

LISA DAWN SIEGAL
Texas A&M University-San Antonio
College of Business

EDUCATION: **NEW YORK UNIVERSITY**, New York, N.Y.
Leonard N. Stern School of Business
M.B.A, Marketing, June 1988
Vice President of Student Chapter, American Marketing Association

UNIVERSITY OF PENNSYLVANIA, Philadelphia, PA
B.A. FRENCH, CUM LAUDE, June 1984

CITY UNIVERSITY, Seattle, WA
Teacher Certification K-8, Honor Roll. 1994.

TEACHING EXPERIENCE: **TEXAS A&M UNIVERSITY SAN ANTONIO**, San Antonio, TX 2008-present
Lecturer in Marketing/Full Time
Lead Faculty: Principles of Marketing
Faculty Advisor: American Marketing Association
Faculty Advisor: Delta Sigma Pi (DSP)

- Courses: Principles of Marketing, Retail Marketing Management, Sales
- Promotion and Social Media, Sales Management
- Teach classroom, hybrid, hyflex and online courses.
- Blackboard Learn : Created courses and facilitated.
- Created Master course for core marketing course.

WORK EXPERIENCE:

Keller Williams Realty, San Antonio, TX 2003-2006
Realtor
-Sold Residential homes in San Antonio and surrounding areas.

Lennon & Associates, Los Angeles, CA 1988-1991
Account Executive
-Develops new accounts and manages existing client accounts for cutting edge graphic design firm. -
Creates and executes strategic plans and proposals
-Manages design projects by coordinating with clients and graphic designers.

AT&T, Los Angeles, CA 1991-1992
Account Manager
-Develops and Manages Accounts in defined territory for small and mid-sized companies
-Sells long distance and related services, while meeting monthly sales quota.

VOLUNTEER WORK:

The Children's Heart Foundation Texas Chapter 2017-19
Board Member. (Secretary)

Peoplefund 2017-
Marketing Mentor

Chicago Land Mun
Advisor to Board of Directors

2017

Blue Faery
Board Member

2017-19