

An Elevation of Purpose

Recognized for their contributions, five female HSB faculty and staff members ascend to senior leadership roles

Dean Sandeep Mazumder announced a series of leadership changes at the Hankamer School of Business throughout 2022, with five female faculty and staff members rising to new roles.

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Great things are happening at Baylor University and the Hankamer School of Business plays a crucial role in this. The recent additions and adjustments to our leadership will ensure we further position ourselves as a top-tier research institution where every voice can be heard.

Sandeep Mazumder

William E. Crenshaw Endowed Dean, Hankamer School of Business



Patsy Norman

Patsy Norman was appointed associate dean for Business Graduate Programs on Jan. 1. Norman, who also serves as an associate professor in Entrepreneurship and Corporate Innovation, has been with the Business School since August 1997. Having worked with the MBA programs prior to her new role, Norman entered with a high level of expertise and a passion for the students. She will serve a three-and-a-half-year term.



Cindy Wu

Cindy Wu was appointed as the inaugural associate dean for Diversity and Inclusion beginning July 1. Wu will be responsible for identifying where efforts need to be concentrated to make the Business School better represent Christ-centered diversity. Wu, who also serves as a professor of Management, has been with the Business School since August 2003.



Cynthia Jackson

Cynthia J. (C.J.) Jackson was promoted to assistant dean of Communications and Marketing beginning Apr. 1. The advancement serves as a reflection of the office's expanded responsibilities and Jackson's leadership through those changes. She had served as director of the Office of Communications and Marketing since August 2002 and will continue to lead the team in her new role.



Dawn Carlson

Dawn Carlson was chosen as the next director of the McBride Center for International Business effective July 1. Carlson has been a longtime faculty member of the Department of Management, where she has led many study-abroad programs. Under Carlson's leadership, the McBride Center will focus on promoting transformational worldwide discovery for students, faculty and staff at the Business School.



Tyrha Lindsey-Warren

Tyrha Lindsey-Warren was introduced in the newly-established role of faculty director of Industry Relations and Experiential Learning in the Undergraduate Programs organization. She entered the role on Feb. 1. Lindsey-Warren will translate her expertise on partnering with businesses in the classroom to the faculty and programs at the Business School. In addition, Lindsey-Warren serves as a clinical assistant professor of Marketing, a role she has held since 2017.