



IPADE BUSINESS SCHOOL  
UNIVERSIDAD PANAMERICANA

# 21<sup>st</sup> Executive MBA International Week

Entrepreneurial Solutions to Poverty

October 2<sup>nd</sup> - 6<sup>th</sup>



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### GENESIS OF A GREEN BRAND

Chicozapote trees have provided an abundant resource to an indigenous population of Chiapas, Mexico for centuries in the form of natural rubber for industrial and consumer use. The process of commercializing the raw material, however, has not provided sufficient economic or social prosperity, forcing many community members to leave in pursuit of a better life for their families. To combat this problem, a 2,400-member consortium was formed to empower gum growers, chicleros, to control more aspects of the harvest, production, and sales processes and improve living conditions for the community. After spending 10 years developing the first organic biodegradable gum formula, the chicleros were ready to introduce the brand and launch the product at BIOFach, the world's largest organic tradeshow in Germany. The consortium faces the challenge of developing a brand that resonates with consumers who don't know much about the product yet remains true to the producers' culture.

Mary Conway Dato-on received her PhD in Marketing from University of Kentucky and has since served several academic institutions, most recently as a Professor of International Business and Social Entrepreneurship at Rollins College, Crummer Graduate School of Business and as visiting professor at IPADE School of Management in Mexico. She is also the Faculty Mentor for Global Links Program, Faculty Director for the Social Innovation & Entrepreneurship Hub and a Fulbright Scholar (2013). Her teaching areas include international business, marketing, and social entrepreneurship. She also leads biannual global consulting projects to solve real-world business issues. She has taught in numerous countries including Denmark, Spain, Japan, China, and the Philippines.

Her corporate experience includes positions in the Philippines, Japan, and USA in diverse sectors of executive training, manufacturing, and marketing. She continues to consult in these areas.

Research interests include international marketing, nonprofit branding, social entrepreneurship, cross-cultural consumer behavior, as well as gender and ethics in marketing. She has published a book, several book chapters, articles in leading academic journals, and presented at numerous professional and academic conferences and also sits on several academic review boards and committees.