



# Melissa Purdy Mines

BA '90 OF AUSTIN

## CAREER EXPERIENCE

Melissa Purdy Mines is a leader in the marketing efforts of Cisco Systems, the world's largest networking technology company, as Cisco's head of brand content. A long-time brand strategist and marketing innovator and leader, she has worked at NetSolve Inc. as director of marketing; 3M as strategic marketing, business development manager; and in marketing at Banco de Prevision Social in Argentina. Additionally, she served as an assistant treasurer at Chase Home Mortgage Corp. and Chase Manhattan Financial Services. Mines earned both an MBA and Master of Public Affairs from the University of Texas at Austin.

## AWARDS AND HONORS

Mines has been honored professionally with the 2009 Cisco Systems Marketing Excellence Award and the 2016 Information Technology Services Marketing Association (ITSMA) Excellence Award. For her team's creative work, she was honored with a "Top Campaigns of the 2000s" award, named as a speaker at ProductCamp Austin, Pragmatic Marketing roundtable, and her team's work was recognized by the Marketing Insider Group for leading a Top B2B Content Marketing Hub.

## BAYLOR PHILANTHROPY

A member of the Baylor Bear Foundation, Mines also serves as permanent class president for the Class of 1990 and has served as a guest lecturer in Baylor's Hankamer School of Business.

## CHURCH/CHRISTIAN MISSION AFFILIATIONS

The Mines are active members of First Baptist Church in Austin, where she serves as a Bible study teacher, youth group volunteer and host, and Chapel Worship Service planning team member. Past committee work includes roles on the finance, communications and childcare committees, and she was elected to serve on the Baptist General Convention of Texas' Committee to Nominate Boards of Affiliated Ministries Team to nominate trustees for Children at Heart Ministries.