

JONLEE ANDREWS

"We have found her weakness: She cares."

Observation about Superman by Lex Luthor,
paraphrased

Jonlee is retiring, following a distinguished career marked by important contributions in every aspect of life as a university professor. Her accomplishments are rich in their breadth and inspiring in the motivations that led to them. Jonlee's life story in academe is characterized by going the extra mile for the greater good, whether through her scholarly work, her teaching, or her service as an academic program leader. We have long known that a few dedicated people can make lasting improvements in the trajectory of an organization. In the life story of the Indiana University Kelley School of Business, Professor Jonlee Andrews is one of those special people.

Jonlee earned her Ph.D. in Business from the University of Wisconsin–Madison in 1992. During that time, she clearly demonstrated the trademark drive and character that underpin excellence. She stepped up to help the marketing department by teaching five different courses over four years, while at the same time cultivating an ambitious research program and raising a young daughter. Upon graduation, she served on the faculty of the Weatherhead School of Management at Case Western Reserve University until spring 1999, at which time she joined the Kelley School marketing department. In recognition for her research and teaching contributions, Jonlee was awarded the Nestlé Faculty Fellowship in 2005.

As a scholar, Jonlee has received national and international recognition. She is widely credited for pioneering the study of marketing strategy innovation, and her work continues to be cited extensively. Her measures of the creativity of marketing programs have become the standard for those pursuing work in this area. Aside from her own research, Jonlee delights in helping others refine their ideas. She has guided multiple doctoral students through their dissertations and served as a manuscript reviewer for the leading journals in her field. Journal editors routinely praise Jonlee for the thorough and constructive guidance she provides to help improve the work of other authors.



Jonlee is a highly regarded M.B.A. and executive education program teacher. She is the only female professor to date to receive the Lilly Outstanding M.B.A. Teaching Award, the most prestigious teaching honor at the Kelley School. Jonlee is adept at leading highly discussion-oriented classes. She is revered by many international students for the encouraging way she draws them into the discussion and for her deft touch at seamlessly incorporating their comments into the overall flow of a session.

Aside from her talent in the classroom, Jonlee is a renaissance professor, having created multiple innovative courses that could only be found at the Kelley School. Among these, Jonlee's greatest legacy by far is the Consumer Marketing Academy, which she developed in 1999 and for which she served as director until 2020. This holistic marketing immersion places M.B.A. students on a career fast track by providing them with a rare combination of technical knowledge, career management savvy, and alumni network connections. Under Jonlee's close supervision and tough-love guidance, it is little wonder that many of her nearly 900 academy graduates now hold executive positions in some of the world's leading consumer goods companies. At alumni gatherings, her students fondly swap Jonlee stories, and while they differ in specifics, the themes are the same: they recall her as being

candid, collegial, and caring. And to a person, students recognize that they are who they are and where they are in large measure because of Jonlee's presence in their lives.

Jonlee's impact on Kelley and IU goes well beyond her research and teaching. She has been a dedicated and effective academic program leader. Jonlee served for six years as associate chair of the M.B.A. program, where she managed student recruiting and admissions before serving as program chair for four years. During her leadership period, the program saw material improvements in student quality, diversity, and satisfaction with the program. And even during the depths of the great recession, job placement rates and starting salaries remained strong. Most recently, at the request of Provost Robel, she is sharing what she has learned about graduate student recruiting by providing hands-on advising to other academic programs on campus.

While Jonlee is certainly dedicated to Indiana University and the Kelley School, she is also grateful for all the university and the school have done for her. She readily acknowledges that the school brought out the best in her and made her a better scholar and teacher. And while here, she has taken great joy in becoming a complete citizen of the world through teaching in multiple countries and traveling the globe to present papers, recruit students, and meet with alumni. For Jonlee, her life at Indiana University has been a special partnership.

Here's to a happy and fulfilling retirement to Professor Jonlee Andrews. A co-author of the life stories of her students. A gifted scholar. A helpful colleague. A dedicated teacher. A welcoming friend to all.

Dan Smith