



AMA Baltimore Interview with Leslie Kendrick

A SURPRISING JOURNEY: FROM INDUSTRY PROFESSIONAL TO AMA MENTOR

The Building Blocks to Success

As a senior lecturer at Johns Hopkins University (JHU), AMA Baltimore member Leslie Kendrick is not only able to share a wealth of insight from her professional experience, but through networking and connections she is still learning and growing herself. Despite her current accomplishments, Leslie's background may surprise you.

Originally an industry professional, Leslie spent over 12 years in the marketing field and never considered teaching. She started her career with Harper & Row Publishers, then moved into marketing management at Londontown Corporation. She later joined Lippincott Williams & Wilkins, a medical publishing company, where she served as a product manager, marketing medical journals to physicians and allied health professionals. However, she soon found herself understaffed, and that's where her journey truly began.

Finding that several tasks and projects could repeat over and over, Leslie knew hiring college interns would be a perfect way to fill the gap. She recruited interns from several local colleges including Loyola University Maryland, Notre Dame of Maryland University, and Towson University. One of her interns proposed something intriguing to Leslie. Noting that she was a great mentor, had she ever considered teaching? She hadn't.

In her undergraduate years at Penn State, Leslie had worked on the yearbook staff and always enjoyed working with a team. She assumed her whole career would be in industry, but soon the stars would align differently. After years in publishing, she was contacted by Notre Dame of Maryland University professor and previous AMA board member, Debbie Calhoun asking if she wanted to teach a weekend college course. It seemed the universe was pushing her in that direction.

She soon accepted the offer and began teaching part time at Notre Dame of Maryland University in 1997, leaving her full-time publishing job behind. Today, Leslie serves as a senior lecturer in The Center for Leadership Education at Johns Hopkins University. Some of the undergraduate courses Leslie has implemented include *Principles of Marketing*, *International Marketing*, and *Sports Marketing*. One course she is particularly proud of is *Media and PR in the Big Apple*, a career exploration course which incorporates a trip to New York City and visiting alumni at their workplace. Another is *Advertising and Integrated Marketing Communications*, which includes a client-based project and implementation. She is proud to note that several of the class' campaigns have placed in the top three in some national competitions, as well as receiving recognition from the [AMA Baltimore Marketing Excellence Awards](#).

A Standout in AMA

Leslie has been involved in AMA since her undergraduate years at Penn State. She knew she wanted to expand her network even though her major was in advertising, not marketing. She has stayed a member ever since and has served in various roles. Through AMA, she has found new faculty to add to her staff at JHU and has been able to grow the Marketing and Communications minor from one to the current eight courses.

For a while, she served as the VP of Collegiate Relations and continues to serve as Director of Student Job Workshop, an undergraduate-focused event that attracts dozens of area college students and provides them with an opportunity to meet marketing professionals and explore marketing careers. She took on this role because she was not only interested in expanding her own skill set, but to give back to the marketing community.

Leslie is an advocate of the AMA collegiate chapters, which are a great way for students to gain leadership experience by developing complete marketing plans and then implementing them on their campus. The annual AMA International Collegiate Conference is great for helping students with professional development, networking, and creating their resumé.

Despite the benefits to her, Leslie notes that her role as an AMA advisor is really about the students. As a veteran AMA member, and now as a college lecturer, she knows that programs like those offered by the AMA bring newcomers into the world of marketing.

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Continuing Education

As a mentor, teacher, and AMA member, Leslie has learned several keys to success. She tells her students that at some point they're going to have to pick up the phone. She explains how networking is essential when it comes to job hunting. Building and maintaining your network can help you get the job and AMA helps expand that network.

She encourages her students to leave their lifeguarding jobs behind and start looking for internships over the summer, starting in their freshman year. The earlier one gains experience, the more he or she can add to their resume.

When Leslie isn't attending AMA events, mentoring students, teaching classes, or being a wife and mother of two, you can find her playing competitive tennis, reading, or watching movies. Leslie Kendrick is a proud AMA member and Baltimore is lucky to have her.

About AMA Baltimore

The American Marketing Association Baltimore Chapter is Maryland's leading provider of networking, educational programming, and resources for marketing professionals. AMA Baltimore provides extensive opportunities for marketers to expand their networks, grow professionally, and learn about current industry trends. To learn more about AMA Baltimore, [visit our website](#).

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