




# Heidi C. Mannetter

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## Education

- December 2024 **Doctor of Philosophy | Drake University**  
School of Education | Dissertation Chair: Robyn Cooper, Ph.D.  
Dissertation topic: Generative AI in Higher Education
- 2006 **Master of Business Administration | University of Iowa**  
Tippie College of Business | Concentrations in Marketing & Finance
- 2003 **Bachelor of Arts | University of Northern Iowa**  
College of Humanities, Arts & Sciences  
Major: Communications | Minor: Philosophy & Religion (Ethics)

## Academic Appointments

- Spring 2023; **MBA Program Director | Drake University**  
Fall 2024-present **Zimpleman College of Business**
- Drake University Graduate Council Member
  - Graduate Curriculum Committee Chair
  - Currently drafting strategic plan for 2024-25 academic year
- 2022 – present **Associate Professor of Practice | Drake University**  
**Zimpleman College of Business | Marketing Department**
- Drake University AI Faculty Liaison (Spring 2024-present)
  - Drake University AI Policy Working Group (2023-present)
  - Awarded sabbatical for the 2023-24 academic year
  - Currently executing research plan for Marketing department program review
- 2016 – 2021 **Assistant Professor of Practice | Drake University**  
**College of Business & Public Administration | Marketing Department**
- Drake University 2021 Global Conference on Diversity & Inclusion in Higher Education Conference Planning Committee
  - Changemaker Campus Working Group (2019-2021)
  - Winner of the 2019-2020 David B Lawrence Outstanding Undergraduate Teacher of the Year Award
  - Recognized as the Outstanding Graduate Admissions Ambassador for MBA program outreach (2020)
  - Search committee Chair for Executive Director of Innovation, Entrepreneurship, and Human-Centered Design (2019)
  - Drake University Brand Redesign Steering Committee (2017-2018)
- Undergraduate courses developed and taught:
- IS1 94: E-Commerce
  - MKTG 101: Principles of Marketing
  - MKTG 120: Digital Marketing
  - MKTG 195: Marketing Management
- Graduate courses developed and taught:
- MBA 251: Creating Customer Value through Marketing
  - MKTG 298: Special Topics in Marketing - Digital Marketing & Non-Profit
  - MKTG 298: Special Topics in Marketing – Non-Profit Marketing Strategy

2007 – 2016 **Adjunct Faculty | William Penn University**  
**Business Administration**  
Courses developed & taught: Operations Management, Marketing for Managers, Financial Management I & II, and Organizational Management

2007 - 2012 **Adjunct Faculty | Grand View University**  
**Business Administration | Computer Science & Data Science**  
Developed and taught courses in Service Marketing Management and Information Technology Project Management

## Professional Certifications

2019 **Lego® SERIOUS PLAY® Methods & Materials Teams & Group Facilitator Certification**  
Strategic Play Group, LTD. | Registration # D2019304

2016 **Commercial Lines Coverage Specialist**  
Hartford School of Insurance

2010 - present **Certified Project Management Professional (PMP) | Project Management Institute**  
PMI Certification number: 1344567

## Industry Executive Experience

### **Senior Project & Program Management Consultant | Marsh McLennan** **Marsh Sponsored Programs & Marsh Global Affinity**

- 2020 – 2022 • Developed risk management business cases and led an over 200-person international digital product delivery project team, including managing an \$60 million contract for WC/AL/GL Insurance RFP for Amazon's Delivery Service Providers (DSP Network) on an aggressive timeline within insurance industry compliance regulations
- 2018 – 2019 • Acting program and project manager on custom digital-first end-user-facing digital product creation & and global product implementations (project/program management) of new risk management platforms for commercial clients including Chick-fil-A and Enterprise Rent-a-Car
- 2016 – 2017 • Continued managing the implementation of the FedEx Ground projects in a senior project manager/ad hoc program management role for the three simultaneous FedEx Ground projects, including a completing the data system redesign & integration and a new business implementation on time and under budget.

