

Mary Beth McCabe

DBA, Marketing Consultant:Media/Advertising/Mobile

mbmccabe@sunmarketing.net

Summary

Developed first MBA Specialization in Mobile Marketing and Social Media (2010-present) VP, Collegiate Relations, San Diego American Marketing Association (2013-present) Co-Advisor, AMA Student Chapter, National University (2014-present) Co-Chair, Education MIT Enterprise Forum San Diego, (2010-present) *Winner of the 2009 Lifetime Achievement Award for Hispanic Marketing *Presenter at Solar Power 2010, 2009, ASES 2010, 2012 PV America West 2012 *Contributing Editor, Solar Today, Mar 13, Nov/Dec 12, Ju/Aug 11, Ju/Aug 10 and Ju/Aug 09 *Hispanic Marketing since 1979, pioneer for Univision TV *Doctorate of Marketing, applying skills and experienced in success and failure *Radio, Television, Internet experience in selling and buying *Lead faculty, Marketing at National University *Wrote/published/created, "The World's First Guide to Independent Travel" @drtravelbest @marybethmccabe @solarmarketing @thinkfuller www.sunmarketingsolar.com Specialties: Mobile marketing, Hispanic media buying, marketing, advertising, internet, TV, radio, cable, interactive, results measurement, consulting, purchasing, negotiation, education, solar energy, renewable energy, coaching, training, and mobile marketing.

Experience

Assistant Professor at National University

2010 - Present (5 years)

Creating a new area of specialization in Mobile Marketing and Social Media for the Masters in Business Administration (MBA). Join the LinkedIn.com group Social Media and Mobile Marketing Professionals

Owner at Sun Marketing

April 1993 - Present (21 years 11 months)

Media and Advertising Planning and Buying specializing in Hispanic Marketing since 1979

20 recommendations available upon request

Adjunct Professor at University of San Diego

September 2003 - September 2010 (7 years 1 month)

Adjunct Professor of Marketing, Professor of International Marketing in English Language Academy

Adjunct Instructor at UCSD Extension

May 1985 - September 2010 (25 years 5 months)

Professor of Marketing, Global Marketing, Marketing Research

Account Executive at KUSI

August 1982 - April 1993 (10 years 9 months)

I was the leader in New Business Development, with an average of 30 accounts, mostly local retail, on the air each month. My billings were in excess of a million dollars per year, on average.

3 recommendations available upon request

Account Executive at WCIU TV

March 1979 - June 1982 (3 years 4 months)

Univision TV affiliate. Original home of "Soul Train"

Announcer/Producer at WVUD Radio

1976 - 1979 (3 years)

The only commercial radio station in the US operated by full time college students, represented and managed by a university, and was #1 in a top 50 market. I was the on air talent for three years at this full power, 50,000 watt station, and was licensed by the FCC (3rd class). My shift was morning drive.

Honors and Awards

Professor Award

National University

September 2014

Certifications

Internet History, Technology, and Security

Coursera August 2013

Internet History, Technology, and Security

Coursera August 2013

Understanding Media by Understanding Google

Coursera October 2013

Projects

Hispanics and Mobile Marketing

October 2013 to Present

Members: Mary Beth McCabe

Mobile connects people with devices on the go, and Hispanics show high adoption patterns for smartphones and tablets. I see tremendous opportunities here for the next few years for business growth, with a very personal connection. (International Journal of Mobile Marketing article forthcoming.)

Volunteer Experience

Co-Leader at Good News Club

September 2006 - Present (8 years 6 months)

Teach Bible Study to elementary school students K-6 at local school

Organizations

MIT Enterprise Forum of San Diego

Board Member

Serving from the 1988-1994 and again starting in 2011.

