

Mortar Board

National College Senior Honor Society

Scholars... Chosen for Leadership... United to Serve



MEDIA RELEASE

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MORTAR BOARD PRESENTS ALUMNI ACHIEVEMENT AWARD TO P&G CONSUMER EXPERT JULIE A. EDDLEMAN

COLUMBUS, Ohio – Mortar Board National College Senior Honor Society announced that Julie A. Eddleman of Loveland, Ohio, is the recipient of the 2013 Alumni Achievement Award. This honor was presented to Eddleman at the Society's national conference, held last month in Atlanta.

The Mortar Board Alumni Achievement Award is conferred annually upon extraordinary Mortar Board alumni who have demonstrated outstanding achievement in their professional lives, representing Mortar Board's commitment to the ideals of scholarship, leadership and service. Honorees serve as remarkable role models and are selected by a group of their peers, who consider contributions at the local, national and international level.

Eddleman embarked on her professional career in brand management more than 16 years ago at consumer-product giant Procter & Gamble. Quickly working her way up the corporate ladder, Eddleman served as manager of the Pringles brand early in her tenure. Following an instrumental role integrating the Gillette marketing organization into the company following its acquisition in 2005, she served as director of shopper marketing for six years. Eddleman is currently the marketing director of North America brand operations at P&G. In this role, she runs the marketing operations of the company's \$35 billion brand portfolio in North America. This includes all media planning and buying, branded entertainment, sports marketing, life stage CRM programs, in store displays and materials, couponing and retailer customer marketing with an annual spend valued at almost \$3.5 billion. Including agency partners led by brand operations personnel, she has an organization of approximately 700 people. Eddleman is also on the P&G North American marketing leadership team that sets the vision and runs the staffing and training for the 1500 marketers in North America.

Eddleman volunteers with the Cincinnati Interfaith Hospitality Network, a charitable group that serves the homeless population. She is also a leader of GABLE, P&G's lesbian, gay, bisexual and transgender employee organization that works with the corporation on issues of health care, diversity in recruitment and sensitivity training. Eddleman received the Purdue University Young Alumni Award in 2000 and was designated a Purdue "Old Master" in 2013.

Born and raised in Indianapolis, Ind., Eddleman was initiated in 1991 into the Barbara Cook chapter of Mortar Board at Purdue University. Earning both baccalaureate and master's degrees from Purdue, Eddleman served as student representative on the Board of Trustees and was named "Outstanding Senior Woman." She was also selected for the prestigious Governor's Fellowship by the State of Indiana.

Mortar Board is the premier national honor society recognizing college seniors for outstanding achievement in scholarship, leadership and service. Since its founding in 1918, more than a quarter of a million members have held the honor of being initiated at 230 chartered chapters across the nation. Mortar Board provides its members with opportunities for continued leadership development, promotes service to colleges and universities and encourages lifelong contributions to the global community. Some notable Mortar Board members include professional football player and philanthropist Drew Brees, former United States Secretary of State Condoleezza Rice and award-winning actor Marion Ross. Learn more about Mortar Board at www.mortarboard.org.

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