



Julie Harju

Director of Marketing and Communications

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Julie Harju joined MIT Sloan Executive Education in 2005. In her current role as Director of Marketing and Communications, she is responsible for the marketing of the open enrollment portfolio consisting of various course formats and Executive Certificate tracks. She oversees an internal marketing team, a supporting full-service marketing agency, and a PR firm. The team is responsible for a wide range of marketing activities including: email campaigns, SEO, advertising, website maintenance and content creation, blog posts, webinars and LinkedIn Lives, desktop publishing, and conferences.

Throughout her long career at MIT Sloan Executive Education, she has held numerous marketing positions. Prior to joining MIT, she worked at a small non-profit land conservancy as a Marketing and Membership Coordinator with a focus on fundraising, event planning, and direct mail. Prior to that, she was a Marketing Coordinator at the Smithsonian Institution Press where she worked on direct mail, advertising, and book promotions.

Julie holds two MIT Sloan Executive Certificates; one in Management and Leadership and one in Strategy and Innovation. She completed the Greater Boston Chamber of Commerce Future Leaders Program and the Linkage Women in Leadership Institute. She earned her B.A. at Sweet Briar College where she was able to take advantage of several study abroad opportunities including a year at the University of Urbino, Italy and a summer program at St. Anne's College, University of Oxford, England. Post college she completed the Publishing Institute at the University of Denver.

Julie hails from the south shore of Massachusetts where she currently resides with her two sons. She comes from several generations of cranberry growers and can be found walking her two dogs around the bogs most mornings before work. She also enjoys reading, cooking, traveling, hanging out with family and friends, trying new activities (pickleball may be next), and enjoying life in general. She enjoys participating in a local adult softball summer league and would love to brush up on her rusty Italian and Spanish language skills.