

Curriculum Vitae

Keith E. Niedermeier

2022

Office Address: Kelley School of Business, Indiana University
Department of Marketing
2100 Hodge Hall
1309 East 10th St.
Indiana University
Bloomington, IN 47405-1701

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E-mail Address: knieder@iu.edu

EMPLOYMENT HISTORY:

2020-present Clinical Professor of Marketing,
Director and founder of the Consumer Marketing Workshop
Kelley School of Business, Indiana University

2011-present Adjunct/Visiting Professor, Beijing International MBA Program
(BiMBA)
Peking University, Beijing, China

2007-2020 Director of Undergraduate Marketing Program; Adjunct Professor
of Marketing
The Wharton School, University of Pennsylvania

2004-2007 Visiting Assistant Professor, Department of Marketing
The Wharton School, University of Pennsylvania

1999-2004 Assistant Professor, Department of Marketing
The Pennsylvania State University

1995-1999 Graduate Assistant/Instructor, Department of Psychology
Michigan State University

1993-1995 Graduate Assistant, Department of Psychology
University of Toledo

1989-1993 Production Coordinator, The Lauerer Markin Group, Maumee, OH

EDUCATIONAL HISTORY:

Ph.D.	Michigan State University, May 1999 Major: Social Psychology; Minor: Quantitative Methods Advisor: Norbert Kerr
M.A.	University of Toledo, August 1995 Major: Social Psychology; Minor: Quantitative Methods Advisor: Irwin Horowitz
B.A. (cum laude)	University of Toledo, June 1993 Major: Psychology

BOOKS:

Bradlow, E.T., Niedermeier K.E., Williams, P. (2009). Marketing for Financial Advisors: Build Your Business by Establishing Your Brand, Knowing Your Clients, and Creating a Marketing Plan. New York: McGraw Hill.

Von Eye, A., & Niedermeier, K.E. (1999). Statistical analysis of longitudinal categorical data in the social and behavioral sciences. Hillsdale, NJ: Erlbaum.

PEER REVIEWED PUBLICATIONS:

Barney-McNamara, B., Peltier, J., Chennamaneni, P.R., & Niedermeier, K.E. (2021). A conceptual framework for understanding the antecedents and consequences of social selling: a theoretical perspective and research agenda. Journal of Research in Interactive Marketing, Vol 15 No 1, 147-178.
<https://www.emerald.com/insight/content/doi/10.1108/JRIM-05-2020-0108/full/html>

Niedermeier, K.E., Wang, E., & Zhang, X. (2016). The use of social media among business-to-business sales professionals in China: How social media helps create and solidify *guanxi* relationships between sales professionals and customers. Journal of Research in Interactive Marketing, Vol. 10 No. 1, 33-49.

Winner of 2017 Highly Commended Paper Award in the Emerald Literati Network Awards for Excellence.

Niedermeier, K.E. & Pierson, C. (2010). The impact of type-in interactivity and content consistency of Internet ads on brand and message recall. International Journal of Integrated Marketing Communications, 2 (2), 61-68.

Goldberg, M.E., Niedermeier, K.E., Bechtel, L.J., & Gorn, G.J. (2006) Heightening adolescent vigilance towards alcohol advertising to forestall alcohol usage. Journal of Public Policy & Marketing, 25, 147-159.

*Winner of Thomas C. Kinnear/Journal of Public Policy & Marketing Award;
honoring the article that has made the most significant contribution to the
understanding of marketing and public policy issues within the most recent three-
year time period*

Niedermeier, K.E., Horowitz, I.A., & Kerr, N.L. (2001). Exceptions to the rule: The effects of remorse, status, and gender on decision making. Journal of Applied Social Psychology, 31, 604-623.

Kerr, N.L., Horowitz, I.A., & Niedermeier, K.E. (2001). The Law's Quest for Impartiality: Juror Nullification. Brooklyn Law Review, 66, 1207-1249.

McConnell, A.R., Niedermeier, K.E., Leibold, J.M., El-Alayli, A.G., Chin, P.P., & Kuiper, N.M. (2000). What if I find it cheaper someplace else?: The role of prefactual thinking and anticipated regret in consumer behavior. Psychology and Marketing, 17, 281-298.

Kerr, N.L., Niedermeier, K.E., & Kaplan, M.F. (2000). On the virtues of assuming minimal information processing in groups. Group Processes and Intergroup Relations, 3, 203-217.

Kerr, N.L., Niedermeier, K.E., & Kaplan, M.F. (1999). Bias in jurors vs. bias in juries: New evidence from the SDS perspective. Organizational Behavior and Human Decision Processes, 80, 70-86.

Niedermeier, K.E., Horowitz, I.A., & Kerr, N.L. (1999). Informing jurors of their nullification power: A route to a just verdict or judicial chaos? Law and Human Behavior, 23, 331-351.

Niedermeier, K.E., Kerr, N.L., & Messé, L.A. (1999). Jurors' use of naked statistical evidence: Exploring the bases and implications of the Wells Effect. Journal of Personality and Social Psychology, 76, 533-542.

OTHER PUBLICATIONS:

Niedermeier, K.E. (2009). Review of *Predictably Irrational: The Hidden Forces That Shape Our Decisions*, by Dan Ariely. Journal of Pension Economics and Finance, 8, 249-250.