Courses

DBA, Marketing

United States International University

Marketing Research

Strategic Marketing with Igor Ansoff

Global Marketing

International Marketing

BA, Communications, Marketing, Journalism

University of Dayton

Broadcasting

Journalism

MBA, Marketing

DePaul University

Marketing

Independent Coursework

MOOC's

Languages

Spanish

Skills & Expertise

listening

Report Writing

Conference Speaking

Media Buying

Social Media Marketing

Strategic Consulting

Media Planning

Start-ups

Public Speaking

Online Marketing

Marketing Strategy
Advertising
Marketing
Strategy
Coaching
Creative Direction
Solar Energy
Public Relations
Entrepreneurship
Project Planning
Leadership
Social Media
Strategic Communications
Marketing Research
Video Production
Mobile Marketing
Blogging
Editing
Market Research
New Business Development
Radio
Facebook
Sales
Event Planning
Training
Event Management
Integrated Marketing
Social Networking
Television
Email Marketing
Market Planning

Publications

Case Study: Hispanic Use of Mobile Devices: US Hispanics Go Mobile: Adoption and Marketing/Engagement Trends

International Journal of Mobile Marketing January 5, 2014

Authors: Mary Beth McCabe

The journal is not available without subscription, but if you're interested in this research, send me your name and e-mail address and I can send via pdf.

5 Insights for Marketing Solar to Hispanics

Solar Today Magazine, American Solar Energy Society December 1, 2012

Authors: Mary Beth McCabe, Ramon Corona, richard weaver

How can you reach Hispanics with your Solar Energy Messaging? This is a practical approach to guide you on getting more value for your marketing to an important demographic segment that is growing.

Resale Market Value of Residential Solar Photovoltaics

Journal of Sustainable Real Estate August 9, 2010

Authors: Mary Beth McCabe, Liz Merry

Summary of studies on solar resale value going back to the 1980's. Primary research done on what people think is the value of residential solar. We looked at owners of systems, especially those who bought a home with solar or sold a home with solar.

Marketing to Hispanics: Eco Friendly Behavior Patterns

International Business & Economics Research Journal October 1, 2011

Authors: Mary Beth McCabe, Ramon Corona

This research compares the eco-friendly habits of Hispanics to the general population based upon self reported activities by residents of California. The findings indicate that Hispanics are participating in eco-friendly activities, which include recycling, buying eco-friendly products, using fewer natural resources, and support green causes. However, they are more likely to only participate in a few of these activities, primarily those around the home and those requiring less personal commitment in time and money. There is a gap between the general population and the Hispanic population where it relates to the sales of green products and services. This discovery represents an opportunity for a call to action to the 50 million United States Hispanic residents on the topics of recycling, natural products and services and causes.

Acculturation in marketing to Latinos in the US

Journal of Business & Economics Research September 1, 2011

Authors: Mary Beth McCabe, Ramon Corona

This peer reviewed publication discusses the characteristics, acculturation process, levels and models of Hispanics in the US. It also gives specific recommendations on what marketers can do to recognize and benefit from this knowledge by applying it.

Education

United States International University

DBA, Marketing, 1982 - 1988

Activities and Societies: University Board of Advisors

I recommendation available upon request

DePaul University

MBA, Marketing, 1979 - 1982

Activities and Societies: Hispanic Business Symposium

University of Dayton

BA, Communications, Marketing, Journalism, 1975 - 1979

Activities and Societies: WVUD-FM Radio, Morning Drive announcer and producer

St. Viator High School

1972 - 1975

Activities and Societies: Musicals, sports, radio

Garden City High School

1971 - 1973

Activities and Societies: Sports,

Interests

family, travel, especially with children, Bible Study

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24 people have recommended Mary Beth

"I have been working with Mary Beth McCabe as a marketing consultant for the American Tea Masters Association since August, 2011. I am extremely pleased with her work and the results she has produced for the association. She developed several marketing plans for our organization and strategies for their implementation. Her expertise in Hispanic Marketing helped us develop and implement a promotional campaign for launching the first Certified Tea Sommelier training in the U.S. taught entirely in Spanish. She also wrote several extremely good articles about the success several of our members experienced in their tea businesses following completion of their training as Certified Tea Masters. We are grateful for her contribution."

— **Chas Kroll, Certified Tea Master**, was Mary Beth's client

"Mary Beth brings a deep passion, both for solar and effective marketing tools and methods. A student and teacher in the marketing area for years, she has kept current on trends and techniques that create value. Her enthusiasm to make a difference in solar is contagious. At ASES 2010, I watched as she led an all-day workshop on solar marketing and turned on a roomful of solar installers. I look forward to continuing our association and I highly recommend her services. She is a fellow member of what we call the Solar Tribe."

