



Lynda Palmer, MBA

Lynda Palmer is a Practitioner Faculty of Marketing at Pepperdine Graziadio Business and the Director of Pepperdine's E2B™ (Education to Business) program. She has been recognized as an award winning Professor of Marketing with a demonstrated history of working in higher education, developing and delivering impactful customized courses for industry.

Her consulting practice and teaching are focused on marketing strategy and digital marketing communications. She is well-recognized as a seasoned marketing strategist with proven success in developing and implementing strategic marketing plans that integrate owned, earned and paid media.