

# Mary Beukema Harms

## Education

M.S.	1989	Business, Iowa State University, Ames, IA
B.A.	1979	Interior Design, Iowa State University, Ames, IA
B.S.	1973	Graphic Design, Iowa State University, Ames, IA

## Teaching

2001-present

### **Marketing Lecturer, Robert H. Smith School of Business, University of Maryland**

- Undergraduate courses taught: Electronic Marketing, Principles of Marketing, Design in Marketing, Retailing, Consumer Analysis, Marketing Strategy, Design and Innovation in Marketing, Integrated Marketing Communication
- Study Abroad course in London: The Business of British Design and Culture
- MBA: Principles of Marketing and Marketing Strategy

2008-present

### **Champion of Design and Innovation in Marketing Fellows Program**

- Developed curriculum requirements for the Fellows Program.
- Created BMGT 458A, a dedicated course in Design and Innovation in Marketing
- Organized field trips and team projects
- Developed syllabus for Design and Marketing Study Abroad Program in London

2010, 2006  
2005

### **Winner of the Krowe Award for Teaching Effectiveness, 2006, 2005 Runner-Up in 2005 for Legg-Mason Technology Award and for the Krowe Award**

1989, 1998-2000

Taught honors seminar on "Creativity and Leadership in Business" at Iowa State University

1979-1986, 1988-2001

### **Adjunct Marketing Instructor, Iowa State University.**

- Responsible for text adoption, development and delivery of lectures, exams, and cases
- Undergraduate courses taught: Marketing on the Internet, Personal Selling, Promotional Strategies, Retailing Management, Sales Management, Services Marketing, Principles of Marketing, Marketing Strategy, Integrated Marketing Communications

## Outreach

2007-present

**Mid-Atlantic Direct Marketing Association**, Member of Faculty Advisory Board

- 2004-present
- Co-Faculty advisor of American Marketing Association's collegiate chapter at University of Maryland's College Park campus**
- Annual membership between 70-90 students
  - Has been recognized as Top Student Organization for Smith School in two out of the past five years
  - Has received awards at annual AMA Collegiate Conference in New Orleans for the past five years
  - Have accompanied 40-50 students each year for an overnight career exploration trip to NYC in the fall
- 2004-present
- Marketing Internship Coordinator, Robert H. Smith School of Business**
- Counsel students on internship opportunities
  - Disseminate internship opportunities through website, e-mail blasts, speaking at AMA and classrooms plus on bulletin board outside of office
  - Discuss internship expectations and promotional activities with employers
  - Grade students' 30-page marketing audits of firms, employers' reviews and students' personal evaluations
- 1999-2001
- Director of Marketing and Alumni Relations for College of Business, Iowa State University, Ames, Iowa in addition to teaching half-time**
- Served as editor of semi-annual 36-page college publication, *The Prospectus*, sent to 23,000 alumni, parents of students, high schools and business leaders
  - Wrote press releases for the College
  - Oversaw the College's website
  - Coordinated the creation of a 150-page faculty media guide
  - Developed promotional materials for the College's various programs
  - Developed and coordinated 4-5 alumni receptions annually (attendance/event: 30-450) and 8-10 special events such as lecture series and award presentations
- 1998-present
- Iowa State University's Board of Governors, Member**
- 1998
- Conference Coordinator, College of Business, Iowa State University**
- Developed a Career Fair for 230 high school and community college students
  - Responsible for promotion, securing speakers, program and budget
- 1997-2001
- Conference Coordinator, College of Business, Iowa State University**
- Created an annual conference for high school girls with 150-250 attending each year
  - Responsible for promotion, registration, program, allocation of resources and recruitment of 25 volunteer speakers in all disciplines of business

- 1995-1999 **Faculty Advisor, Business Week, College of Business, Iowa State University**
- Conceptualized Business Week and funding for the event
  - Responsible for guiding students in recruitment of speakers and sponsors, adopting a theme, promotion and budgeting

## Professional Business Experience

- 1992-present **Owner, Harms Property Management, Ames, Iowa.** Responsible for overseeing the rental, repair, maintenance, and leasehold improvements of 5,000 square feet of personally –owned commercial space.
- 1990-2001 **Owner, Caps and Gowns, Ames, Iowa** Rented and sold graduation attire to college students and faculty.
- 1983-1999 **Founder and owner of four retail shops,** Meggie's and Meggie's Beach Club, specializing in gifts and decorative home furnishings located in the Lake Okoboji area and Ames, Iowa
- Developed business plans, secured financing and created individual store images based on various target markets and locales
  - Designed appropriate merchandise mixes and promotional plans for individual stores
  - Responsible for giving direction to 20–30 full- and part-time employees
- 1983-1989 **Marketing consultant, Small Business Development Center, ISU, Ames, Iowa**
- 1976-1995 **Co-Owner, T. Galaxy, Iowa and Colorado**
- Developed with late husband, a vertically-integrated company consisting of seven active sportswear retail stores and a manufacturing facility
  - Developed store designs and visual displays of merchandise
  - Designed customized merchandise mixes for each store
  - Created strategic business plans for growth of company
- 1974-1976 **Interior Designer, Minneapolis, Minnesota and Madison, Wisconsin**
- 1973 **Graphic Designer, DeWall and Associates, Phoenix, Arizona**

## Leadership

- 2008-present **President, National Gallery of Art, Adult Weekend Docent Program**
- 2006-2008 **Vice-President, National Gallery of Art, Adult Weekend Docent Program**
- 1997 **President, Iowa State University Alumni Association's Board of Directors, 40,000+ paid members**
- 1993-1995 **Chamber of Commerce Board of Directors, Ames, Iowa**