



**Edward L. McCraw,
Ph.D.**

*Professor of
Management and
Corporate
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Ed McCraw teaches an MBA course on reputation management, which includes both proactive brand and reputation development and response to crisis situations.

As an expert in marketing, advertising, public relations and corporate philanthropy, Professor McCraw discusses how each of these areas contributes to an organization's overall reputation.

He is a retired senior corporate executive who served as a vice president and senior business leader with MasterCard and Verizon Corporation in New York. During his career, he led corporate functions that included integrated marketing and public relations programs, media relations, employee communications, financial communications and corporate philanthropy.

In addition to his teaching responsibilities at UNC Kenan-Flagler, Professor McCraw serves as a frequent guest lecturer at the UNC School of Media and Journalism and the University of Southern California, University of South Florida and Duke University.

He is a business consultant and marketing advisor to several companies. He is a consultant with Executive Service Corps and has helped develop strategic or marketing/communications plans for the North Carolina Symphony, The Town of Cary, North Carolina Central University, Durham Literacy Center, KidzNotes, Durham Art Guild, Chatham County Literacy Center, Chapel Hill Day Care Center and Book Harvest.

Professor McCraw serves on the board of directors of the Executive Service Corps and Heelprint Communications. He is a member of the marketing committee for the North Carolina Symphony.

He received a bachelor's degree in communications and English from the University of South Florida.