



Mary Anne Raymond, Ph.D.
Distinguished Professor of Leadership, Professor of Marketing, and Director of Corporate Relations in the College of Business

- Has been at Clemson since 2010.
- Research interests focus on strategic marketing issues for multinational firms and on public policy, social marketing, and health issues.

Mary Anne Raymond received her Ph.D. from the University of Georgia. Prior to joining the faculty at Clemson University, she taught at American University and served as the Interim Director for Graduate Marketing Programs at Johns Hopkins University. Previously, Dr. Raymond conducted research and taught at Seoul National University in Seoul, Korea, as an invited Fulbright Professor of Marketing. While in Korea, she also developed marketing training materials and a strategic blueprint for Merit Communications. Dr. Raymond has extensive industry experience in strategic and marketing planning, marketing research, and financial analysis for multinational companies, especially in the hospitality, communications, and services industries. She has worked with multinational firms to develop strategies to improve communication across customer groups, improve customer service and retention, and to cross sell different services. She co-authored a Principles of Marketing textbook and currently serves as one of the principal investigators (with Tom Britt, Cindy Pury, and Heidi Zinzow from the Psychology Department) on a grant awarded by the United States Army. The research focuses on 'Facilitating Soldier Receipt of Needed Mental Health Treatment.' She has received numerous awards and recognition for her research, teaching and service. Since joining the Clemson University faculty, the honors include Panhellenic Association Professor of the Year, Eli Lilly Faculty Excellence Awards for Outstanding Teaching and Outstanding Research, the Undergraduate Teaching Excellence Award from the College of Business and Behavioral Science three times, the Eli Lilly Partnership Award, and being tapped for Blue Key Honorary Society as well as recognition for Leadership in Student Development from the Dow Chemical Company.

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



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