



Harriett Smiley & Karyn Stewart

Editors of *Leading Edge Marketing*

Mrs. Barry and Ms. Stewart each hold a MBA from leading universities followed by more than 30 years of professional success in both Global 500 and entrepreneurial firms. Their insight, knowledge, wisdom and experience were invaluable. Harriett and Karyn helped me fine tune my assessment of marketing theory and, most importantly, how it does and does not apply to dynamic, operating business environments. Their degrees are concentrated in marketing; they bring editorial experience, as well as marketing and sales experience in the B-to-B and B-to-C marketplaces. Together, they helped me deliver a manuscript that was ready for production. Way to go ladies!



Harriett Smiley Barry, MBA, Northwestern University's Kellogg School of Management

Mrs. Barry, who studied under the renowned Philip Kotler, has over 30 years of Product and Brand Management experience in the consumer and business to business markets. After gaining a firm foundation at General Mills, Ms. Barry moved up through such firms as Kimberly Clark and Soft Sheen Products. Specializing in developing new products for niche markets, Harriett has recently become a successful entrepreneur selling high end products to consumers and restaurants.



Karyn Stewart, MBA, Rutgers University, Rutgers Business School

Ms. Stewart brings over 15 years of experience in sales and account management in the IT market and over 30 years of stellar results in the consumer and real estate markets. She sold high end, complex telecommunications systems for AT&T, as well as B-to-C products for her own firm. A skilled manager and investor, she acquired, developed and managed a real estate portfolio for more than 30 years.

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