Niedermeier, K.E. (2003). Intellectual Diversity in Marketing. APS Observer, 16, P. 19.

INVITED TALKS AND PANELS:

Niedermeier, K.E. (2021, November). The Business Model of the Walt Disney Company. Southwestern University of Finance and Economics, SWUFE-University of Delaware Institute of Data Science, Chengdu, China.

Niedermeier, K.E. (2020, June). The Power of Brand. BTG Pactual Advisor Summit, San Paulo Brazil.

Niedermeier, K.E. (2019, February). Understanding Millennials. Edward Jones Advisor Symposium, King of Prussia, PA.

Niedermeier, K.E. (2019, February). Building a Winning Case Program. BI International Case Competition Forum, Oslo, Norway.

Niedermeier, K.E. (2018, September). Understanding Client Trust in the Age of Robo-Advising. Expert 2018, Sao Paulo, Brazil.

Niedermeier, K.E. (2014, August). Financial Decision Making and Investor Psychology. Cambridge Investment Research RPM Conference, Chicago, IL.

Niedermeier, K.E. (2012, October). Marketing in Finance. University of Wisconsin, Whitewater Marketing Association Conference. Whitewater, WI.

Niedermeier, K.E. (2012, April). The Psychology of investing. Finance Logix Conference. Las Vegas, NV.

Niedermeier, K.E. (2010, May). Marketing for financial advisors. The Toronto CFA Society

Niedermeier, K.E., Moderator (2010, April) The consumer of the future. The Future of Publishing Conference, New York, NY.

Niedermeier, K.E., Moderator (2009, October) The era of the empowered consumer: How increasing consumer and customer voice is impacting brands and campaigns. Wharton Marketing Conference, Philadelphia, PA.

Niedermeier, K.E. (2009, October). Marketing for financial advisors. SEI Investment Advisor Conference, Oaks, PA.

Niedermeier, K.E. (2009, April). Managing your reputation: Your organization as a brand. National Association of Cancer Center Development Officers and National Cancer Institute Public Affairs and Marketing Network Annual Meeting.

Niedermeier, K.E., Moderator (2008, October). Targeting the new luxury consumer in a flat world: Identifying opportunities for growth in a global luxury market. Wharton Marketing Conference, Philadelphia, PA.

Niedermeier, K.E., Moderator (2007, October) Ready to sweep out traditional media? Wharton Marketing Conference, Philadelphia, PA.

Niedermeier, K.E., Moderator (2005, October). What teens want: Capturing the attention of the trend-driven and lucrative teen dollar. Wharton Marketing Conference, Philadelphia, PA.

Niedermeier, K.E. (2005, February). Inaction inertia: The role of anticipated regret. Wharton Decision Processes Seminar Series, Philadelphia, PA.

Niedermeier, K.E. (2004, December). Cross channel inconsistency: A self/other focused model of consumer reactions to within vs. between retailer price differences. Wharton Marketing Speaker Series, Philadelphia, PA.

Niedermeier, K.E. (2002, March). Optimal Distinctiveness; Symbolic meaning of consumers; possessions. Penn State Department of Psychology Speaker Series, State College, PA.

REFEREED CONFERENCE PRESENTATIONS:

Fujikawa, Y., Niedermeier, K.E., & Ross, W.T. (2003, October). Betrayal in Consumer-Retailer Relationships. Presented at a special topics session at the Association for Consumer Research Conference, Toronto, ON.

Fujikawa, Y., Niedermeier, K.E., & Ross, W.T. (2003, February). Multi-Channel Consumers: Attributional, Affective, and Behavioral Reactions To Cross-Channel Price Difference. Presented at the Society for Consumer Psychology Winter Conference, New Orleans, LA.

Kerr, N.L., Horowitz, I.A., & Niedermeier, K.E. (2000, October). The Law's Quest for Impartiality: Juror Nullification. Presented at The Jury in the Twenty-first Century Conference, Brooklyn Law School, Brooklyn, NY.

Niedermeier, K.E. & Ahearne, M.J. (2000, May). When not to apologize: How apology affects responses to product recalls. Presented at the 29th European Marketing Academy Conference, Rotterdam, Netherlands.

Niedermeier, K.E., Kerr, N.L., & Messé, L.A. (2000, May). The effects of cognitive elaboration and mental simulation on decision making. Presented at the Annual Meeting of the Midwestern Psychological Association, Chicago, IL.

Niedermeier, & Ahearne, M.J. (2000, May). When not to apologize: Expectation violation and responses to apology. Presented at the Annual Meeting of the Midwestern Psychological Association, Chicago, IL.

Niedermeier, K.E., Kerr, N.L., & Messé, L.A. (1998, April). The role of mental simulation in jurors' use of naked statistical evidence. Presented at the Annual Meeting of the Midwestern Psychological Association, Chicago, IL.

Niedermeier, K.E., Horowitz, I.A, & Kerr, N.L. (1998, April). The effects of nullification instructions, defendant status, and remorse on jury decision making. Presented at the Annual Meeting of the Midwestern Psychological Association, Chicago, IL.

Niedermeier, K.E., Gabriel, S., & Moreno, K. (1997, May). The effect of nullification instructions on stereotypic biases. Presented at the Annual Meeting of the Midwestern Psychological Association, Chicago, IL.

