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LU Hires Director of Graduate Business Programs

6/4/2008



Lindenwood University has announced the addition of Brad Pearson as the school's director of graduate business programs. In this new position, Pearson, a veteran MBA recruiter, will be responsible for promoting Lindenwood's MBA programs.

Pearson has 17 years of experience in higher education, primarily working in MBA programs, at a number of prominent institutions.

"Joining Lindenwood University is an exciting opportunity," Pearson said. "The students, faculty and staff I encountered during my visit all had the same consistent positive message about Lindenwood, and that really sold me on becoming a member of Lindenwood's staff."

In his duties, Pearson will work with a variety of individuals from various departments to design and implement a marketing plan for Lindenwood's graduate business offerings, including a doctorate in business administration the university plans to add in the fall of 2009. He will also teach a limited number of marketing courses for the division.

"Creating this position adds a new dimension to the service our graduate business students enjoy, before and after they enroll," said Dr. Ed Morris, dean of the Management division. "And, we think that Brad Pearson, by temperament and experience, is the ideal person for the job."

Pearson's addition also coincides with a change of name for the university's Division of Management, which will henceforth be called the School of Business and Entrepreneurship. Morris said the change of name, which takes effect immediately, reflects the growth and scope of both the graduate and undergraduate business programs and the increasing importance of entrepreneurial studies in Lindenwood's curricula.