Martin Selected for ABAC Director of Advancement/Development Officer Position

TIFTON—Dr. Deidre Mercer Martin has been selected for the position of Director of Advancement/Development Officer at Abraham Baldwin Agricultural College. Martin began her campus duties on March 1.

“As we are cultivating our Development function here in the Office of College Advancement, it is serendipitous that we have been able to find a person of Deidre Martin’s vast experience and education who is willing to help us grow our fund-raising efforts,” ABAC Vice
President of External Affairs and Advancement Paul Williams said. “We are eager to see what she can do with our annual fund and major gift programs, and the assistance she can give in other areas of development outside of her specific assignment. We are all excited to have her join the team.”

Martin was most recently the Vice Chancellor for University Advancement at the University of South Carolina Aiken. While there, she also worked as an adjunct faculty member in the Department of Communications. Martin was the Associate Chancellor for External Affairs and Special Projects at the University of South Carolina Aiken until 2004. She has also been a Marketing Director for "The Computer Institute" in Atlanta and the Public Relations Specialist for Education Extension at Georgia Tech.

“I am thrilled to be joining the ABAC Family and look forward to getting to know the faculty, staff, students, alumni and friends of the college in the coming months,” Martin said. “Since I grew up in Colquitt County, it is really special to come back 'home' for the next chapter in my life. It is a dream come true to now have the opportunity to share the story of ABAC's rich history and exciting future as we encourage our alumni and friends to share their support.”

Accredited by the Public Relations Society of America, Martin has recently served as the Chair of the Board of Directors for the Greater Aiken Chamber of Commerce where she led the organization to its selection as the Outstanding Large Chamber in North and South Carolina. Martin has also served on the Board of Directors for United Way of Aiken County and is actively involved in the Kiwanis Club of Aiken where she was awarded the Lifetime Kiwanis Member award in 2014.

A 1985 graduate of Berry College, Martin was involved in several organizations on campus and recognized in many academic honor societies. Martin graduated Summa Cum Laude
from the University of South Carolina with her doctorate in Education in Curriculum and Instruction in 1995.

Martin and her husband, Barry, will be moving back to the family farm outside of Omega.

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