Kerr, N.L., Niedermeier, K.E., & Kaplan, M.F. (1997, May). Bias in jurors vs. bias in juries: New evidence from the Davisonian perspective. Presented at the conference for Group Research in the Late 20th Century: A Celebration of the Illinois School, Urbana, IL.

Niedermeier, K.E., & Kerr, N.L. (1996, May). The role of naked statistical evidence in juror decision making. Presented at the Annual Meeting of the Midwestern Psychological Association, Chicago, IL.

Niedermeier, K.E. & Horowitz, I.A. (1995, July). Effects of law fairness, defendant sympathy, and pretrial publicity on jury nullification. Presented at the American Psychological Society Annual Convention, New York, NY.

Niedermeier, K.E., Grahe, J.E., & Sherman-Williams, B. (1995, May). The effects of appeal and incentive on mail survey response rates among college students. Presented at the Annual Meeting of the Midwestern Psychological Association, Chicago, IL.

TEACHING EXPERIENCE:

Business Foundations Core, Marketing (BUS x504, MBA)
Kelley School of Business, Indiana University
Fall 2021; mean enrollment per section: 50
Mean instructor rating: 6.50 (1-7 scale, 7 = **outstanding**)

Marketing Management (Kelley Direct BUS M596, MBA)
Kelley School of Business, Indiana University
Spring 2021, Spring 2022; mean enrollment per section: 50
Mean instructor rating: 6.02 (1-7 scale, 7 = **outstanding**)

Consumer Behavior (BUS M405, Undergraduate)
Kelley School of Business, Indiana University
Fall 2020, Spring 2021, Fall 2021; mean enrollment per section: 35
Mean instructor rating: 6.72 (1-7 scale, 7 = **outstanding**)

Consumer Marketing Workshop (BUS M331, Undergraduate)
Kelley School of Business, Indiana University
Spring 2022; mean enrollment per section: 25
Mean instructor rating: 6.10 (1-7 scale, 7 = **outstanding**)

Introduction to Marketing (MKTG 101, Undergraduate)
The Wharton School, University of Pennsylvania
2005-2020 every semester; enrollment per section: 245 - nearly 1000 per year
Mean instructor rating: 3.18 (0-4 scale, 4 = **superior**)

Customer Behavior (MKTG 711/773, MBA)
The Wharton School, University of Pennsylvania
Fall 2004, Spring 2005, Fall 2006, Spring 2008, Fall 2008, Fall 2009, Fall 2010, Fall 2011; Spring 2013, Spring 2014, Spring 2016, Spring 2019; Spring 2020; mean enrollment: 50
Mean instructor rating: 3.68 (0-4 scale, **4 = superior**)

Advertising Management (MKTG 224/724, UG/MBA)
The Wharton School, University of Pennsylvania
Fall 2013; Fall 2014, Fall 2018, Fall, 2019; mean enrollment: 50
Mean instructor rating: 3.53 (UG), 3.27 (MBA) (0-4 scale, **4 = superior**)

Consumer Behavior (MKTG 211, Undergraduate)
The Wharton School, University of Pennsylvania
Fall 2004, Spring 2005, Spring 2007, Spring 2015,
Fall 2015, Spring 2016; mean enrollment: 50
Mean instructor rating: 3.53 (0-4 scale, **4 = superior**)

Marketing Strategy (MKTG 777, MBA)
The Wharton School, University of Pennsylvania
Summer 2008, Spring 2009; mean enrollment: 40
Mean instructor rating: 3.10 (0-4 scale, **4 = superior**)

Introduction to Marketing (MKTG 411, Working Professionals)
The Wharton School, University of Pennsylvania
Spring 2008, Spring 2010, Fall 2011; mean enrollment: 21
Mean instructor rating: 3.65 (0-4 scale, **4 = excellent**)

Topics in International Business Development (WH 298, Undergraduate)
The Wharton School, University of Pennsylvania
Spring 2007-2018; mean enrollment: 26
Mean instructor rating: 3.49 (0-4 scale, **4 = excellent**)

Buyer Behavior (MKTG 421, Working Professionals)
The Wharton School, University of Pennsylvania
Summer 2005, Summer 2006, Summer 2007, Spring 2011, Spring 2012; mean enrollment: 18
Mean instructor rating: 3.56 (0-4 scale, **4 = excellent**)

Buyer Behavior (MKTG 330, Undergraduate)
The Pennsylvania State University
Spring 2000 – Spring 2004; mean enrollment: 40
Mean instructor rating: 6.55 (1-7 scale, **7 = superior**)

Theo. Perspectives in Buyer Behavior (MKTG 551, Ph.D.)
The Pennsylvania State University
Fall 2001, Fall 2003; Mean enrollment: 12
Mean instructor rating: 6.16 (1-7 scale, **7 = superior**)

Behavioral Statistics and Data Analysis (PSY 295)

Michigan State University

Fall 1998, Spring 1998; mean enrollment: 150

Mean instructor rating: 1.49 (1-5 scale, **1 = superior**)

Social Psychology (PSY 235)

Michigan State University

Summer, 1999, Summer 1998, Summer 1997; mean enrollment: 60

Mean instructor rating: 1.57 (1-5 scale, **1 = superior**)

Interpersonal Relationships and Groups (PSY 441)

Michigan State University

Spring 1997; enrollment: 25

Mean instructor rating: 1.49 (1-5 scale, **1 = superior**)

