Martha Dadd Nelson  `60
2nd Term: 2013-2016

Martha Dadd Nelson is a retired pharmaceutical marketing research professional with thirty years of experience in market assessment, forecasting, strategic planning and primary market research. She held management positions in marketing research at Wyeth Laboratories, Becton Dickinson, IMS, and worked as an independent consultant from 1995 until her retirement in 2011.

Before moving to the marketing side, Martha worked for several years (1976-1981) as a bench chemist in medical diagnostic testing, using the then new technique of radioimmunoassay. She taught high school mathematics and science after graduating from Manhattanville and continued her involvement in education. She is currently an adjunct professor at Drexel University teaching statistics.

Martha holds a Bachelor of Arts degree in Chemistry from Manhattanville, a Master of Science in Teaching-Mathematics degree from Fordham University, and a Master of Business Administration degree in Marketing and International Business from New York University.

Her contact with Manhattanville and the Religious of the Sacred Heart (RSCJ) began in October 1955 after arriving from a rural public high school in Western NY, attracted by the prospect of an “excellent education at a prestigious Catholic college.”

After graduating from Manhattanville, Martha stayed connected by attending Sodality meetings, Barat house events, concerts, and reunions. She has served as Treasurer of the Manhattanville Club of Philadelphia, as Class Agent and worked on the survey for her 50th class reunion.

“My undergraduate experience underlined and clarified women’s power in most sectors of life. I prize the RSCJ values of spirituality, service and scholarship by which I continue to try to live. It is great pleasure to continue to participate in my role as Alumni Association Board member as the College moves forward in the twenty-first century.”