

# **Kate Mackie**

**Distinguished Senior Lecturer at The University of Texas at Austin, McCombs School of Business**  
Austin, TX, US

Understanding marketing strategy and marketing management

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## **Biography**

Dr. Kate Mackie is a Distinguished Senior Lecturer at McCombs, the only faculty member of this prestigious title in the Marketing Department.

Her expertise centers on marketing strategy, pricing and distribution channels, marketing of technological innovations, buyer behavior, and customer insights.

Mackie teaches courses in the MBA and MS in Technology Commercialization programs, both of which have honored her with teaching excellence awards nearly every semester for the past 13 years. Mackie has consistently won more teaching awards at McCombs than practically any faculty member.

Mackie is also much in demand for custom-designed seminars and short courses in the Texas Executive Education Program and at UT's IC2 Institute, some of which have included international venues, most recently in Mexico and Norway.

Mackie has 15 years of industry experience in international and domestic marketing. Eleven of those years involved domestic and international consumer products marketing with The Pillsbury Company. For five years she was Director of Marketing and New Business Development at Pillsbury's subsidiary in Caracas, Venezuela where she initiated local agricultural, processing, and marketing operations in order to launch the Green Giant canned vegetable business into the Venezuelan market.

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## **Industry Expertise**

Education/Learning, Advertising/Marketing

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## **Areas of Expertise**

Marketing Strategy, Customer Insight

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## **Education**

**The University of Texas at Austin**  
Ph.D. Educational Psychology

**American Graduate School of International Mangement (Thunderbird)**  
MBA International Management

**Univeristy of Wisconsin, LaCrosse**  
BS Secondary Education

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## **Accomplishments**

### **Distinguished Senior Lecturer**

Distinguished Senior Lecturer is the highest title a lecturer can hold at the University. Only a handful of faculty have this title at any UT college. This position is awarded based on overall teaching AND service. Kate Mackie was promoted to this title effective fall of 2013. She is currently the only faculty member of this title in the marketing department.

### **Joe Beasley Award for MBA Teaching**

For overall teaching excellence in the MBA curriculum.

### **MBA Applause Teaching Award (2003-2014)**

For teaching excellence in the MBA program. Previously called the MBA Honor Roll Teaching Award. Kate Mackie is one of the most consistently recognized teachers at the McCombs School of Business, having won this award every year (usually TWICE a year) from 2003 through and including 2014.

### **Outstanding Faculty Award for MSTC (2001-2008, 2011, 2013, 2015)**

For teaching excellence in the MS in Technology Commercialization Program: 2001 to 2008 (inclusive), and 2011, 2013, and 2015.

### **Outstanding Faculty Award - Mexico City EMBA**

For teaching excellence in the Texas Executive MBA Program in Mexico City: 2008, 2009, 2011

### **Outstanding Faculty Award - Engineering**

For teaching excellence, awarded by the College of Engineering: 2003, 2004, 2006

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## **Testimonials**

### **David Wenger**

Kate offers bright insights into marketing strategy. Consistently recognized as one of McCombs' most gifted teachers, she is a superb consultant, facilitator, and speaker on anything to do with marketing management.

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