AWARDS:

2019	Wharton Teaching Excellence Award
2018	Wharton Teaching Excellence Award
2017	Emerald Literati Network Award for Excellence - Highly Commended Paper Award
2016	American Marketing Association Faculty Advisor Lifetime Achievement Award
2015	American Marketing Association Distinguished Service Award
2010	American Marketing Association Hugh G. Wales Outstanding Faculty Advisor Award
2007	Wharton Anvil Award Finalist
2006	Thomas C. Kinnear/Journal of Public Policy & Marketing Award
2006	William G. Whitney Award for Distinguished Undergraduate Teaching
2005	Wharton MBA Excellence in Teaching Award

CORPORATE SPEAKING AND EXECUTIVE EDUCATION:

2022	Illinois-Indiana Seagrant – Branding 101 Chubb Insurance – Client Psychology Across Generations The Credit Union Executive Society (CUES) – Personal Branding
2021	CFP Client Psychology Program – Understanding Investor Psychology The Equitable – Client Psychology Across Generations Citi – Building Your Personal Brand, Investor Psychology Citi (APEC) – Building Your Personal Brand, Investor Psychology Penn Law – Building Your Personal Brand
2020	CFP Client Psychology Program – Understanding Investor Psychology Chubb Insurance – Personal Branding Citi (Singapore) – Building Your Personal Brand, Investor Psychology Penn Law – Building Your Personal Brand

2019	<p>SIFMA-SII - The Power of the Brand, Understanding Millennial Investors</p> <p>CFP Client Psychology Program – Understanding Risk, Client Psychology</p> <p>Chubb – Client Psychology Across Generations</p> <p>Citi Global Wealth Institute – Building Personal Brand, Behavioral Finance</p> <p>Citi (Mexico City, Philadelphia) - Building Your Personal Brand</p> <p>Citi - Maximizing Client Relationships</p> <p>AXA Summit – Client Psychology Across Generations</p> <p>AXA At-Retirement Program- Behavioral Finance, Experiential Branding</p> <p>IPI Private Wealth Management - Investor Psychology and Behavioral Finance</p> <p>SAIF - Investor Psychology and Behavioral Finance</p> <p>Hero FinCorp - Client Psychology Across Generations</p> <p>KPMG Insurance Academy - Branding in Financial Services</p> <p>KPMG Insurance Academy - The Next Generation of Investors</p> <p>Penn Law – Building Your Personal Brand</p>
2018	<p>Penn Law – Building Your Personal Brand</p> <p>SIFMA-SII - The Power of the Brand, Understanding Millennial Investors</p> <p>Zillow – Faculty Director for customer insights program</p> <p>AXA – How Millennials and Social Media will Change the Way We do Business</p> <p>Chubb – Client Psychology Across Generations</p> <p>Merrill Lynch/Bank of America - Investor Psychology</p> <p>Citi – Maximizing Client Relationships</p>
2017	<p>Citi (Beijing, Singapore, U.S.)– Investor Psychology, Customer Centric Marketing Strategy</p> <p>SIFMA-SII - The Power of the Brand</p> <p>Penn Law – Building Your Personal Brand</p> <p>AXA - Behavioral Finance, Experiential Branding</p> <p>AXA – How Millennials and Social Media will Change the Way We do Business</p> <p>Chubb – Client Psychology Across Generations</p>
2016	<p>Citi South America (Sao Paulo, Rio, and Mexico City) – Investor Psychology, Customer Centric Marketing Strategy</p> <p>Citi Asia (Beijing) - Investor Psychology, Customer Centric Marketing Strategy</p> <p>SIFMA-SII - The Power of the Brand</p> <p>Penn Law – Building Your Personal Brand</p> <p>Chubb – Client Psychology Across Generations</p>

2015	Ping An Bank China - Customer Centric Marketing Strategy Minsheng Bank China - Customer Centric Marketing Strategy Citi Asia – Investor Psychology, Customer Centric Marketing Strategy Merrill Lynch/Bank of America - Investor Psychology Digicel – Customer Focused Branding SIFMA-SII - The Power of the Brand Penn Executive Veterinary Leadership Program – Marketing Leadership Penn Law – Personal Branding
2014	SIFMA-SII - The Power of the Brand Penn Law – Building Your Personal Brand Merrill Lynch/Bank of America - Investor Psychology AXA - Behavioral Finance and Experiential Branding New Oriental Education and Technology Group - Experiential Branding Penn Executive Veterinary Leadership Program – Marketing Leadership U.S. Trust – Psychology of Millennial Investors Penn Law – Personal Branding Longfor Real Estate – Branding in China
2013	IMCA – Social Media in the Financial Industry SIFMA-SII - The Power of the Brand Penn Law – Building Your Personal Brand TCSAFEA/China - American Marketing Association Marketing Certificate Merrill Lynch/Bank of America - Investor Psychology AXA - Behavioral Finance and Experiential Branding Brand Leadership Program –Qualitative Brand Measurement
2012	New Oriental Education and Technology Group - Experiential Branding Glaxo Smith Klein - Branding Hertz Corporation - Marketing Leadership American Academy of Pediatric Dentistry – Marketing Strategy AMP New Zealand – Social Media in the Financial Industry Janney/Penn Mutual – Competitive Marketing Strategy Securities Industry Institute - Building your Brand AXA - Behavioral Finance and Experiential Branding Merrill Lynch/Bank of America - Investor Psychology U.S. Trust - Behavioral Finance LPL Financial - Customer Experience
2011	Securities Industry Institute - Building your Brand AXA - Behavioral Finance and Experiential Branding AXA GMP - Customer Centricity Merrill Lynch/Bank of America - Investor Psychology
2010	AXA - Behavioral Finance and Experiential Branding Merrill Lynch/Bank of America – Relationship Marketing Janney Montgomery Scott - Marketing for Financial Advisors Securities Industry Institute - Behavioral Finance Pfizer - Brand Messaging

