

Wendy Zajack, PhD

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EDUCATION

George Mason University, PhD in Education, Learning Technology Design Research (2023)

Dissertation: Examining Online Collaboration in a Graduate Project-Based Learning Marketing Class: A Design Research Study of a Value-Based Collaboration Model

New York University, Stern School of Business, Masters of Business Administration (2002)

Concentration: Marketing/Management

Syracuse University, Newhouse School of Communications, Bachelor of Science and Bachelor of Arts (1993)

Dual Major: Public Relations/Eastern European & Russian Studies

TEACHING EXPERIENCE

Georgetown University, School of Continuing Studies

2016 – Present

Masters of Integrated Marketing Communications (IMC) and Design Management Communications (DMC)

Faculty Director and Associate Professor of the Practice

2022 - Present

Faculty Director and Assistant Professor of the Practice

2016 - 2021

Oversee development and strategy behind program curriculum, hiring and recruiting of faculty for two masters of professional studies programs including the management of 25+ classes per semester and 45+ adjunct faculty overall. The IMC program operates courses in person, online (asynchronous and online synchronous) and hybrid. The DMC program is fully online.

Graduate & Executive Teaching Experience

Masters' courses taught in IMC program and DMC Program at Georgetown School of Continuing Studies includes both on-ground and online-modalities. Consistently received 4.8+ ratings for teaching in both online and face to face classes including:

- Business Communications
- Capstone (partnerships with industry clients to create integrated marketing plan)
- Collaboration Lab
- Collaborating For A Sustainable Future (co-taught interdisciplinary course with Supply Chain, Urban and Regional Planning and Sports Industry Management)
- Global Immersion course (travel course) to Dublin, Ireland and Paris, France

Custom Executive Education Program: Georgetown McDonough School of Business Excellence in Strategic Communication program (2022, 2023, 2025).

Taught a 16-class course on **Campaign Creativity and Advocacy Marketing** in a partnership with the United States Government to build the knowledge and skill sets of an inter-agency group of USG professionals engaged in the practice of public diplomacy.

Custom Executive Education Program: Georgetown McDonough School of Business LOFT Fellowship Program (2025)

Taught five classes around creativity, creative briefs, messaging and developing integrated marketing campaigns for the LOFT fellowship program. LOFT provides US campaign and public service leaders with leadership, management, and operational best practices including top-notch business coursework, real-world simulations and experience, networking, and coaching.

INDUSTRY EXPERIENCE

Nokia

Senior Director, Portfolio and Innovations Communications and Programs (2015-2016)

Led global team that creates and executes cross-portfolio communication, industry analyst relations, marketing programs and thought-leadership campaigns for Nokia, a 23 billion Euro global business to business technology company in the networking space.

- Built both external and internal awareness and driving customer engagements around Nokia's top technology initiatives including innovation, 5G, cloud and Internet of Things (IoT).
- Planned and delivered results-driven integrated marketing campaigns including 2016 Mobility report for Bell Labs that yielded 8,600 downloads of report, 186 media mentions, 3,000 internal views of article, adding total of 775 new contacts added to sales contact database.

Alcatel-Lucent

Senior Director, Global Technology and Customer Communications (2010- 2015)

Managed corporate global team of 16 dedicated public relations, industry analyst and sales communications professionals who supported communications efforts for Alcatel-Lucent's 14 billion Euro networking portfolio including IP, wireless, wireline, services, cloud, business partners and Bell Labs.

- Guided, strategized and managed discreet key communications campaigns for leading business units including new product/solution introductions, customer wins and strategic technology themes critical to supporting Alcatel-Lucent's turnaround story continually improving share of voice metrics.
- Collaborate with regionally focused communications teams of 75+ professionals and public relations agencies across North America, Europe and Asia to ensure aligned communications messaging and to push technology-focused media messages to support the company's sales efforts and brand.

LGS Innovations (Independent Subsidiary of Alcatel-Lucent)

Head of Communications (2006-2010)

- Created, from ground-up, recognition of Alcatel-Lucent's work in the government sector by building key relationships with government trade media and industry analysts covering federal marketplace.
- Executed all internal communications activities including Town Hall Meetings for CEO and COO, developed the first employee newsletter, executive emails and internal web content.

Lucent Technologies (1998-2006)

Early Positions at Lucent Technologies: Senior Manager, Public Relations, Government Solutions & Lucent Worldwide Services (2004 – 2006); Senior Manager, Communications, Business Partner Program and Customer Teams (2002 – 2004); Manager, Communications, Optical Networking Group (2000 – 2002); Manager, Public Relations, Bell Labs (1998 – 2000)

Reuters America, Inc.

Manager of Media Relations (1995-1998)

- Managed corporate media relations practice with oversight over Reuters core business, which included global financial information services, traditional/new media business and Reuters subsidiaries, including Reality Online, Loan Pricing Corporation and TIBCO, in North America and Latin America. Interfaced and worked closely with marketing communications and sales organization to ensure synchronized messaging.

INVITED PRESENTATIONS & ARTICLES (Select)

- Zajack, W. (2025, April 9). Multigenerational Communications. Workshop for International Association of Venue Managers. Washington, DC
- Richardson, R. & Zajack, W. (2025, February 13). Collaboration Throwdown Showdown. Booz Allen Experience Expo 2025
- Boettner, C., Kadel, L. & Zajack, W. (2024, June 4). *Inspiring the Next Generation of Marketers*. [panel presentation]. 2nd Annual Omnichannel Data and Direct Marketing Conference with National Postal Forum Indianapolis, IN.
- Zajack, W. (2024, March). Selected as a Mentor for SXSW Edu Conference. Austin, Texas.
- Georgetown Website (2025, June 4). Ask a Professor Series: Americans Love Iced Coffee. A Marketing Professor Explains Why.
<https://www.georgetown.edu/news/americans-love-iced-coffee-a-marketing-professor-explains-why/>
- Coffee, P. (2025, May 21). Will AI Empower the PR Industry or Create Endless Seas of Spam? Wall Street Journal.
https://www.wsj.com/articles/will-ai-empower-the-pr-industry-or-create-endless-seas-of-spam-e79fc77f?mod=author_content_page_1_pos_1
- Zwieglinska, Z. (2025, May 7). Luxury Briefing: The Met Gala's new ROI playbook. Glossy Magazine.
<https://www.glossy.co/fashion/luxury/luxury-briefing-the-met-galas-new-roi-playbook/>
- Sharma, J. (2025, May 1). Can Kering Fully Recover This Year, Retail Brew,
<https://www.retailbrew.com/stories/2025/05/01/can-kering-fully-recover-this-year>
- Fowlkes, T. & Tan, E. (2023, June 29). *Grimace shake trend mixes horror with McDonald's mascot on TikTok*. Washington Post,
<https://www.washingtonpost.com/business/2023/06/29/grimace-shake-meme-tiktok-trend>

HONORS & AWARDS

- Fulbright Teaching Scholar, Innsbruck, Austria, Fall 2025
- Winner of Georgetown School of Continuing Studies Excellence in Teaching Tropaia Award (2025)
- Nominated for James S. Ruby Faculty Appreciation Award hosted by the Georgetown Alumni Association.
- 2019-20 CNDLS TEL Colloquium: Blended Learning Cohort, Georgetown University
- Top 5 US Women of the Year by StrongHer (Alcatel-Lucent Women's Leadership Network), 2015
- Alcatel-Lucent Top 10 Women Program, North America, 2014