

## BETH L. FOSSEN

Kelley School of Business  
1309 East Tenth Street  
Bloomington, IN 47405

Email: bfossen@indiana.edu  
Web: bethfossen.com

### ACADEMIC EMPLOYMENT

---

Indiana University, Kelley School of Business, Bloomington, IN  
Assistant Professor of Marketing, 2016 – present  
Eli Lilly and Company Faculty Fellow, 2023 – present

### EDITORIAL POSITIONS

---

Incoming co-editor, *Journal of Interactive Marketing*, 2024-2027

### EDUCATION

---

Emory University, Goizueta Business School, Atlanta, GA  
Ph.D., Marketing, 2011 – 2016

Millsaps College, Else School of Management, Jackson, MS  
Bachelor of Business Administration in Business and Studio Art, 2006-2010

### RESEARCH INTERESTS

---

Advertising, Political Marketing, Social Media, Online Consumer Behavior, Activism

### JOURNAL PUBLICATIONS

---

1. **Fossen, Beth L.**, Donggwan Kim, David A. Schweidel, and Raphael Thomadsen<sup>+</sup> (2022), “The Role of Slant and Message Consistency in Political Advertising Effectiveness: Evidence from the 2016 Presidential Election,” *Quantitative Marketing and Economics*, 20(1), 1-37. <sup>+</sup>All authors contributed equally and are listed in alphabetical order.
  - Lead article
  - Winner of **2022 Kelley School of Business Research Award**
  - Selected coverage: *The Conversation*, *Yahoo!*, *The Source*, *Newswise*, *ScienMag*, *CBS 58 (Milwaukee)*, *EurekAlert* *Yes! Magazine*, *Snopes*, *Ohio Capital Journal*, *Portland Press Herald*, *Pennsylvania Capital Star*, *Arkansas Democrat Gazette*, *Baptist News Global*, *India Education Diary*, *Phys.org*, *FlaglerLive*, *Honolulu Civil Beat*, *Pittsburgh Tribune-Review*, *This is Reno*, *Tiffin Ohio*, *The Bryan Times*, *Tulsa World*, *Newsbreak*, *Seattle Post-Intelligencer*, *Providence Business News*
2. Shankar, Venkatesh, Dhruv Grewal, Sarang Sunder, **Beth L. Fossen**, Kay Peters, and Amit Agarwal (2022), “Digital Marketing Communication in Global Marketplaces: A Review of Extant Research, Future Directions, and Potential Approaches,” *International Journal of Research in Marketing*, 39(2), 541-565.

