



# 2024

## **Jennifer and Mike Hansen CBA EXCELLENCE IN SERVICE AWARD RECIPIENT**

### **Dr. Maggie McDermott**

Dr. Maggie McDermott is a dedicated educator and leader at the University of Wisconsin-La Crosse, committed to fostering innovative and engaging learning experiences that benefit students both the local and global community. Since joining UWL's Marketing Department in 2008, her work has centered around creating student-focused learning environments that enhance both her teaching and research.

Dr. McDermott has played a pivotal role in several high-impact initiatives, including the Kwik Trip Integrated Core Program and study abroad opportunities in Bratislava, Slovakia, and Ireland. Her research focuses on pedagogy as sustainability, showcasing her dedication to improving educational practices and promoting social responsibility.

Actively involved in campus and community service, Dr. McDermott has chaired the Marketing Department since 2020 and serves as a faculty senator on the Senate Executive and Nominating Committees. She has also contributed as a mentor in the Eagle Apprentice program and has served on various committees, including the University Curriculum Committee and the CBA Curriculum Committee. Her leadership has been instrumental in developing UWL's Sustainable Business Minor.

Beyond UWL, Dr. McDermott is deeply engaged in community service. She serves on the Women's Fund Impact and Marketing Committee, is a board member of the Sustainability Institute, teaches Junior Achievement, and has served on the local school board.