

Professor Elizabeth Watson

Short Bio

Professor Elizabeth Watson is an Instructor of Business Administration at McMurry University's Johnson School of Business. She brings nine years of sales and marketing experience with Fortune 100 pharmaceutical companies. She has also worked as a commercial real estate data analyst on projects in Texas, Oklahoma, and New Mexico.

She earned her MBA with honors, concentrating in Management Information Systems, and holds a Business Intelligence certification from Villanova University. She is pursuing a Doctor of Business Administration in Business Intelligence at Marymount University.

Professor Watson has served as a board member of the Abilene Public Relations Association and is an active member of the Association of Supply Chain Management (ASCM), having attended the annual conference multiple times in recent years. In addition, she has held leadership roles in community service, including serving as a Regional Officer on the Ministry Youth Council for the Central Area of the Christian Church (Disciples of Christ).

Her professional achievements include recognition with the BioVision Award for living the mission at Johnson & Johnson, the Teal Diamond Award for leadership and growth at Pfizer, and the Outstanding Product Specialist Award at Johnson & Johnson. She also received the Patricia LaPoint Fellowship (2025–2026).

Teaching Areas

- Information Systems
- Management
- Specific courses include:
 - Information Systems
 - Management Information Systems
 - Data Analytics
 - Supply Chain Management
 - Quality Management
 - 21st Century Leadership

Research Interests

- Artificial Intelligence in Higher Education for Complex Assessments