2009	AXA - Behavioral Finance and Experiential Branding Securities Industry Institute - Behavioral Finance
2008	AIMSE Investment Institute - Marketing and Segmentation AXA - Behavioral Finance and Experiential Branding IMCA - Marketing Strategies for non-profits IMCA - Behavioral Finance Merrill Lynch - Marketing strategy for high net worth clients Securities Industry Institute - Behavioral Finance Institute for Private Investors - Wealth Management, Behavioral Finance
2007	AXA - Behavioral Finance and Experiential Branding IMCA - Marketing Strategies for non-profits IMCA - Behavioral Finance Merrill Lynch - Marketing strategy for high net worth clients Securities Industry Institute - Behavioral Finance Institute for Private Investors - Wealth Management, Behavioral Finance
2006	AIMSE Investment Institute - Behavioral Finance AXA - Behavioral Finance and Experiential Branding Janney Montgomery Scott - Behavioral Finance Bank of America - Experiential Branding Merrill Lynch - Behavioral Finance Institute for Private Investors -Wealth Management, Behavioral Finance Securities Industry and Financial Markets Association SIA Branch Management - Behavioral Finance

CONSULTING/APPLICATION/INDUSTRY EXPERIENCE:

2022	AVA Inclusivity, Inc. – Advisor for social enterprise applying technology to historic sites to enhance accessibility and inclusivity
2021	Google – Consulted for Google Creative Works Morning Consult – Consulted on creation of new brand index metrics AVA Inclusivity, Inc. – Consulting partner for social enterprise applying technology to historic sites to enhance accessibility and inclusivity
2020	AXA/Equitable – Evaluation and analysis of client discovery documents and advisor training material Sanofi - Implicit attitude and brand training AVA Inclusivity, Inc. – Consulting partner for social enterprise applying technology to historic sites to enhance accessibility and inclusivity
2019	AVA Inclusivity, Inc. – Consulting partner for social enterprise applying technology to historic sites to enhance accessibility and inclusivity
2018	Sonoma County Winegrowers – Digital marketing area expert

2017	Modell's Sporting Goods – Loyalty program area expert Burlington – Digital retail area expert
2016	Takeda Pharmaceuticals – Implicit attitude study and brand consulting
2015	Cal Ripkin Baseball – Branding area expert Biestmilch - Branding area expert Aberdeen - Branding area expert
2014	Burkman Bros - Branding area expert Latoile - Branding area expert
2013	Tucano Urbano - Branding area expert Daniella Lehavi - Branding area expert Vitamin Shoppe - Area expert for loyalty program study Red Bull - Area expert for social media ROI project Penn Museum - Area expert for promotion strategy project Joanna Maxham - Area expert for marketing project
2012	Charity Water - Area expert for marketing project Sweetgreen - Area expert for retail loyalty program
2011	Mercedes Benz USA - Area expert for Gen Y marketing project Ted ^x - Area expert for marketing project Altruette - Area expert for marketing project
2010	Catwalk for Kids - Area expert for non-profit brand building Philly Car Share - Area expert for electric car pricing
2009	Campbell's Soup - Team supervisor for positioning study of Wolfgang Puck acquisition
2008	General Motors - Team supervisor for assessment of GM Coastal Initiative Aramark - Team Supervisor for segmentation and targeting study for Aramark marketing initiative
2007	General Motors - Team supervisor on strategic assessment of Internet and viral marketing campaigns; Alternative media campaign for Pontiac G5
2006	American Floral Marketing Association - Co-primary investigator on feasibility study of national floral marketing campaign General Motors - Area expert on project making strategic recommendations for appealing to Millennial consumers ESPN - Area expert on project making strategic recommendations for expanding online offerings Hartford Life - Served as area expert on project integrating behavioral finance findings into annuity forecasting models
2005	Procter and Gamble - Served as area expert in repositioning of IAMS dog food

2000 PennDot - Co-primary investigator for downstream evaluation of advertising campaign

SERVICE ACTIVITIES AND OTHER POSITIONS:

2021-present Founder and Director of the Consumer Marketing Workshop, Kelley School of Business

- Corporate Partners include P&G, Scotts, Kimberly-Clark, and Morning Consult

2021-Present Kelley School of Business MBA Policy Committee

2020-present Co-Advisor- AMA IU, the collegiate chapter of the American Marketing Association