### **2013 – 2016 AVP of Business Strategy & Planning | Marsh & McLennan** **Marsh Sponsored Programs**

- Developed and executed three complex project plans simultaneously for FedEx Ground, MSP's largest client while acting as the de-facto program manager. Oversaw business case conception to end-user delivery of three major interdependent projects (total combined contract valued over \$40 million).
- Oversaw development of a PMO strategy including project portfolio management, new business go-to-market strategy, sales pipeline prioritization, UI/UX, and overall project management for Chick-fil-A and Enterprise Rent-a-Car.
- Responsible for executive end-user marketing communications strategies and end-user digital experience for McDonald's & FedEx digital projects.

### **2010 – 2013 Retail Marketing Manager | Pella Corporation** **Pella Windows & Doors Direct Sales Network**

- Provided strategic coordination of all marketing & promotional activities within the Pella Direct Sales Network, including managing multiple agency and vendor contracts
- Managed \$40 million annual budget with responsibility for ROI on every element of the marketing mix in every market under management

- 2008 – 2009 **Senior Marketing Strategist | Principal Financial Group Retirement & Investor Services**
- Coordinated PFG's "Nearing & Enjoying Retirement" cross-business-unit strategic plan between business leads, IT leads, marketing communications, and product managers across the entire Principal enterprise.
  - Led user experience and user interface focus groups to create trust in online financial services before UX and UI were recognized as a specific skill set.

- 2006 – 2008 **Senior Product Development Consultant | Principal Financial Group Principal Bank**
- Coordinated PFG's "Nearing & Enjoying Retirement" cross-business-unit strategic plan between business leads, IT leads, marketing communications, and product managers across the entire Principal enterprise.
  - Led user experience and user interface focus groups to create trust in online financial services before UX and UI were recognized as career paths.

## Academic Awards & Recognition

- 2020 **David B. Lawrence Outstanding Undergraduate Teacher of the Year**  
Drake University College of Business & Public Administration
- 2020 **Outstanding Graduate Admissions Ambassador**  
Drake Master of Business Administration

## Outreach – Consulting & Professional Practice

- 2017 - present **Global Insurance Accelerator**  
Mentor founders on business case development, go-to-market strategy, pitch deck creation and evolution, and provide project management consulting for insurtech startups.
- 2023: ReFocus AI
  - 2022: RainyDayPal
  - 2021: Solar Insure
  - 2020: Pilotbird (formerly Kiwi Insurance)
  - 2017: Motions Cloud
- 2016-2022 **Marsh McLennan**  
Led enterprise-wide digital transformation efforts for Marsh McLennan Affinity clients.
- 2022: ADP New Business Digital Transformation Project
  - 2020-2022: Amazon Delivery Service Provider New Client Implementation
  - 2021-2022: Amazon P&C and Workers Compensation RFP Project
  - 2019: Global Affinity Warranty Project
  - 2018-2019: Marsh Sponsored Programs Chick-fil-A New Business Digital Implementation
  - 2017-2018: Marsh Sponsored Programs McDonald's Workers Comp & P&C Platform Redesign
  - 2016: FedEx Ground and Enterprise Rent-A-Car Insurance Platform Migrations and Redesign Implementations
- 2019 **National Pork Board**  
Digital Marketing Task Force

## Outreach – Community Engagement & Professional Associations

- January 2024-present **Technology Association of Iowa (TAI)**  
Artificial Intelligence Roundtable Member
- 2018 – present **ACLU of Iowa**  
Board of Directors | Board of Trustees
- Strategic Planning Committee Member
  - Governance Committee Member (Chair, 2022-2024)
  - Executive Committee Member (Board Vice President, 2022-2024)
- 2017 - present **Global Insurance Accelerator**  
Mentor founders on business case development, go-to-market strategy, pitch deck creation and evolution, and provide project management consulting for insurtech startups.
- 2017: Motions Cloud
  - 2020: Pilotbird (formerly Kiwi Insurance)
  - 2021: Solar Insure
  - 2022: RainyDayPal
  - 2023: ReFocus AI
- 2017-2021 **Drake University John Pappajohn Entrepreneurial Center Bootcamps & Iowa Center of Economic Success**  
Developed and delivered business planning and execution courses for aspiring small business owners and entrepreneurs in the state of Iowa.
- 2016-2020 **American Marketing Association**
- 2013-2018 **PMI of Central Iowa**

