

# **Edgar Leonard**

**Associate Professor of Marketing; Senior Associate Dean for Graduate Programs at Emory University, Goizueta Business School**

Atlanta, GA, US

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## **Biography**

Professor Leonard is an Associate Professor of Marketing. Ed currently teaches in the EMBA degree program and is a regular contributor to the School's non-credit Executive Education programs. One of his programs, Marketing Strategies and Analysis for Competitive Advantage, has been rated among the top 5 programs in the Marketing and Sales area by INC. Previously he has served as Associate Dean of the Executive MBA Programs and has also directed the Evening MBA program. Prior to joining Emory he was a faculty member at North Carolina State University in Raleigh where he held a joint teaching and research position. Ed holds MBA and Ph.D. degrees in Business and an undergraduate degree in Chemistry.

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## **Industry Expertise**

Education/Learning

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## **Areas of Expertise**

Marketing Strategy, Marketing Planning, Marketing Performance, Marketing Research

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## **Education**

**Oklahoma State University**

Ph.D. Marketing

**Oklahoma State University**

MBA Finance

**University of Florida**

Ph.D. Chemistry

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