The Academy of Marketing Science® Names Lyt Harris as 2023 AMS Distinguished Marketing Practitioner

The Academy of Marketing Science® (AMS), an international scholarly organization, has named Lyttleton T. “Lyt” Harris, managing partner of the Harris Investment Partnership, as the AMS Distinguished Marketing Practitioner for 2023.

The award recognizes marketers who distinguish themselves in business and/or public policy through actions characterized by success, integrity, and high ethical standards. The Award will be presented during the 2023 AMS 48th Annual Conference, which will take place May 17-19 at the Hilton Riverside Hotel in New Orleans, LA. During the conference, Lyt will deliver a plenary presentation titled: *A 50-year Marketing Journey ... from Snow Cones to Condos*.

Lyt’s marketing accomplishments are many. Perhaps one of the most noteworthy took place when he served as marketing director for Hunt-Wesson Foods. In that role, he played a key role in propelling Orville Redenbacher to its spot as the top popcorn brand in the Country, if not the World! In fact, today the name is nearly synonymous with popcorn. At Scott Paper, Lyt played a major role in the way we change babies by introducing and marketing the first disposable diaper in the United States. Later, Lyt worked in the banking and finance industry and became CEO of Southwest Management and Marketing Co. Harris now serves as a managing partner of the Harris Investment Partnership. Harris’s professional accolades include listings in Who's Who in America, Who's Who in Finance and Industry, and Who's Who in the South and Southwest.

Lyt also has established scholarships for students majoring in marketing at four universities, including the University of Mississippi, where he received his bachelor’s degree in marketing, and LSU, where he received his MS in marketing. He has long been active in civic and charitable activities. He has served on the boards of many nonprofit organizations, including The Kidney Foundation, Junior Achievement, Boy Scouts of America, Big Brothers/Big Sisters, and St. Luke's United Methodist Church.

Lyt joins an accomplished list of recent award winners that includes Scott Smith, founder of Qualtrics, Jeffrey S. Zehnder (Zehnder Communications), Ben Lee (Pierry Software), and numerous Fortune 500 executives.

The Academy of Marketing Science® Foundation is an international, scholarly, professional organization. It is dedicated to promoting high standards and excellence in the creation and dissemination of marketing knowledge and the furtherance of
marketing practice through a role of leadership within the discipline of marketing around the world.