— **Roy Gayhart, Vice President Business Development & CFO, WholeSolar LLC**, was with another company when working with Mary Beth at Sun Marketing

"Mary Beth has a strong background and passion for the PV industry. She brings fresh marketing & PR ideas to the table with a honest & direct approach. I would recommend her to anyone looking for ways to increase the effectiveness of their marketing budget."

— **Aaron Husak, Marketing Specialist, Clean Power Systems, Inc.**, was with another company when working with Mary Beth at Sun Marketing

"Mary Beth McCabe has been an excellent partner in working with her Hispanic Focused accounts. She has great attention to detail and drive to succeed for her clients."

— **Paz/Michelle Schroeder/Acquart, Sr. Key Account Management Team, Univision Radio**, was a consultant or contractor to Mary Beth at Sun Marketing

"It is always stimulating to hear or read Dr. McCabe's ideas on Hispanic advertising and media. Her insight in the market tendencies is breath of fresh air."

— **Paul Lomba**, *Advertising Sales Executive, Multimedia, Inc.*, was with another company when working with Mary Beth at Sun Marketing

"Mary Beth has been studying and participating in the solar industry for at least two years, and clearly has an understanding of industry dynamics. She is a talented marketing professional, teacher, and has great communication skills. I recommend her."

— **Liz Merry**, *Owner, Verve Solar Consulting*, was with another company when working with Mary Beth at Sun Marketing

"I have worked with Mary Beth for a number of years on the planning for the San Diego Ad Club's Hispanic Marketing Committee and have known of her work and accomplishments. She is highly regarded for her professionalism and has a growing national reputation as a presenter at conferences. We're lucky to have Mary Beth here in the San Diego advertising community."

— **Sheila Fox**, *Club Manager, San Diego Ad Club*, was with another company when working with Mary Beth at Sun Marketing

"Mary Beth is a wonderful person to work with. She really cares about her clients! She does all she can to enhance the reputation of her clients. I would recommend her to anybody. She'll go to bat for you and do all she can to better your business!"

— **Steve Dolan**, *Marketing & Media Relations, San Diego State University*, worked with Mary Beth at Sun Marketing

"As a fellow member of the Television Academy Board of Governors, Mary Beth stepped up with a number of great marketing ideas. It became obvious that she was a valuable asset for the organization, and we moved quickly to formalize a business arrangement."

— **Douglas Friedman**, was Mary Beth's client

"Mary Beth is extremely well connected in San Diego's business community. She provides a high level of knowledge to her customers and a deep grasp of online marketing opportunities as well as traditional strategy."

— **Dana Todd**, *Co-founder and Principal, SiteLab International Inc.*, was with another company when working with Mary Beth at Sun Marketing

"I enjoyed working with Mary Beth and value her input. I have recommended her to others."

— **Tony Mahavier**, was Mary Beth's client

"I've had the pleasure of working with Mary-Beth on many occasions over the years and have found her work to be top notch! Her company has represented various types of businesses who have advertised with the magazine I worked for. She is a true professional. She is knowledgeable, experienced and talented. I highly recommend Mary Beth McCabe! Dave Long Associate Publisher Living in Style magazine"

— **Dave Long**, *Director of Advertising, San Diego Home/Garden Lifestyles magazine*, was with another company when working with Mary Beth at Sun Marketing

"I have worked with many advertising agencies and I have to say that Mary Beth knows what she is doing! Many out there are only about the account, Mary Beth takes it further, she really wants to make sure her clients get every dollars worth and it showed day in and day out when we worked together! Other agencies don't even show up to the edit sessions, Mary Beth was there to make sure her clients get the best!!"

— **Ray Hourani**, *Production Manager, Univision San Diego*, worked directly with Mary Beth at Sun Marketing

"Mary Beth is the consummate advertising professional with a wealth of knowledge and experience in Hispanic and traditional marketing."

