

Deirdre Trabert Malacrea

LEHIGH UNIVERSITY (College of Business and Economics) | Bethlehem, PA 2017—Present
Professor of Practice in Marketing
Provide instruction and service as a faculty member in the Department of Marketing

RENEW INTERNATIONAL (Non-Profit Consulting/Publishing) | Plainfield, NJ 2001—2017
CMO/Director of Communications and Marketing
Lead the team responsible for all branding, advertising, communications, public/media relations, and digital initiatives for this international non-profit. Launched new consulting service programs and publication offerings in multiple languages across the United States and globally. Developed co-promotions with partners, generated client leads, employed marketing and sales digital marketing presence.

PEPSI-COLA COMPANY | Purchase, NY 1987—2001
Senior Brand Manager
Led branded marketing efforts on major national soft drink brands, including product positioning, market research, package redesigns, product reformulations, and imagery campaigns. Brand assignments included Diet Pepsi, the Flavor Brand portfolio, and Allied Brand partners.

Retail Strategy Manager
Served as marketing liaison for Pepsi's key account sales force calling on national and regional chains. Developed national corporate strategy for channel pricing and promotion.

Assistant to the EVP, Marketing and Sales
Oversaw Pepsi's annual marketing and advertising kick-off meeting with 1500 bottling franchisees. Coordinated speech writing, audio-visual event production, celebrity appearances.

National Promotions Manager
Created, planned, and implemented branded promotional campaigns across all retail and foodservice channels. Managed national tie-ins between high-profile partners (Nintendo and other entertainment properties) and corporate Pepsi soft drink brands.

Assistant Brand Manager
Developed brand-relevant materials and marketing plans for execution within Pepsi's bottling system.

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 Scholar
Tau Beta Pi (engineering) and Omicron Delta Kappa (leadership) honor societies

Community Service and Leadership

Harvard Business School Community Partners
Perform pro bono strategic consulting to non-profit organizations' staff and board members, including brainstorming positioning options, identifying new revenue opportunities, generating donor outreach plans.

STEMTeachersNYC
Serve on the marketing advisory committee for a non-profit organization that fosters positive student outcomes by delivering effective professional development programs for STEM teachers in the New York tristate area.

New Jersey Festival Orchestra
Spearheaded fundraising efforts for acclaimed regional orchestra.