- 2022 -Top 5 rated Chapter (out of over 300 Chapters)
 - Third Place, AMA/Amazon Case Competition
 - First Place, AMA Marketing Strategy Competition
 - AMA/Simpli.fi Community Service Grant winner
 - Meera Baid and Melody Lin: AMA Diversity Scholarship winners
 - Chloe Meyer: Social Impact Scholarship winner
- 2021 -Top 5 rated Chapter (out of over 300 Chapters)
 - Third Place, AMA/Pods Case Competition
 - Avni Gupta named runner up for AMA Student Marketer of the year
 - Runner-up, UWW/Sherwin-Williams Regional AMA Case Competition

2021-present, 2003-2015 American Marketing Association Collegiate Chapters Council

- 2021-present – Council member
- 2014-2015 – Past-President
- 2013-2014 – President
- 2012-2013 – President-Elect
- 2011-2012 – Council member
- 2008-2009 – Past-President
- 2007-2008 – President
- 2006-2007 – President-Elect
- 2003-2005 – Council member

2021 Kelley School of Business Undergraduate Policy Committee

2018-2020 Guest Host – Marketing Matters show on Business Radio 132 Sirius XM

2005-2020

Advisor – The Marketing Undergraduate Student Establishment (MUSE), the Penn collegiate chapter of the American Marketing Association (AMA)

- 2020 -Platinum Chapter, International AMA Chapter of the Year
 - Second Place, AMA/Cotton Inc. Case Competition
 - Cathy Ding named runner up for AMA Student Marketer of the year
 - First place, Johns Hopkins Regional AMA Case Competition
- 2019 -Platinum Chapter, International AMA Chapter of the Year
 - Second Place, AMA/WSJ Case Competition
 - Honorable Mention, Marketing Edge Collegiate ECHO Challenge
- 2018 -Platinum Chapter, International AMA Chapter of the Year
 - First Place, AMA/Mary Kay Case Competition
 - First Place, SABRE business simulation competition
 - First Place, Student Research Poster
 - Joseph Robillard named AMA Student Marketer of the year
- 2017 -Platinum Chapter, International AMA Chapter of the Year
 - Second Place, AMA/eBay Case Competition
- 2016 -Platinum Chapter, International AMA Chapter of the Year
 - Second Place, AMA/Hershey's Case Competition
 - First place, Johns Hopkins Regional AMA Case Competition
 - First Place, Philadelphia AMA Marketing Plan Competition
- 2015 -Platinum Chapter, International AMA Chapter of the Year
 - First Place, AMA/Vitamin Water Case
 - Third place, Wake Forest/Cheer Wine Case Competition
- 2014 -Platinum Chapter, International AMA Chapter of the Year
 - Second Place, AMA/Hershey's Take Five Case
 - Second place, Wake Forest/Cheer Wine Case Competition
- 2013 - Silver (Top 8) AMA Chapter
 - Third Place, AMA/Donate Life Case Competition
 - Third Place AMA/SABRE Business Simulation
 - Third Place, Wake Forest/Fed Ex Case Competition
- 2012 - Gold (Top 4) AMA Chapter
 - Second Place, AMA/Pearson Case Competition

- First place, Wake Forest/BB&T Case Competition
- 2011 - Gold (Top 4) AMA Chapter
 - Second Place, AMA/Nintendo Case Competition
 - Second Place in Wake Forest/VF Corporation Case Competition
 - First Place, SABRE/IIBD Business Simulation Competition
 - Second Place, Gilt City Case Competition
 - Second Place, Edventures/Chevrolet Sonic Marketing Challenge
- 2010 - Superior (top 4) AMA Chapter
 - First Place in AMA/UNICEF Case Competition
 - First place in Wake Forest/IBM Case Competition
 - First Place in Caples/Sony Student Campaign of the Year competition
 - Finalist, SAP Case Competition
 - Finalist, Kohler Case Competition
- 2009 - Superior (top 4) AMA Chapter
 - First Place in AMA/Kodak Case Competition
 - Second Place in Wake Forest/Pepsi Case Competition
- 2008 - International AMA Chapter of the Year
 - First Place in AMA/McGraw-Hill Case Competition
- 2007 - Distinguished (top 8) AMA Chapter
 - First place in AMA/New Orleans Case Competition
 - First place in Wake Forest/Motorola Case Competition
- 2006 - New AMA Chapter of the Year Award
 - Outstanding (top 16) AMA Chapter
 - First place in AMA/KwikTrip Case Competition

2007-2020

Advisor, Wharton Undergraduate Case Team

- 2020 -First Place at UCS Marshall International Case Competition
 - Second Place at BI Norway Business School International Case Competition
 - Third place at John Molson Undergraduate Case Competition
- 2019 -Trained teams to compete at UCS Marshall International Case Competition, Auckland University Champions Trophy Case Competition, BI Norway Business School International Case Competition, Copenhagen Business School International Case Competition

- 2018 -First Place at UCS Marshall International Case Competition
 - First Place and People's Choice Award University of Auckland Champions Trophy Case Competition
 - First Place at BI Norway Business School International Case Competition
 - Third place McGill Management International Case Competition
- 2017 -People's Choice Award at UCS Marshall International Case Competition
 - First Place and People's Choice Award at University of British Columbia Sauder Summit
 - Third Place at University of Texas Women's Case Competition
- 2016 -Second Place and People's Choice Award at University of Auckland Champions Trophy Case Competition
- 2015 -Third place at McGill Management International Case Competition
 - Second Place at Belgrade Business International Case Competition
 - Finalist at University of Auckland Champions Trophy Case Competition
- 2014 -First Place at the Citi/HKUST International Case Competition
 - First Place at the Copenhagen Business School International Case Competition
 - Third Place at McGill Management International Case Competition
 - Finalist in University of Auckland Champions Trophy Case Competition
- 2013 -First Place at the McGill Management International Case Competition
- 2012 -Finalist at the UCS Marshall International Case Competition
- 2010 -Third Place at the McGill Management International Case Competition
- 2009 -Finalist at the UCS Marshall International Case Competition
- 2008 -Second Place at the UCS Marshall International Case Competition