3. **Fossen, Beth L.**, and Alexander Bleier<sup>+</sup> (2021), “Online Program Engagement and Audience Size during Television Ads,” *Journal of the Academy of Marketing Science*, 49, 743-761.  
<sup>+</sup>Authors contributed equally.
  - Awarded Marketing Science Institute Research Grant (Grant #4000371)
4. **Fossen, Beth L.**, Girish Mallapragada, and Anwesha De (2021), “Impact of Political Television Advertisements on Viewers’ Response to Subsequent Advertisements,” *Marketing Science*, 40(2), 305-324.
  - Selected coverage: *The Conversation*, *Yahoo!*, *News at IU Bloomington*, *Indiana University News Podcast*, *EurekAlert!*, *Newswise*, *Yes! Magazine*, *Baptist News Global*, *Ohio Capital Journal*, *Portland Press Herald*, *Pennsylvania Capital Star*, *Arkansas Democrat Gazette*, *Snopes*, *FlaglerLive*, *Honolulu Civil Beat*, *Pittsburgh Tribune-Review*, *This is Reno*, *Tiffin Ohio*, *The Bryan Times*, *Tulsa World*, *Newsbreak*, *Kiowa County Press*, *Seattle Post-Intelligencer*, *Providence Business News*
5. **Fossen, Beth L.**, David A. Schweidel, and Michael Lewis (2019), “Examining Brand Strength of Political Candidates: A Performance Premium Approach,” *Customer Needs and Solutions*, 6(December), 63–75.
6. **Fossen, Beth L.**, and David A. Schweidel (2019), “Measuring the Impact of Product Placement with Brand-related Social Media Conversations and Website Traffic,” *Marketing Science*, 38(3), 481-499.
  - Awarded Marketing Science Institute Research Grant (Grant #4-2000)
  - Selected coverage: *The New York Times*, *Bloomberg*, *Engadget*, *The Conversation*, *Associated Press*, *eMarketer*, *Fast Company*, *AdAge*, *Morning Brew*, *MSI Working Paper Series*, *SiriusXM 143 (BYU Radio)*, *The Food Institute*, *Water Cooler Talk Podcast*, *Indiana University News Podcast*, *Brand Narrative Podcast*, *Emory Business*, *Salon*, *The Message*, *MultiBriefs*, *Popular Science*, *Big News Network*, *Mental Daily*, *INFORMS News Room*, *The Fashion Law*, *Crain’s Chicago Business*, *Media Play News*, *Market Business News*, *BizCommunity*, *Science Daily*, *Japan Today*
7. **Fossen, Beth L.**, and David A. Schweidel (2019), “Social TV, Advertising, and Sales: Are Social Shows Good for Advertisers?,” *Marketing Science*, 38(2), 274-295.
  - Finalist for **Frank M. Bass Dissertation Paper Award** (awarded annually for best marketing paper derived from a PhD thesis published in an INFORMS journals)
  - Part of dissertation which won **ISMS Doctoral Dissertation Proposal Competition Award** and **MSI Alden G. Clayton Doctoral Dissertation Proposal Competition Award**
  - Selected coverage: *GfK Marketing Intelligence Review*, *MSI Working Paper Series*, *Adweek*, *E&T Magazine*, *The Tribune*, *Economic Times*, *Market Business News*, *The ROI Podcast*, *INFORMS News Room*, *Futurity*, *Millennium Post*, *News at IU Bloomington*, *Georgetown News*, *LatestLY*, *Hindustan Times*, *Zee Business*, *Indiana Daily Student*, *ScienceDaily*
8. **Fossen, Beth L.**, Michelle Andrews, and David A. Schweidel (2017), “Sociodemographic versus Geographic Proximity in the Diffusion of Online Conversations,” *Journal of the Association for Consumer Research*, 2(2), 246-266.
9. **Fossen, Beth L.**, and David A. Schweidel (2017), “Television Advertising and Online Word-of-Mouth: An Empirical Investigation of Social TV Activity,” *Marketing Science*, 36(1), 105-123.
  - Finalist for the **John D. C. Little Award** (awarded annually for the best marketing paper published in an INFORMS journal)

- Part of dissertation which won **ISMS Doctoral Dissertation Proposal Competition Award** and **MSI Alden G. Clayton Doctoral Dissertation Proposal Competition Award**
- Selected coverage: *Market Business News*, *GfK Marketing Intelligence Review*, *MSI Working Paper*, *OnAnalytics*

## INDUSTRY PUBLICATIONS

---

1. **Fossen, Beth L.** (2022), "Name-calling in Politics Grabs Headlines, but Voters Don't Like It – and It Could Backfire in the 2022 Midterm Elections," *The Conversation*, September 2022.
2. **Fossen, Beth L.** (2021), "The Science of Product Placements – and Why Some Work Better than Others," *The Conversation*, September 2021.
3. **Fossen, Beth L.**, and David A. Schweidel (2018), "Measuring the Impact of Product Placement with Brand-related Social Media Conversations and Website Traffic," *Marketing Science Institute Working Paper Series*, Report [18-129-10].
4. **Fossen, Beth L.**, and David A. Schweidel (2017), "Social TV: How Social Media Activity Interacts With TV Advertising," *GfK Marketing Intelligence Review*, 9(2), 31-36.
5. **Fossen, Beth L.** (2017), "Generating Online Word-of-Mouth," *OnAnalytics*, Fall 2017, 16-17.
6. **Fossen, Beth L.**, and David A. Schweidel (2016), "Social TV, Advertising, and Sales: Are Social Shows Good for Advertisers?," *Marketing Science Institute Working Paper Series*, Report [16-135].
7. **Fossen, Beth L.**, and David A. Schweidel (2015), "Television Advertising and Online Word-of-Mouth: An Empirical Investigation of Social TV Activity," *Marketing Science Institute Working Paper Series*, Report [15-106].