— **Claire Bissonnette**, *President, Stanley Advertising Services*, was with another company when working with Mary Beth at Sun Marketing

"While working for KPBS as an Executive Producer/Manager of Video Production Services, I needed an experienced media buyer that would help me with Hispanic and General Market media buying. I met Mary Beth during a seminar that she presented, and I instantly realized she was the perfect person to help me with my project. She was able to get us a great media package for our project. Also, she remained very involved with the post-production our TV spots to ensure that our message was properly communicated to our target. If needed, I'd definitely hire Mary Beth again! Fabiola Franco-Hoffman Business Marketing and Communications Manager Jacobs Center for Neighborhood Innovation"

— **Fabiola Franco-Hoffman**, was Mary Beth's client

"Mary Beth is a fabulous marketing expert in her niche, and she has been imminently successful at maximizing client value in that arena. It is a rare person who can maintain the kind of reputation and success that Mary Beth has year after year after year. She is solid and someone I would want on my team if I were in a client position!"

— **Pamela Stambaugh**, *President, Accountability Pays*, worked with Mary Beth at Sun Marketing

"We worked on several projects with Mary Beth and she's a real professional. Knows the market very well, very experienced, understands her clients needs and delivers effective ideas. Highly highly recommended."

— **Lorena Fuentes**, *Owner/Producer, Galatea Audiovisual*, was a consultant or contractor to Mary Beth at Sun Marketing

"Mary Beth has the experience and knowledge to do effective media buying in the Hispanic Market. I have seen the results in increased sale figures with several of my clients that have used her services. She's an expert in Hispanic media buying! Mary Beth has been an asset to my music production company as she often gives me leads for companies that are in need of Jingle productions. Also, Mary Beth is always willing to help and answers accurately to any advertising / marketing question I might have. If you're in need of an innovative and effective Hispanic advertising campaign and/or media buying, look no further; Mary Beth McCabe and her company Sun Marketing are the answers!"

— **David Lan**, *Producer, Lan Musical Productions*, was with another company when working with Mary Beth at Sun Marketing

"Marybeth is a forward thinking marketing genius. With extensive experience in the media communications industry and specifically Hispanic marketing, Marybeth offers her clients great advertising vision, strategy, and direction to help them grow their businesses. She is an inspiring leader and very intelligent person with great ideas. She knows how to negotiate solid deals for her clients with her media partners and is a wonderful person overall. She listens to her clients and addresses their concerns with actionable solutions. For clients looking to break into the Hispanic Marketing Landscape, I would highly recommend they consider partnering with Sun Marketing and specifically Marybeth."

— **NICOLE BERGEN**, *Marketing Coordinator, Sun Marketing*, reported to Mary Beth at Sun Marketing

"Mary Beth helped us with a campaign which targeted specific markets in California. She went the extra mile to make sure we achieved our objectives."

— **Craig Bentley**, was Mary Beth's client

"Mary Beth was the hardest working Account Executive that worked with me during my time in San Diego. She was also the most aggressive supporter of the efforts in the success of our company as well in making sure that our station was effective for her clients. She is a first class very smart and hard working person. If I ever have the opportunity to work with Mary Beth again, I would consider myself incredibly lucky."

— **Bob Jay**, *General Sales Manager, KUSI-TV*, managed Mary Beth at KUSI

"Mary Beth quickly took on the role as a core mentor when I worked with her at KUSI-TV. I have the greatest respect for her knowledge, marketing skill set and work ethic. What I admire the most about Mary Beth is that she's always been at least 5 years ahead of the mainstream marketing community as she stays on the edge of innovation. I recommend her capabilities with the greatest of confidence!"

— **Laura Parkinson**, *Local and National Sales Coordinator, KUSI-TV*, reported to Mary Beth at KUSI

"Mary Beth always has the client's needs in mind and remains a sustaining resource for literally years"

— **Scott Alevy**, was Mary Beth's client

"Mary Beth McCabe was my professor in International Marketing at the University of Phoenix. I thoroughly enjoyed her teaching style and learned a wealth of information in her class. I've also attended Dr. McCabe's classes at the Women in Business Symposium. She is a great facilitator and teacher. Her diverse experience and background make her an ideal candidate for any marketing project."

— **Irasema Perrot**, *Owner, PC SOS Training & Solutions*, studied with Mary Beth at University of Phoenix

[Contact Mary Beth on LinkedIn](#)