2012-2020

Core Faculty – Jay H. Baker Retailing Center
The Wharton School, University of Pennsylvania

2017-2018

University of Toledo COBI dean search committee

2007-2018	<p>Academic Director – Wharton International Program, mini study abroad program (WH 298)</p> <ul style="list-style-type: none"> • 2018 – Spain • 2017 – Beijing • 2016 – Germany, Israel, Argentina • 2015 – Japan, Scandinavia, Dominican Republic • 2014 – Hong Kong, Turkey/Greece, South Africa • 2013 – Paris, Morocco/Portugal, Argentina/Chile • 2012 – China, Australia, Cuba • 2011 – London/Milan, South Africa/Botswana, Ecuador • 2010 – Spain, Thailand, Brazil • 2009 – Hong Kong, China; Buenos Aires, Argentina; Costa Rica • 2008 – Milan, Italy; Seoul, South Korea • 2007 – Hong Kong, China; Hyderabad, India
2012-2014	<p>Faculty Advisor - Wharton MBA Global Consulting Practicum</p> <ul style="list-style-type: none"> • 2014 - Israel Hybrid Razor • 2013 - Australian Action Sports • 2012 - Brand Israel
2011-2012	<p>Co-Advisor, Wharton MBA Marketing Case Team</p> <ul style="list-style-type: none"> • 2012 - Third Place in Wake Forest/BB&T Corporation Case Competition • 2011 - First Place in Wake Forest/VF Corporation Case Competition
2000-2004	<p>Advisor - Penn State Marketing Association (PSMA), the collegiate chapter of the American Marketing Association</p> <ul style="list-style-type: none"> • 2003 - Outstanding Regional AMA Chapter • 2002 - Outstanding Regional AMA Chapter • 2001 - Top Regional AMA Chapter Finalist in AMA Case Competition
2000-2002	Coordinator - Penn State Undergraduate Marketing Majors' Forum

PROFESSIONAL ORGANIZATION MEMBERSHIPS:

American Marketing Association
 Association for Consumer Research
 Midwestern Psychological Association
 Society for Consumer Psychology

DISSERTATION AND THESIS COMMITTEES:

Co-Chair: Yoshi Fukikawa, Marketing, Penn State (Ph.D., 2003)
Member: Kirsten Grasshoff, Marketing, Penn State (Ph.D., 2003)
Member: Carmen Stavrositu, Communications, Penn State (M.A., 2003)
Member: Amanda Rotondo, Communications, Penn State (M.A., 2003)
Chair: Gene Walsh, Marketing, Penn State (Honors Thesis, 2003)
Chair: K.C. Parker, Marketing, Penn State (Honors Thesis, 2001)

AD HOC REVIEWING:

2020	<u>Journal of Interactive Marketing</u>
2016	<u>Journal of Interactive Marketing</u>
2007	American Marketing Association Winter Marketing Educators' Conference
2005	<u>Journal of Consumer Research</u> , <u>Journal of Experimental Social Psychology</u>
2004	<u>Journal of Consumer Research</u>
2003	<u>Journal of Experimental Social Psychology</u>
2003	<u>Analyzing Rater Agreement – Manifest Variable Method</u> , Hillsdale, NJ: Erlbaum.
2000	Association for Consumer Research Conference
1999	<u>Law and Human Behavior</u>
1998	<u>Basic and Applied Social Psychology</u>

PRESS COVERAGE AND OTHER MEDIA:

Associated Press (AP), (2022, February 19). Olympic Mascots: Creative, Cartoonish, Sometimes Contentious. <https://apnews.com/article/winter-olympics-sports-entertainment-business-beijing-e0ab8475276295b5a16f4b6e41fbf8c6> This article was picked up by over 360 different publications including ABC News, U.S. News and World Report, Japan Today, Atlanta Journal-Constitution, San Diego Union-Tribune, Miami Herald, and Philadelphia Inquirer.

MarketingDive and RetailDive, (2022, February 17). Should More Retailers be on Roblox? The Platform is Used by Millions of Tweens Daily. And Ignoring it May Cost Brands Loyalty, Revenue, and a Future Audience.