## PAPERS UNDER REVIEW

---

1. **Fossen, Beth L.**, and David A. Schweidel, "When is Emotionality in Political Social Media Communications Not Helpful? The Moderating Role of Audience Diversity," revising for 4<sup>th</sup> round review at *Information Systems Research*.
2. **Fossen, Beth L.**, Philip Kim, and Inyoung Chae, "Effectiveness of Micro Ads on Television," revising for 3<sup>rd</sup> round at *Journal of Marketing* (Major Revision).
3. Bleier, Alex, **Beth L. Fossen**, and Michal Shapira, "On the Role of Platforms in the Creator Economy," revising for 2<sup>nd</sup> round review at *International Journal of Research in Marketing*.
4. Kim, Philip, and **Beth L. Fossen**, "Effectiveness of Influencer Marketing for Political Campaigns," under 1<sup>st</sup> round review at *Marketing Science*.
5. Mallapragada, Girish, Vamsi Kanuri, and **Beth L. Fossen**, "Who They Are and What They Say: The Impact of Politicians' Identity and Their Social Media Content on Audience Engagement," under 1<sup>st</sup> round review at *Management Information Systems Quarterly*.

## WORKING PAPERS

---

1. De, Anwisha, and **Beth L. Fossen**, “Brand-Influencer Collaborations and Change in Content Strategy.”
  - Selected coverage: *Via Sarfatti 25 (Bocconi University Magazine)*
2. **Fossen, Beth L.**, Michelle Andrews, and Inyoung Chae<sup>+</sup>, “Gain Frames in Television Public Service Announcements Actually Work,” <sup>+</sup>All authors contributed equally.
3. Nickerson, Dionne, Karen Wallach, and **Beth L. Fossen**, “Examining Consumer and Investor Responses to Corporate Social Responsibility Initiatives and Firm Diversity Targets”

## SELECTED WORK IN PROGRESS

---

1. “It’s Just a Matter of Time: How Time of Day Affects the Emotionality of Online Reviews” with Kelley Gullo Wight, Der-Wei Huang, and Danielle J. Brick.
2. “Voice Diversity in TV Advertising,” with Soogand Alavi.
3. “Political Advertising and the Information Ecosystem,” with Donggwan Kim, Jeong Seung Park, and Raphael Thomadsen.

## AWARDS & HONORS

---

Early Career Research Impact Award, Kelley School of Business, Indiana University, Nominee, 2024

Outstanding Editorial Review Board Member, *International Journal of Research in Marketing*, 2023

2022 Kelley School of Business Research Award, Marketing Department, Indiana University, Winner, 2023  
*This award recognizes the contribution of an individual research paper accepted for publication in a given calendar year.*

KSB Doctoral Student Association Exceptional Inspiration and Guidance Award, Indiana University, Nominee, 2023

KSB Doctoral Student Association Faculty Distinguished Teaching Award, Indiana University, Nominee, 2023  
*The award recognizes someone who has been most instrumental in doctoral student learning in coursework. This individual has been exemplary not only at delivering course content, but is also considered a model for faculty-doctoral student relationships.*

Outstanding Junior Faculty Award, Indiana University, Nominee, 2023

ISMS Early Career Scholars Camp Fellow, Duke University, 2022

Early Career Research Impact Award, Kelley School of Business, Indiana University, Nominee, 2022

**AMA V. Seenu Srinivasan Young Scholar Award in Quantitative Marketing**, Winner, 2022  
*This award recognizes important contributions by a young scholar to quantitative marketing.*

