

Pamela Lockard (BS '75)

Pam Lockard is the founder and owner of DMN3, a marketing agency she started in 1992 in Houston, TX. DMN3 uses data and industry knowledge about the customers' buying process to help clients increase business. The industries of focus include energy, industrial, financial, health care, and retail.

Her background includes work for many well-known companies including Reliant Energy, Constellation Energy, Kraton Polymers, JPMorgan Chase, American Airlines Credit Union, Wells Fargo Bank, Service Corporation International, KelseyCare Advantage, Texas Children's Hospital, The Scooter Store, Rice University Athletics, Charming Charlie and Star Furniture.

DMN3 is the only United States member of the InterDirect Network, a global consortium of marketing agencies from 29 countries.

Over the years, DMN3 has received recognition for business success, as well as philanthropy.

Houston Business Journal Awards include:

- 50 Largest Women-Owned Businesses (2003 & 2007)
- Second fastest growing woman owned businesses (2007)
- Houston Fast 100 (2007)
- Top 100 largest Houston Small Businesses (2003, 2004)
- Enterprise Champion (2004, Based on Philanthropy)

Diversity.com

- Top 100 Women Owned Businesses in Texas (Every year from 2007-2011)
- Top 500 Diversity Owned Businesses in U.S. (Every year from 2008-2011)

American Marketing Association Crystal Awards (2007 - 2009, 2011, 2012)

Business Marketing Association Lantern Awards (2007, 2008, 2009)

Houston Advertising Federation Awards 2003, 2004, 2007, 2008

Pam also founded DMN3 Institute to help employees and marketers stay abreast of the fast changing marketing business. Through the Institute, she published the book, *"Profiles in Marketing Excellence"* She believes that true success comes from "giving back." For the last 20 years, she's spent her free time working with The Mission of Yahweh, a Christian-based homeless shelter for women and their children in Houston. In the last two years, she's managed The Mission Incredible Galas that raised \$744,000 for The Mission.