



Lynne G. Segall is both Associate Dean of Management Practice Initiatives and an Associate Professor in the Practice of Organization & Management at Emory University's Goizueta Business School, and the co-author of the forthcoming book, *Don't Smash the Watermelon! A guide to business problem solving with impact: Success without the Mess* (due in August, 2026).

In her primary role, Professor Segall leads Goizueta IMPACT, the school's flagship project-based experiential learning curriculum, which provides students with both classroom and field experiences to learn and apply practical frameworks and systematic processes to address complex, real-world problems and facilitate effective action. In addition to setting the overall strategic direction, she develops and teaches core courses, cultivates client relationships with the business community, and directs a team of Goizueta IMPACT core and elective faculty to ensure meaningful student and client experiences.

Prof. Segall joined Goizueta in July 2015, after almost 16 years at Accenture. In addition to client service, her tenure at Accenture included roles designing, building, and running the global Strategy and Management Consulting capability/professional development programs for 16,000 management consultants. She also developed and executed the talent strategy for Accenture's management consulting practice, creating, advancing, and implementing market-relevant offerings in the areas of leadership, talent, HR, and organization change.

In addition to teaching in all of Emory's MBA-degree programs, she also helps organizations build problem-solving and communication capabilities, with such clients as Delta Air Lines, Georgia Power, the US Army Rangers, Fujitsu, Lucent Technologies, Warner Media, OneDigital, TD Bank, BTS Consulting, Crumbl Cookies, Insight Sourcing Group, Midtown Consulting Group, and Roark Capital.

Prof. Segall holds an MBA from Emory University, where she was a Woodruff Scholar, graduated Beta Gamma Sigma, and received the John Robson Outstanding Student Service Award, the school's highest student honor. Prior to business school, she spent seven years in the property casualty insurance industry working across multiple functions—marketing, underwriting, accounting, and claims. She has served on nonprofit boards in Atlanta, including her current role on the Executive Committee of the Board of Directors for Horizon Theatre. She also holds a BS in Communication Studies from Northwestern University.

She lives in Atlanta, Georgia, with her husband, Eric, daughters Sara and Kathryn (Kai), and a menagerie of pets.