Outstanding Reviewer Award, *Journal of Marketing*, 2022

Trustee Teaching Award, Indiana University, Winner, 2022  
*This award is bestowed under the auspices of the Indiana University Trustees in recognition of the University's most distinguished teachers.*

Harry C. Sauvain Undergraduate Teaching Award, Indiana University, Nominee, 2022

AMA-Sheth Foundation Doctoral Consortium Faculty Fellow, Indiana University, 2021

Frank M. Bass Dissertation Paper Award, Finalist, 2021

*Awarded annually for best marketing paper derived from a PhD thesis published in an INFORMS journals*

Harry C. Sauvain Undergraduate Teaching Award, Indiana University, Nominee, 2021

Harry C. Sauvain Undergraduate Teaching Award, Indiana University, Nominee, 2020

Early-Career Faculty Consortium Fellow, Marketing Strategy Consortium, Indiana University, 2019

**John D. C. Little Award**, Finalist, 2018

*Awarded annually for the best marketing paper published in an INFORMS journal*

Trustee Teaching Award, Indiana University, Winner, 2018

*This award is bestowed under the auspices of the Indiana University Trustees in recognition of the University's most distinguished teachers.*

AMA Winter Marketing Academic Conference Doctoral Symposium, Faculty Representative, New Orleans, LA, 2018

Marketing EDGE's Professor's Institute, Faculty Representative, 2018

Goizueta Fellow, 2016

MSI Alden G. Clayton Doctoral Dissertation Proposal Competition Award, Winner, 2015

ISMS Doctoral Dissertation Proposal Competition Award, Winner, 2015

ISMS Doctoral Consortium Fellow, Johns Hopkins University, 2015

AMA-Sheth Doctoral Consortium Fellow, Northwestern University, 2014

ISMS Doctoral Consortium Fellow, Emory University, 2014

Sheth Fellowship, Emory University, 2014

Goizueta Business School Doctoral Fellowship, Emory University, 2011-2016

Else School of Management Scholar, Academic Scholarship, Millsaps College, 2009-2010

Presidential Scholar, Millsaps College, 2006-2010

*ESPN The Magazine* All-American Academic Team, NCAA Tennis, Millsaps College, 2008

## GRANTS

---

Kelley School of Business Data Funding Program Grant, "Comscore TV Essentials: ODT and Marketing," Indiana University, 2020 (\$9,295)

Kelley School of Business Data Funding Program Grant, "Comscore TV Essentials: Marketing," Indiana University, 2018 (\$12,500)

MSI Research Grant, "Social TV and Viewer Retention during Ads," Grant #4000371, 2018 (\$4,000)

Kelley School of Business Data Funding Program Grant, "Crimson Hexagon: Marketing," Indiana University, 2017 (\$15,900)

MSI Research Grant, "Television Advertising and Product Placement: Investigating Television's Impact on Online Behavior," Grant #4-2000, 2016 (\$4,500)

## INVITED TALKS

---

University of Alabama, Culverhouse College of Business, April 2024 (Scheduled)

Indiana University, Kelley School of Business, Marketing Department Brown Bag Seminar Series, February 2024

University of Delaware, Alfred Lerner College of Business & Economics, July 2023

University of Arizona, Eller College of Management, Payne Research Symposium, December 2022