<https://www.marketingdive.com/news/should-more-retailers-be-on-roblox-metaverse/619010/>

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CBS 4 Indianapolis, (2021, October 18, 2021). Global Chip Shortage Impact. <https://cbs4indy.com/video/global-chip-shortage-impact/7073080/>

Indianapolis Star, (2020, November 25). How the Coronavirus Pandemic is Changing Retail. <https://www.indystar.com/story/money/2020/11/25/black-friday-how-coronavirus-pandemic-changing-retail/6276615002/>

RetailDive, (2020 November 23). What the Pandemic has Cemented about Gen Z. <https://www.retaildive.com/news/what-the-pandemic-has-cemented-about-gen-z/588863/>

Exame, (2020, June 15). Receio com Bancos Favorece Empresa de Tecnologia, diz Professor de Wharton. <https://exame.com/negocios/falta-de-confianca-em-bancos-abre-portas-para-empresas-de-tecnologia/>

Los Angeles Times. (2020, April 22). A ‘Rocket Ship’ of an Economic Recovery? Don’t Count On It. <https://www.latimes.com/business/story/2020-04-22/column-coronavirus-consumer-spending>

Knowledge@Wharton, (2019, December 12). Fashionista Environmentalists Shop ‘Recommerce’ Instead of the Mall <https://kwhs.wharton.upenn.edu/2019/12/fashionistas-environmentalists-shop-recommerce-instead-mall/>

Knowledge@Wharton, (2019, July 26). The Impact of Social Media: Is it Irreplaceable? <https://knowledge.wharton.upenn.edu/article/impact-of-social-media/>

Knowledge@Wharton, (2018, November 8). Is Gibson Ready for Its Encore? <https://knowledge.wharton.upenn.edu/article/gibson-guitar-bankruptcy/>

Today, (2018, June 17). How Millennials Became the World’s Most Powerful Consumer. <https://www.todayonline.com/world/how-millennials-became-worlds-most-powerful-consumers>

Financial Times, (2018, June 6). How Millennials Became the World’s Most Powerful Consumer. <https://www.ft.com/content/194cd1c8-6583-11e8-a39d-4df188287fff>

RetailWire, (2018, April 27). Luxury Brands are Racing to Embrace E-commerce. <https://www.retailwire.com/discussion/luxury-brands-are-racing-to-embrace-ecommerce/>

Jing Daily, (2018, March 26). Daily Brief: Today’s Top Five Can’t-Miss Stories <https://jingdaily.com/daily-digest/women-are-never-too-young-for-anti-aging-creams-in-china/>

Knowledge@Wharton, (2018, March 13). Why Luxury Brands are Racing to Embrace E-commerce. <http://knowledge.wharton.upenn.edu/article/luxury-brands-racing-embrace-e-commerce/>

Leader’s Edge (2017 November). The Millennial Crib Sheet. <http://knowledge.wharton.upenn.edu/article/luxury-brands-racing-embrace-e-commerce/>

Wall Street Journal, (2017, November 17). Cigarette Makers Must Advertise Their Dangers, But Will Millennials Get the Message?

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Knowledge@Wharton, (2017, October 3). What Defines Millennials – and How Marketers Can Reach Them. <http://knowledge.wharton.upenn.edu/article/marketing-to-millennials/>

Daily Pennsylvanian, (2017, October 1). Penn Students Designed Buzzfeed Quizzes in this Wharton Class - And Some Went Viral. <http://www.thedp.com/article/2017/10/penn-students-designed-buzzfeed-quizzes-in-this-wharton-class-and-some-went-viral>

Business 2 Community. (2017, July 18). 5 Mind-Blowing Insights into Mobile-First Mindset Generation Z. <https://www.business2community.com/marketing/5-mind-blowing-insights-mobile-first-mindset-generation-z-01879706>

Business Insider, (2015, October 8). Move over, Millennials - here's where the young consumers of Generation Z are spending their money.

<http://www.businessinsider.com/where-generation-z-shops-2015-10>

Financial Times, (2014, October 10). Marketing, statistics and rock 'n' roll.

<http://www.ft.com/intl/cms/s/2/cee55886-18b4-11e4-a51a-00144feabdc0.html#axzz43xI8xmzE>

China Daily (2011, July 8). Say hello to hi panda.

http://www.chinadaily.com.cn/usa/business/2011-07/08/content_12864036.htm

Ad Age (2011, June 30). What makes a memorable ad? Location, Location, Location.

<http://adage.com/article/digitalnext/makes-a-memorable-ad-location-location-location/228505/>

USA Today (2011, February 8). 'Captcha' Squiggles give way to ad pitches on security tests. p. 2B

The New York Times (2007, October 12). U. Penn professors use Facebook to stay in touch with students.

The Martha Blog (2009, November 5). A day in my life – part two.

<https://www.themarthablog.com/2009/11/a-day-in-my-life-part-two.html>

Under the Button (2009, September 14). Marketing 101 to Become Marthting 101.

<https://www.underthebutton.com/article/2009/09/marketing-101-to-become-marthating-101>

The Economic Times (2006, March 29). Marketing strategies for the teen market.

Brandsizzle.com (2006, January 4). From teen fashion to Hershey Kisses: New ways to sell the brand.

Centre Daily Times (2001, January 14). In living color: Everything from appliances to power tools are now available in kitschy colors. p. C-1.

Psychology Today (1999, October). Words that say “convict.” p. 10.

DEI TRAINING:

2021	Marketing Department DEI Workshop: Building DEI into the Curriculum with Rockney Walters, Kelley School of Business
	Marketing Department DEI Workshop: Leading Like an Ally with Julie Kratz, Inclusive Leadership Trainer, Next Pivot Point
2020	DEI in Corporate Recruiting Panel with Deloitte, Ely Lilly, and American Family Insurance. Indiana University, Bloomington
2019-2020	Year-long Inclusive Teaching Seminar workshop. Center for Teaching and Learning, University of Pennsylvania