



Heather D. Read

Graduate Program Manager

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Heather Read serves as the graduate program manager for the Wall College of Business at Coastal Carolina University with a mission to grow graduate programs including the MBA and Master of Accountancy degrees. She is a highly accomplished and award-winning digital transformation and communications executive with more than 20 years of success in the science and technology industries, specializing in software, wireless, cybersecurity, and manufacturing. Heather holds an MBA from Temple University's Fox School of Business and a B.A. in Communications with a Psychology minor from Rutgers University. She is also a certified Six Sigma Green Belt and former national leader with the Public Relations Society of America (PRSA).

Leveraging extensive experience digitally transforming and branding businesses, Heather helps companies seeking expert assistance with scaling, growth, employee performance, and efficiency. Her key areas of expertise include business processes optimization, digital strategy, marketing, crisis management, team building, and talent management. She has a proven track record of building multi-million-dollar SaaS products and counseling Fortune 1000 companies on how to scale social media operations and integrate the ecosystem of marketing technologies to transform marketing and customer service.

Heather recently served as Associate Vice President at Sprinklr, Inc., a pre-IPO customer experience management start-up named to the *Forbes* Cloud 100 list. During her tenure in several different roles at Sprinklr, she built five of the company's product lines into multi-million-dollar businesses. She then worked to streamline the human resources function by centralizing HR operations, building a workforce analytics team, and launching the company's first diversity program. Previously, Heather built the social media infrastructure for DuPont's global corporate communications and crisis management function. This centralized social media operations across 12 business units, establishing a foundational practice for social media crisis management, pro-active digital campaigns, and social listening across five languages. Prior to joining DuPont, Heather spent ten years in the DNS and cybersecurity industry where she helped to launch the world's first new top-level domain, .INFO, and built public/private partnerships to champion technology standards to address Internet security and the digital divide including domain name security extensions (DNSSEC), Internationalized domain names (IDNs), and RFID traceability. Heather has held a variety of other positions in the communications and marketing industry over her career including positions at Siemens Medical Systems and Hill and Knowlton.