



**Gregory Pickett, Ph.D.**  
**Associate Dean, College of Business**  
**Director, MBA Program**

- Current research efforts are focused on services and sport marketing issues.

Gregory Pickett oversees all business functions for the college including marketing and PR activities, business affairs, and human resources functions. Pickett also serves as Director for Clemson's MBA Program and its operations at Greenville ONE. The MBA program's recent expansion has included new concentrations in business analytics and entrepreneurship and innovation. These programs are delivered on seven residency weekends a year and online. Prior to his associate dean roles, Pickett was a professor and chair of the University's Department of Marketing from 2001-2011. As chair, he developed a variety of innovative programs including the iLead initiative which led Clemson students to recognize the Marketing program three times as 'best major on campus.' Pickett helped develop several challenging undergraduate research experiences funded by external sources that linked communities, nonprofit organizations and businesses to faculty and student talent. He also established the college's first academic sport program. Pickett's research has been widely published in numerous marketing/business journals. He has won several recognitions for his research including a 'Citation of Excellence' in the European Journal of Marketing, 'Best Paper of the Year' in the Journal of Personal Selling and Sales Management and a 'Special Recognition for Distinguished Career Contributions' for scientific understanding of sport business awarded by the American Marketing Association Sports Marketing Special Interest Group.

Visit Dr. Pickett's [faculty page](#).



*The mission of the Sonoco FRESH initiative is to develop innovative solutions by engaging the collective intellectual capital and purposeful collaboration of experts from academia, industry and thought leaders across the entire food value chain.*