

# Mary O'Brien Pearlman

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## WORK EXPERIENCE

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**Kellogg School of Management, Northwestern University (1994-present),** Evanston, Illinois

Senior Lecturer of Marketing

Clinical Assistant Professor of Marketing

Adjunct Professor of Marketing

Center for Retail Management

- Develop and teach advertising strategy curriculum.
- Consistently score above average on teacher/course evaluations from students.
- Speaker for several Kellogg student events including Day at Kellogg orientation and How to Critique Advertising sessions.
- Consult numerous not-for-profits on marketing issues.
- Counsel students on career opportunities/decisions.

**Kraft Foods Inc. (1985-1994),** Northfield, Illinois

**Refrigerated and Grocery Products Divisions**

Manager of Strategy

- Developed acquisition criteria and strategy.
- Developed, recommended and implemented revolutionary planning process.

Brand Manager of Philadelphia Brand Cream Cheese

- Managed \$325MM business, with total P&L responsibility. Exceeded annual volume, share and profit goals.
- Successfully developed and introduced the #1 line of fat free cream cheese.
- Extensive strategy, advertising, new products, pricing, and cross-functional team leadership experience.

Brand Manager of Grated Parmesan Cheese

- Turned around \$175MM business after three years of consecutive share losses, recording increases in share, volume and profits.
- Developed and executed Grated's first national T.V. advertising campaign.
- Initiated and successfully tested revolutionary packaging.

**Northwestern Memorial Hospital (1982-1984),** Chicago, Illinois

Registered Nurse, Prentice Operating Room

**Children's Memorial Hospital (1980-1981),** Columbus, Ohio

Registered Nurse, Emergency Room

## EDUCATION

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**Kellogg School of Management, Northwestern University (1985),** Evanston, Illinois

Masters of Business Administration degree - Marketing and Finance concentrations

**The Ohio State University (1980),** Columbus, Ohio

Bachelor of Science degree in Nursing

## CIVIC RESPONSIBILITIES

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**Chicago Child Care Society** – Trustee and Past President, Board of Directors.

**Lincoln Park Zoo** – Women's Board.

**Northwestern University** – Women's Board.

**Rush Hospital** – Women's Board