. E-Journal of Business Education and Scholarship of Teaching, (in press).
- Read, Heather. "[My Path to PhD: Transitioning From a 20-Year Corporate Career to Higher Education.](#)" Best Business Schools | AACSB, October 31, 2019.

## CONFERENCE PRESENTATIONS

- Read, H., Lynch, K., Lehmsberg, D. (2019, October). "MBA Programs in a Changing Environment" Panel session at Midwest Academy of Management 62nd Annual Meeting, Omaha, NE (virtual).
- Read, H. & Mucha, K. (2013, June) "Going Global: 7 Steps to Integrating Digital and Social Tactics for a LIVE Event." Presentation at the PRSA Digital Impact Conference, New York City.

## ACADEMIC SERVICE

- Member, CCU Ad hoc Committee - Graduate Program Strategy (2020)
- Member, CCU Wall College of Business MBA Advisory Committee (2019-present)
- CCU Student Communication Focus Group Study (2019-2020)
- Member, CCU Graduate Program Marketing & Recruitment Committee (2018-present)
- CCU Social Media committee (2018-2019)

## AWARDS, HONORS & CERTIFICATIONS

- FEMA - IS-00100.b Introduction to Incident Command System ISC-100 certification (2018)
- PRSA Silver Anvil Awards judge (various years 2003 – 2014)
- PRSA Bateman Competition Judge (2012)
- PRSA Silver Anvil award – DuPont team member – "Global Food Security Index" campaign (2012)
- Gala Awards, *Special Events Magazine* – Best Multiple Day Incentive Event (winner: 2009; nominee 2010)
- Six Sigma Green Belt Certification - Temple University (2006)
- Public Relations Society of America (PRSA) Bronze Anvil Award of Commendation– "*Aflias creates harmony with Concert*"; category: Web sites – Internal/Intranet. (2006)
- Gold SABRE award – "*Winning the War Against Cyber Criminals: Introducing Security of the New Millennium*" Hill and Knowlton and Ernst & Young's eSecurityOnline.com; Category: Media Relations/Trade Media (2000)

## BOARD POSITIONS

- Board Member, South Carolina Dressage and Combined Training Association (SCDCTA) (2016-2018)
- Chairman, Board of Directors/ Interim Executive Director – WellPetUSA (2008-2010)
- Chair – PRSA Technology Section (2004-2005)
- Chair – PRSA Technology Section Professional Development Conference (2002-2005)
- Member – PRSA Technology Section Executive Committee (2002-2005)

## MEMBERSHIPS

- American Marketing Association - Member (2019- present)
- Volunteer, [HumanityRoad.org](#) (online crisis response network)
- Professional Advisor & Guest speaker – West Chester University PRSSA (2012 – 2014)
- PRSA Philadelphia - News Committee member/writer (2010-2014)
- Founding member, Internet Society Philadelphia Area Chapter (2007)
- Member – Public Relations Society of America (PRSA) (2000 – 2014)

## TECHNICAL SKILLS

- Social Media Management Software (Sprinklr, Radian6, Crimson Hexagon, Hootsuite, BrandWatch)
- Design/ Productivity: Adobe Photoshop, InDesign, Illustrator; Adobe Spark; Canva; Headliner.app. HTML & MS Office Suite; G-Suite
- Web analytics: Google & Adobe Analytics
- Content Management Systems (Adobe, Wordpress, Drupal, T4)
- Project Management: MS Project/ Planner, JIRA, Confluence, Trello, Asana, Aha!
- HR software: ADP Workforce Now
- Enterprise social networking: Glassdoor, Facebook Workplace, Slack, MS Teams, [group.me](https://group.me), Socialcast
- CRM systems: [salesforce.com](https://salesforce.com), MailChimp, HubSpot, Radius
- Learning Management Systems: Moodle, Canvas, Echo360. Other academic software: FlipGrid, Hypothes.is.
- Academic management: Ellucian Colleague, Perceptive.
- Survey software: CultureAmp, SurveyMonkey, Qualtrics.
- Research/ Statistical software: MAXQDA, SPSS.