



Christy Pritchard
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Goal: She plans to return to the University to obtain her masters with the aspiration of becoming a strategic planner for a principal company

Christy Pritchard is currently a Research Associate under Associate Professor Tim M. Young at The University of Tennessee Forest Products Center. In her present role, Christy Pritchard organizes and markets the annual Statistical Process Control training classes for the Forest Products Industry. She is utilizing her marketing expertise and attention to diagnostic detail to progress the development of a web-based business plan to coincide with the biomass gasification business concept research venture. Also, she is establishing a continuous improvement program that employs Statistical Process Control applications for the Brown-Forman Corporation. These duties combine with her special interest in innovative strategic analysis.

Christy Pritchard was born in Memphis, TN on May 4, 1986. She attended Evangelical Christian School. She graduated with honors in 2004. She was accepted to the University of Tennessee, Knoxville on academic scholarship to obtain a degree in Business Administration. She graduated with honors in 2008 with a Marketing degree concentrating on total quality management and market analysis. Her natural creativity became apparent as she advanced in the Marketing program, through the development of unique and effective promotions and brand structuring. In addition to ingenuity, her analytical strengths allowed her to take leadership in many business team projects. She was able to lead effectively and plan for future obstacles the team might encounter. She especially excelled in integrated marketing team projects that provided consultation for a local company, Tennessee Valley Fair.