

Deirdre Trabert Malacrea

Employment Experience

LEHIGH UNIVERSITY COLLEGE OF BUSINESS | Bethlehem, PA

2017—Present

Professor of Practice, Marketing

Teach a range of undergraduate/graduate courses across the marketing curriculum drawing on industry experience and insights. Mentor students on career and academic opportunities. Has served as the faculty advisor to the Marketing Club and Alpha Gamma Delta sorority.

- Lead student consultation projects with national brands, founder-led startups, and non-profit organizations
- Recipient of 2021 College of Business “Excellence in Mentoring” faculty award by student nomination

RENEW INTERNATIONAL (Non-Profit Consulting/Publishing) | Plainfield, NJ

2001—2017

CMO/Director of Communications and Marketing

Led the team responsible for all branding, advertising, communications, public/media relations, and digital initiatives for this international non-profit that provides fee-based consulting, onsite and online training, print/web resources to other organizations. Launched new offerings in multiple languages across the United States and globally.

- Initiated organizational presence on websites, social media/digital platforms, and traditional media
- Web Marketing Association “Webby” awarded for *Outstanding Achievement* for website design

PEPSI-COLA COMPANY (Consumer Products) | Purchase, NY

1987—2001

Senior Brand Management Leader (various roles)

Led branded marketing efforts on major national soft drink brands, including product positioning, market research, package redesigns, product reformulations, and imagery campaigns. Selected responsibilities included branding and package relaunches. Serving as marketing liaison for Pepsi’s key account sales force calling on national and regional chains, managing promotional tie-ins between Pepsi brands and high-profile partners and celebrities.

Education

Harvard Business School

Boston, MA

Master of Business Administration, with Marketing concentration
Vice President, Women’s Students Association

Lehigh University

Bethlehem, PA

B.S. Industrial Engineering, Summa Cum Laude. Lehigh National Merit Baker Scholar
Tau Beta Pi (engineering) and Omicron Delta Kappa (leadership) honor societies

Professional & Community Service

Harvard Business School Club of NY Community Partners

Perform pro bono strategic consulting to non-profit organizations’ staff and board members in New York metro area

STEMTeachersNYC

Serve on the Marketing Advisory board for a non-profit organization that fosters positive educational outcomes by delivering effective professional development programs for STEM teachers in the New York tristate area

Friends of the New Jersey Festival Orchestra

Develop fundraising efforts for acclaimed regional orchestra. Served as president and fundraising chairperson