Temple University, Fox School of Business, January 2022

Deep Placement: AI Product Placement Integration Start-Up, October 2021

Vrije Universiteit Amsterdam, June 2021

Sabio Inc., February 2021

Saatchi & Saatchi, February 2021  
 Bold Minds Mixer, Online Seminar Series, February 2021  
 Indeed.com, October 2020  
 New Ideas in Marketing (NiM) Online Seminar Series, June 2020  
 Indiana University, Kelley School of Business, Marketing Department Virtual Brown Bag Seminar Series, June 2020  
 Harvard University, Harvard Business School, March 2020  
 University of Notre Dame, Mendoza College of Business, February 2020  
 University of Texas at Austin, McCombs School of Business, March 2019  
 Indiana University, Kelley School of Business, Marketing DocDay, February 2019  
 University of Virginia, Darden School of Business, May 2018  
 Indiana University, American Marketing Association Student Chapter, November 2017  
 Indiana University, American Marketing Association Student Chapter, February 2017  
 Washington University, Olin Business School, November 2016  
 University of Georgia, Grady College of Journalism and Mass Communication, March 2016  
 University of Oxford, Saïd Business School, October 2015  
 University of Maryland, Robert H. Smith School of Business, October 2015  
 Clemson University, October 2015  
 University of Arizona, Eller College of Management, October 2015  
 University of South Carolina, Darla Moore School of Business, October 2015  
 Boston College, Carroll School of Management, October 2015  
 Tulane University, Freeman School of Business, October 2015  
 Indiana University, Kelley School of Business, October 2015  
 University of California, Los Angeles, Anderson School of Management, October 2015  
 University of Tennessee, Haslam College of Business, September 2015  
 University of Massachusetts Amherst, Isenberg School of Management, September 2015  
 University of Pittsburgh, September 2015  
 University of Washington, Foster School of Business, September 2015  
 Syracuse University, Whitman School of Management, September 2015  
 University of Alberta, Alberta School of Business, September 2015  
 Lehigh University, College of Business and Economics, September 2015

## **CONFERENCE PRESENTATIONS AND PANELS**

---

“Effectiveness of Influencer Marketing for Political Campaigns,” 2023 AMA Winter Marketing Academic Conference, Nashville, February 2023  
 “Examining Consumer and Investor Responses to Corporate Social Responsibility Initiatives and Firm Diversity Targets,” 2023 AMA Winter Marketing Academic Conference, Nashville, February 2023  
 “Speaking Out to Strengthen U.S. Democracy,” Panelist, The Ohio State University, October 2022  
 “Effectiveness of Micro Ads on Television,” INFORMS Marketing Science Conference, Virtually hosted by University of Chicago, June 2022  
 “Effectiveness of Micro Ads on Television,” Theory and Practice in Marketing (TPM) Conference, Emory University, May 2022

- “Generating Broader Perspectives of Substantive Areas in Marketing: Social Media/Digital Marketing/AI,” 2021 AMA Sheth Foundation Doctoral Consortium, Indiana University, Bloomington, IN, August 2021
- “Enhancing Your Teaching Skills: Incorporating DEI in Courses,” 2021 AMA Sheth Foundation Doctoral Consortium, Indiana University, Bloomington, IN, August 2021
- “Effectiveness of Influencer Marketing for Political Campaigns,” INFORMS Marketing Science Conference, Virtually hosted by University of Rochester, June 2021
- “TV Advertising and Online Sales,” Panelist, Virtual Quant Marketing Seminar (VQMS), December 2020
- “Digital Marketing Communication in Global Marketplaces,” co-Presenter, Thought Leadership Conference on Global Marketing Strategy, Virtually hosted by Indian School of Business, August 2020
- “Impact of Political Television Advertisements on Viewers’ Response to Subsequent Advertisements,” INFORMS Marketing Science Conference, Virtually hosted by Duke University, June 2020
- “The Kaepernick Debate & The Politics of Sports,” Panelist, Indiana University, October 2018
- “The Impact of Product Placement on Brand-related Social Media Conversations and Website Traffic,” INFORMS Marketing Science Conference, Temple University, Philadelphia, PA, June 2018
- “Impact of Political Television Advertisements on Effectiveness of Subsequent Advertisements,” Theory and Practice in Marketing (TPM) Conference, UCLA, Los Angeles, CA, May 2018
- “Impact of Political Television Advertisements on Effectiveness of Subsequent Advertisements,” Data, Dollars, and Votes: The Intersection of Marketing and Politics, Georgetown University, Washington, D.C., May 2018
- “The Impact of Product Placement on Brand-related Social Media Conversations and Website Traffic,” 2018 AMA Winter Marketing Academic Conference, New Orleans, February 2018
- “Special Panel on Emerging Topics: Connected Consumers and Social Media,” Panel Moderator, 2018 AMA Winter Marketing Academic Conference, New Orleans, February 2018
- “Panel on Media and Entertainment,” Panelist, Women in Business 10<sup>th</sup> Annual Conference, Indiana University, February 2018
- “The Impact of Product Placement on Brand-related Social Media Conversations and Website Traffic,” INFORMS Annual Meeting Conference, Houston, TX, October 2017
- “Social TV, Advertising, and Sales: Are Social Shows Good for Advertisers?,” INFORMS Marketing Science Conference, University of Southern California, Los Angeles, CA, June 2017
- “Social TV and Sales: Are Social Shows Good for Advertisers?,” INFORMS Annual Meeting Conference, Nashville, TN, November 2016
- “The Role of Online Word-of-Mouth in Brand Strategy,” ISMS Doctoral Dissertation Proposal Competition Award Winners Special Section, INFORMS Marketing Science Conference, Fudan University, Shanghai, June 2016

