

Ann Mirabito, Ph.D.

Associate Professor, Marketing at Baylor University

Waco, TX, US

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Biography

Dr. Ann Mirabito's research focuses on stigma, healthcare service experience, consumer health and workplace wellness. She has explored ways stakeholders can act to improve healthcare outcomes and value. Her articles have appeared in leading marketing and medical journals including Harvard Business Review, MIT Sloan Management Review, Journal of Public Policy and Marketing, Journal of Service Research, Journal of Business Research, Annals of Internal Medicine, and Mayo Clinic Proceedings.. She has extensive executive experience in large (Frito-Lay, Time Warner) and small organizations both consumer-facing and business-to-business and nonprofit and government (Federal Reserve Board). Mirabito, associate professor of marketing at Baylor's Hankamer School of Business, teaches MBA level marketing strategy, healthcare marketing, and marketing analytics courses. She is the recipient of the Hankamer School of Business Teaching Excellence Award and the Rachel Hunter Moore Award for Outstanding Woman Faculty at Baylor University. After receiving her bachelor's degree in economics from Duke University, she earned her master's degree in business administration from Stanford University. She received her doctoral degree from Texas A&M University.

Industry Expertise

Health and Wellness, Advertising/Marketing, Education/Learning, Market Research, Consumer Services

Areas of Expertise

Stigmas of Mental Illness, Stigma, Economics, Workplace Wellness, Health Policy, Consumer Health, Marketing, Stigma in the Marketplace

Education

Texas A&M - Mays Business School

Ph.D. Marketing

Stanford University, Graduate School of Business

M.B.A. Strategy

Duke University

B.A. Economics

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