

Mary Jo Hatch Receives OMT Distinguished Educator Award

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Professor Mary Jo Hatch has been chosen as the 2011 recipient of the [OMT Distinguished Educator Award](#). This biennial award recognizes career contributions to the practice of education in the broad field of OMT. Professor Hatch's books, articles and innovative teaching have done much to bridge the gap between theory and practice, and have greatly benefited students, executives, and faculty colleagues alike. Her work at the intersection of organizational identity, organizational culture, and corporate branding has been particularly influential and was strongly emphasized in her nomination for the award. Hatch currently serves as the C. Coleman McGehee Eminent Scholars Research Professor Emerita of Banking and Commerce at the University of Virginia (USA), and as Adjunct Professor at Copenhagen Business School (Denmark). She is the author of over 75 articles in academic and practitioner journals as well as several books. Most recent among the latter are:
Organizations: A Very Short Introduction (2011, Oxford University Press) and
Taking Brand Initiative: How Companies Can Align Strategy, Culture, and Identity Through Corporate Branding (with Majken Schultz, 2008, Jossey-Bass / Wiley). She will be recognized for this award at the OMT business meeting in San Antonio this August. We hope to see you there.