“Television Advertising and Online Word-of-Mouth: An Empirical Investigation of Social TV Activity,” INFORMS Marketing Science Conference, Johns Hopkins University, Baltimore, MD, June 2015

“Reputational Spillover in Social Media: Collateral Damage or Construction?,” INFORMS Marketing Science Conference, Emory University, Atlanta, GA, June 2014

## S E R V I C E

---

### PhD Dissertation Committees

Philip Kim, Advisor, Marketing, Kelley School of Business, Indiana University, Expected 2025  
Sohum Mehrotra, Committee Member, Marketing, Kelley School of Business, Indiana University, Expected 2025  
Anwesh De, Committee Member, Marketing, Kelley School of Business, Indiana University, 2021, Placement: Bocconi University

### Editorial Positions

*Journal of Interactive Marketing*, Co-editor, 2024-2027

### Editorial Review Boards

*Journal of Marketing Research*, 2022-present  
*Journal of Interactive Marketing*, 2022-present  
*Marketing Science*, 2021-present  
*International Journal of Research in Marketing*, 2021-present  
 ▪ Outstanding Editorial Review Board Member, 2023  
*Journal of Marketing*, 2020-present  
 ▪ Outstanding Reviewer Award, 2022

### Ad-hoc Reviewing

*Management Science*, 2022-present  
*Journal of the Academy of Marketing Science*, 2020-present  
*Journal of Marketing Research*, 2020-present  
*Information Systems Research*, 2018-present  
*Journal of Consumer Research*, 2018-present  
*Journal of Interactive Marketing*, 2018-present  
*Journal of Marketing*, 2018-present  
*Marketing Letters*, 2018-present  
*Information Economics and Policy*, 2017-present  
*International Journal of Research in Marketing*, 2017-present  
*Marketing Science*, 2017-present  
 MSI's Alden G. Clayton Doctoral Dissertation Proposal Competition, 2016-present

### Other Committees

I-Core Honors Committee, Marketing Department, Kelley School of Business, Indiana University, 2024-present  
 I-Core Working Group Committee, Kelley School of Business, Indiana University, 2023-present  
 Honors Program Committee, Kelley School of Business, Indiana University, 2023-present  
 Research Policy Committee, Kelley School of Business, Indiana University, 2022-2023



Undergraduate Program Committee, Marketing Department, Kelley School of Business, Indiana University, 2022-2023

DEIB Committee, Marketing Department, Kelley School of Business, Indiana University, 2022-2023

M-Core Committee, Marketing Department, Kelley School of Business, Indiana University, 2022-2023

Kelley Brand Committee, Marketing Department, Kelley School of Business, Indiana University, 2022-2023

M450 Marketing Strategy Assessment Committee, Committee Chair, Marketing Department, Kelley School of Business, Indiana University, 2022-2023

Undergraduate Task Force on DEI for the Diversity, Equity and Inclusion Committee, Marketing Department, Kelley School of Business, Indiana University, 2021

Teaching and Service Excellence Committee, Kelley School of Business, Indiana University, 2020-2022

PhD Dissertation Proposal Examination Committee, Yu-Hsin Liu, Business Economics and Public Policy, Kelley School of Business, Indiana University, 2017