## Outreach – Executive & Professional Courses/Presentations

- August 20, 2024 **Drake University Learning Symposium | Workshop Facilitator**  
Generative AI Productivity & Practice
- August 24, 2023 **Zimpleman College of Business Fall Retreat | Faculty Workshop Facilitator**  
Generative AI Pedagogy & Practice, Practical Applications for Faculty & Staff
- Sept 23-24, 2021 **Drake Executive Education | Supervisory Leadership Program Facilitator**  
LEGO® StrategicPlay® for Supervisors
- March 10, 2020 **Nexus Women’s Alliance Presentation**  
LEGO® StrategicPlay® for Executives
- July 9, 2019 **Drake University Mandela Fellowship for Young African Leaders (YALI) | Workshop Facilitator**  
Marketing Strategy, Consumer Behavior, & Digital Marketing
- 2018-2020 **Iowa Center for Economic Success | Workshop Facilitator**
- Business Model Canvas (Business Plan Workshop)
  - Business Case & Go-to-Market Strategy Workshop
  - Marketing Strategy Workshop
- Spring & Fall 2017 **Drake University John. Pappajohn Entrepreneurial Center Bootcamp | Workshop Facilitator**
- Business Strategy Formation & Big Idea Sketchbook
  - Marketing Strategies & Tactics

## Outreach – Media Appearances & Publications

- November 9, 2020 [The Art of Marketing Podcast](#) - Managing a \$40 million Ad Budget  
Applied Art & Technology
- January 29, 2020 [Measuring the Customer Experience](#) with Host Michael Kremer  
AgriSync Sales Podcast
- April 13, 2018 [Hey Did You Hear Podcast](#) – Facebook  
Des Moines Register
- April 9, 2018 **Nike/Kaepernick Marketing Interview**  
KCCI News at 6 & 10 (CBS Affiliate)
- August 21, 2017 [Amazon’s Newest Venture is Likely to Be a Bust](#)  
Fortune Magazine – Commentary Section

## Service – Drake University

- Spring 2023-  
Present **Drake University AI Leadership Working Group Member**
- Summer 2024: Drake University AI Guidelines Working Group
  - March 28 & April 7<sup>th</sup>, 2023 Interdisciplinary AI Teaching Café Facilitator
  - March 7, 2023: College of Arts & Sciences | AI in Higher Education Large Language Model Panelist
  - March 2, 2023: English Seminar Guest Speaker | AI in Higher Education
- Spring 2024 **Drake University AI Faculty Liaison to the Zimpleman School of Business**
- Spring 2024 **Search Committee Member: Digital Marketing Specialist**  
Drake Online & Continuing Ed
- Spring 2023 **Drake University Graduate Council**  
MBA Program Director Representing the Zimpleman College of Business
- 2019-2020 **Drake University 2021 Global Conference on Diversity & Inclusion in Higher Education Planning Committee**  
Communications Sub-Committee Member
- Spring 2020 **The Drake/Wellmark Challenge | Making Connections to Address Rural Food Insecurity Advisory Group**  
College of Business & Public Administration Faculty Representative
- 2019-2020 **Drake University Live Mascot Program | Faculty Ambassador**
- 2019-2020 **Drake University Design Thinking Working Group**
- October 14, 2019 **One-on-One with Drake Women’s Basketball Faculty Booster Member**
- Fall 2019 **Search Committee Chair: Executive Director of Innovation, Entrepreneurship, & Human-Centered Design**  
Led an interdisciplinary faculty & staff search committee on behalf of the John Pappajohn Entrepreneurial Center, Buchanan Center, & the Dean of College of Business & Public Administration
- 2019 – 2021 **Drake University Changemaker Campus Working Group Member**  
Co-Authored Center of Social Enterprise Big Idea Proposal
- May 2018 **Drake University Graduate & PhD Commencement Ceremony Marshall**

2017-2018 **Drake University Proactive Advising Project & Starfish Pilot**

2017-2018 **Drake University Marketing Communications Digital Marketing Consultant**

2017-2018 **Drake University Brand Initiative Steering Committee Member**

## **Service – Zimpleman College of Business (Formerly CBPA)**

2017-present **Zimpleman College of Business Graduate Curriculum Committee (GCC)**

