

Rocki-Lee DeWitt



Rocki-Lee DeWitt is a Professor of Management in the Grossman School of Business at the University of Vermont. She earned her Ph.D. at Columbia University in strategic management, her M.S. at The Ohio State University in agricultural economics and her B.S. in marketing and management at New York University. She is known for teaching innovations and student and alumni engagement in case research. She has received numerous teaching awards including the 2017 Kroepsch Maurice Teaching Award at UVM and has presented her teaching innovations at multiple national conferences. She is The University of Vermont's Faculty Academic Representative to the NCAA. Dr. DeWitt derives her passion for teaching from her experience as a business leader and manager. As a business leader, she is known for driving improvements by linking client relationship management, human resource management practice and applications of information technology to strategy implementation. She served as Dean of the Grossman School of Business at UVM from 2002 until 2009, the Associate Dean for Professional Masters Programs in the Smeal College of Business at Penn State, and was a national parts sales manager for International Harvester and Case-IH. She has participated in both NEASC accreditation and AACSB accreditation. Additionally, she serves on the Board of Directors of Yankee Farm Credit and chairs their strategy & risk committee.