Marketing Department Tenure-track Recruiting, Kelley School of Business, Indiana University  
Tenure-track Faculty Recruiting Committee, 2020-2023  
Participant, 2016-present

Marketing Department Doctoral Recruiting, Kelley School of Business, Indiana University  
Doctoral Program Recruiting Committee, 2021-2022  
Participant, 2016-present

Marketing Department Doctoral Student Paper Reviewer, Kelley School of Business, Indiana University, 2016-2018, 2021-2022

Donald R. Keough Award Selection Committee, Goizueta School of Business, Emory University, 2016

### **Other Service**

Direct Admit Day, Welcome Receptions, Marketing Faculty Representative, Indiana University, March 2024

Direct Admit Day, Classroom Experience Teaching, Marketing Faculty Representative, Indiana University, February and March 2024

Direct Admit Day, Welcome Receptions, Marketing Faculty Representative, Indiana University, Spring 2023

Associate Editor/Track Co-Chair for the AMA Winter Marketing Academic Conference, Advertising, Promotions, and IMC Track, St. Pete Beach, FL, February 2024

Presenter/Panelist for Kelley Research Week, Kelley School of Business, Indiana University, November 2022

Initiated and organized the Kelley School Junior Female-identifying Writing Group, 2022-present

Initiated and organized the Marketing Junior Faculty Writing Group, Kelley School of Business, Indiana University, Fall 2021

Associate Editor/Track Co-Chair for the AMA Summer Academic Conference, Social Media & Marketing Track, August 2021

Direct Admit Day Zoom Mini-Lecture, Indiana University, February 2021

Initiated and organized Kelley School of Business Marketing Department Brown Bag Seminar Series, Summer 2020

Associate Editor/Track Co-Chair for the AMA Summer Academic Conference, Marketing-Technology Interface: Beyond Digital and Social Marketing, San Francisco, CA, August 2020

Faculty Advisor for 1<sup>st</sup> Place Team at Kelley School of Business Macy's Case Competition,  
Indiana University, November 2018

Associate Editor/Track Co-Chair for the AMA Winter Marketing Academic Conference,  
Connected Consumers and Social Media Track, New Orleans, LA, February 2018

MBA Faculty Advisor for Consulting Projects, Kelley School of Business, Indiana University,  
February 2018

## TEACHING

---

### **Kelley School of Business, Indiana University**

1. *Honors I-Core Marketing*, M304 (BBA), Professor, Fall 2023-present
2. *Special Topics in Marketing: Research on Diversity, Equity, and Inclusion*, M798 (PhD), Professor, Fall 2022
  - Nominee, 2023 KSB Doctoral Student Association Faculty Distinguished Teaching Award
3. *Proseminar: Social Media in Marketing*, M798 (PhD), Professor, Fall 2021
4. *Marketing Strategy*, M450 (BBA), Professor, Spring 2017-Spring 2023
  - Nominee, 2022 Harry C. Sauvain Undergraduate Teaching Award
  - Winner, 2022 Trustee Teaching Award
  - Nominee, 2021 Harry C. Sauvain Undergraduate Teaching Award
  - Nominee, 2020 Harry C. Sauvain Undergraduate Teaching Award
  - Winner, 2018 Trustee Teaching Award

### **Goizueta Business School, Emory University**

1. *Marketing Analytics Consultancy* (MBA), Teaching Assistant, Spring 2015
2. *Predictive Sports Analytics* (MBA and BBA), Teaching Assistant, Fall 2014
3. *Digital and Social Media Strategy* (MBA and BBA), Guest Lecturer and Teaching Assistant, Fall 2013-Fall 2015
4. *Marketing Strategy and Customer Relationship Management* (MBA and BBA), Teaching Assistant, Fall 2012

## INDUSTRY EXPERIENCE

---

Senior Political Consulting Associate and New Media Director, 2009-2011

Chism Strategies (formerly Zata|3 Consulting), Jackson, MS, and Washington, D.C.