- 2017-2020: GCC Committee Member (MBA Faculty Representative)
- Spring 2023; July 2024 – present: GCC Chair

2023-2024 **Ad Hoc Marketing Department Chair (during 2023-24 Sabbatical)**

Documented over 120 hours of chair-related activities during sabbatical including:

- Authored tenure-track and practice professor new hire case statements
- Wrote Visiting Associate Professor job description & led search
- Authored three rounds of Marketing Department Program Review Narratives and 4-year plans
- Responsible for 2024-2025 Marketing Department course & classroom scheduling
- Led only department meetings that occurred during the 23-24 AY
- Facilitated Marketing curriculum updates and documented changes to Marketing Major effective Fall 2024
- Attended Zimpleman cabinet meetings on behalf of the chair
- Drafted, edited, and proofed HR memos on behalf of chair.

February 22, 2024 **Murphy Cup Welcome Reception & Dinner**

Spring 2024 **Search Committee Chair: Visiting Assistant Professor of Marketing**

2019-Present **Zimpleman College of Business/CBPA Admissions | Faculty Representative**

- April 2023: Marketing Department Faculty Panelist
- 2020-2022: Virtual Admissions Visits Marketing Department Faculty Panelist
- April 2019: CBPA Admitted Student Day & High School Preview Panelist

2022-2023 **Zimpleman Outreach & Social Impact Award Committee Member**

2020-Present **Zimpleman College of Business Delta Sigma Pi Faculty Advisor**

2019 – Present **Zimpleman College of Business Women’s Leadership Breakfast Planning Committee Member**

Fall 2018 **Principal Financial Group Ideation Project Group Consultant**

2018-2019 **CBPA National Advisory Council Marketing & Branding Subcommittee Member**

2018-2020 **Drake Chapter NAWMBA Faculty Advisor**

2018-2020 **CBPA Online Teaching Support Team Member**

2017 **CBPA Graduate Programs Digital Marketing Consultant**

## Professional Development

- 2016-2019 & 2024 **Drake University Annual Learning Symposiums**
- 2020-2023 **PhD Coursework**  
Drake University School of Education
- August 28, 2020 **Black Lives Matter at Drake Workshop Attendee**
- Summer 2020 **Drake Online Design Dialogs** | Attended July 2, July 30, & August 13 sessions
- Spring 2019 **Campus Book Club** | *so you want to talk about race* by Ijeoma Oluo
- August 13-15, 2019 **LEGO® Serious Play® Facilitator Training** | Chicago, IL
- May 16-23, 2019 **Drake Global Service Learning Travel Seminar** | Monterrey Tec, Guadalajara, MX
- 2018 **Drake ITS Teaching & Learning Workshops:**
- March 5: From Face-to-Face, Web-Enhanced, & Blended to Online Learning
  - February 6: Managing Blackboard Content to Facilitate Learning
  - January 30: Setting Up Blackboard Courses to Meet Syllabus Requirements
- May 25-26, 2017 **Drake University Scholarship of Teaching & Learning Workshop**
- May 16, 2017 **Proactive Advising Training**
- April 21, 2017 **Drake Public Relations Media Training**
- April 14, 2017 **ITS Online Pedagogy Workshop**
- Spring 2017 **New Faculty Pedagogy Project**

## Conferences & Seminars

- February 28, 2024 **The State of Generative AI in Marketing** | Marketing DiveLive Online
- 2019; 2024 **Global Insurance Symposium** | Des Moines, Iowa
- August 10, 2023 **Wall Street Journal Instructor Conference** | Online
- May 29-31, 2019 **2019 Midwest Campus Compact Conference** | Minneapolis, MN
- April 23-24, 2019 **AMA Design Thinking Virtual Conference** | Online
- September 27-28, 2018 **Engaged Faculty Institute**  
Iowa Campus Compact | Des Moines, IA
- March 21-23, 2018 **2018 Association for Business Simulations & Experiential Learning (ABSEL) Academic Conference** | Seattle, WA
- March 10-16, 2017 **SXSW Interactive Badge** | Austin, TX