



Edward McCraw

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Ed McCraw is a retired corporate executive. He served as a corporate vice president and senior business leader with MasterCard, and previously as vice president of corporate communications with Verizon. During his career, he led corporate functions that included: integrated marketing and public relations programs, media relations, employee communications, financial communications, and corporate philanthropy.

Here in the Triangle, Ed teaches courses in the Kenan Flagler School of Business for MBA students. Ed was selected and honored as a UNC “MBA All Star Professor” in 2016 and 2017 based on student course evaluations.

In addition, he was selected to be the Expert in Residence in Marketing at Duke University for the fall semester 2013. He has also lectured at the University of Southern California’s Annenberg School of Communications, the University of South Florida’s School of Business, Duke University, Elon University, and UNC.

Ed has also conducted seminars on crisis communications for many diverse corporate clients.

Ed is also active in the non-profit world and is a business consultant with Executive Service Corps. He has helped to develop strategic plans/marketing plans for: The North Carolina Symphony, The Town of Cary, North Carolina Central University, Durham Literacy Center, KidzNotes, Chatham County Literacy Council, Chapel Hill Day Care Center, Book Harvest, the Exchange Family Center (Durham), Availforce, The National Inclusion Project, and the Compass Center for Women and Families. He has also previously served on the Board of Directors for Executive Service Corps and Chatham Literacy.

He is currently a member of the Marketing Committee for the North Carolina Symphony.