

BOB ETHRIDGE
Assistant Vice President for Strategy and Marketing

- Born:** Feb. 25, 1940. Grew up in Garland, Texas.
- Education:** Received the bachelor of arts degree from Hardin-Simmons University, Abilene, Texas; the master of arts degree from Kansas State University, Manhattan; and the doctor of philosophy degree from the University of Colorado, Boulder. Did additional work at University of Iowa, Iowa City.
- Married:** Martha Jo Oxford.
- Children:** Christopher was born in 1976 and Gregory, 1980.
- Prior experience:** Instructor at Midwestern College, Denison, Iowa, 1965-69; teaching associate and director of forensics at Colorado University--Denver Center, 1969-71; associate professor of communication, Missouri Baptist College, St. Louis, 1971-78; director of public relations and alumni affairs at Missouri Baptist College, 1975-78; and public relations specialist, Office of Communications, Baptist Sunday School Board, Nashville, Tenn., 1978-83.
- Previous Foreign Mission Board assignment:** Media designer in project coordination at the Foreign Mission Board, 1983-85. Director of audiovisual department, 1986-89. Assistant Vice President for Strategy and Research, Office of Communications, Foreign Mission Board, Richmond, Va., Oct. 1989-May 1993.
- Current FMB assignment:** Assistant Vice President for Strategy and Marketing, Office of Communications, Foreign Mission Board, Richmond, Va., since May 1993.