

MARIANNA MAKRI, PH.D.
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A creative leader and adaptive learner with extensive experience in academia, consulting, and project management. Expert in corporate governance and the unique dynamics of family businesses, with deep knowledge of board processes, structures, and the impact of governance on organizational performance. Proven track record in thought leadership, strategic planning, and team leadership. Known for driving innovation, collaborating across disciplines, and managing complex projects with a focus on results. Ready to leverage these skills in an industry role.

EDUCATION

Ph.D. in Business Administration – Arizona State University, May 2003
M.A. in Mathematics – University of South Florida, May 1996
B.A. in Mathematics – University of South Florida, May 1995

PROFESSIONAL EXPERIENCE

Co-Founder, Pivot Plan (2022 – Present)
Academic Director, MBA Program (2024 – Present)
Academic Director, Entrepreneurship Programs (2016 – 2018)
Editor in Chief, The Journal of High Technology Management Research (2018 – Present)

LICENSES & CERTIFICATIONS

University of Pennsylvania

AI Fundamentals for Non-Data Scientists - Credential ID B9OITHAX7DF7

Vanderbilt University

Generative AI for Leaders - Credential ID O650TFVOG69Y
Innovative Teaching with AI - Credential ID JR6QAVZRX3O7

Google Cloud

Introduction to Generative AI - Credential ID 7P46SSTXQUM2
Introduction to Generative AI Learning Path Specialization - Credential ID G7AR1KTO4H0C
Introduction to Large Language Models - Credential ID W322HHDJUFY2
Introduction to Responsible AI - Credential ID D7FNJH706UKV
Responsible AI: Applying AI Principles with Google Cloud - Credential ID A5K3IQGO966W

SKILLS & ACHIEVEMENTS

Corporate Governance & Family Business Expertise

Gained by: Position as an Associate Professor of Strategy & Entrepreneurship and through extensive research in corporate governance and family businesses, as well as consulting work with family-owned companies.

Creativity & Innovation

Gained by: Role as President's Innovation Fellow and Academic Director of Entrepreneurship Programs, where I led the design and implementation of new academic and executive education programs.

- Designed the Innovation Design and Technology degree as one of twelve President's Innovation Fellows, involving collaboration with five colleges. Successfully gained senate approval and launched the program within 12 months.

Thought Leadership

Gained by: Position as Editor in Chief of the Journal of High Technology Management Research and consulting at Pivot Plan, where I provided strategic insights and guidance to various organizations.

- As Editor in Chief of the Journal of High Technology Management Research, I increased journal submissions by 50% and citation rates by 20% within two years, enhancing the journal's impact factor.
- Published 20+ influential articles on strategic management, governance, entrepreneurship, and family business dynamics.

Transformational Leadership Dynamics: Skilled in inspiring, guiding, and developing teams to achieve high performance through visionary and adaptive leadership

Gained by: Leadership roles such as Academic Director of the MBA and Entrepreneurship Programs, where I managed teams, coordinated with advisory boards, and mentored students and young entrepreneurs.

- Directed the MBA program, overseeing a team of 25 faculty and staff.
- Managed the Entrepreneurship Programs, coordinating advisory boards, faculty, and external partners to support program vision and objectives. Mentored young entrepreneurs, leading to a 100% increase in the number of startups competing in the business plan competition.

Project Management

Gained by: Experience as Academic Director and Co-Founder of Pivot Plan, managing complex projects from inception to completion, including business plan competitions, client consulting engagements, and strategic initiatives.

Strategic Planning

Gained by: Strategic planning roles in the development of the Entrepreneurship Programs and as Co-Founder of Pivot Plan, where I crafted and executed strategic plans for clients to drive business growth.

- Developed and executed a five-year strategic plan for the Entrepreneurship Programs, leading to a 25% increase in program enrollment and a 35% improvement in external recognition, including top-tier rankings by the Princeton Review.

Synergistic Partnership Development: Expertise in forging cross-functional alliances and partnerships that drive collective success.

Gained by: Collaborations across eight colleges for the Innovation Design and Technology degree, and ongoing work with admissions, Vice Deans, and industry partners as Director of the MBA program.

- Led the collaboration between five colleges to create the Innovation Design and Technology degree, engaging 50+ faculty members and resulting in the successful approval and launch of the program.
- Worked with admissions, Vice Deans, and industry partners to revamp the MBA program, resulting in a 20% increase in applications and 10 new partnerships with leading corporations.

Adaptive Learning and Role Flexibility

Gained by: Experiences in diverse academic and consulting roles, such as transitioning between leadership positions, co-founding a consulting firm, and spearheading new program developments.