

## **J. Mark Mayer**

Department of Marketing, Kelley School of Business, Indiana University-Indianapolis

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### **Education**

Ph.D. in Bus. Admin. (Major: Marketing with concentration in Mass Comm), University of Georgia (2011)

M.B.A. (Major: Marketing), Wake Forest University (2001)

B.S. in Management with completed second major in English, State Univ. of New York at Geneseo (1996)

### **Academic Work Experience**

Kelley School of Business, Indiana University—Indianapolis (formerly IUPUI)— Clinical Associate Professor (2023-present),

Clinical Assistant Professor (2015-2018), Assistant Professor (2011-2015)

Miller College of Business, Ball State University, Muncie, IN—Assistant Professor (2018-2023)

### **Research Experience**

#### ***Under Review/Work-in-Progress***

Mayer, Mark, B. Angelo, and D. Royer, "Marketing the Accounting Major: The Impact of Job-Specific Messaging on Undergraduate Student Interest," under 1<sup>st</sup> review at *Accounting Educators' Journal*.

Mayer, A. and M. Mayer, "A Qualitative Appraisal of Effective Anti-Obesity Narratives among Women"

Mayer, M., "Efficacy of Humor in Anti-Childhood Obesity Advertising"

Mayer, M. and R. Landis, "The Efficacy of Threat Appeals in Anti-Vaping Public Service Announcements"

Mayer, M. and K. Ballard, "Fear Appeal Efficacy in Young-Adult Targeted Data Privacy PSAs"

#### ***Publications (Refereed Journal Articles)***

1. Zeiss, Jessica and Mark Mayer (2023), "Applying Media-Rich Concepts for the Optimization of Industrial Negotiations," *Journal of Higher Education Theory & Practice*, 23 (9) 34-51.
2. Mayer, Mark, Abby Mayer, and Plamen Peev (2022), "Exploring Valence and Word Choice in Childhood Obesity Reduction-Focused Advertising," *Journal of Managerial Issues*, 34(3), 264-84.
3. Mayer, Mark, Abby Mayer & P. Peev (2021), "Women on Top In Advertising? An Exploration of Female Responses to Different Sexual Position Portrayals in Sexually-Themed Advertising," *Journal of Bus. Diversity*, 21(1), 43-54.
4. Mayer, Mark, Piyush Kumar, and H.J. Yoon (2019), "Does Sexual Humor Work on Mars, But Not on Venus? Exploring Consumer Acceptance of Sexually Humorous Advertising," *Intl Journal of Advertising*, 38(7), 1000-1024.
5. Mayer, Abby and Mark Mayer (2019), "'America, Let's Get Real' about Stigmatization of Obese Individuals--A Discourse Analysis of the Opening Sequence of The Biggest Loser," *Journal of Managerial Issues*, 31(3), 246-59.
6. Mayer, Mark, T.H. Baek, A. Mayer, and P. Peev (2019), "A Retrospective Examination of Female Model Portrayals in Male Youth-Targeted Cigarette Ads Through the Lens of Objectification Theory," *Journal of Business Diversity*, (19) 4, 41-52.
7. Mayer, Mark and Plamen Peev (2017), "Do sexy mouthwash ads leave a bad taste behind? The effects of sexual-self schema and brand positioning fit on female-targeted sexual advertising efficacy," *Marketing Letters*, (28) 2, 321-33.
8. Peev, Plamen and Mark Mayer (2017), "Consumer perceptions of precise vs. just-below prices in retail settings," *Journal of Promotion Management*, (23) 5, 673-88.
9. Mayer, Mark and Tae Hyun Baek (2017), "The moderating effect of appearance self-esteem on females' identification of and reactions to sexually-themed advertising," *Journal of Business Diversity*, (17) 1, 10-20.
10. Yoon, Hye Jin and Mark Mayer (2014), "Do humor and threat work well together? The moderating effect of need for cognition in humorous threat persuasion advertisements," *International Journal of Advertising*, 33 (4), 707-24.
11. Baek, Tae Hyun and Mark Mayer (2010), "Sexual imagery in cigarette advertising before & after the master settlement agreement," *Health Communication*, 25 (8), 747-57.

#### ***Publications (Book Chapter)***

1. Mayer, M., P. Kumar, and HJ Yoon (2021), "Does Sexual Humor Work on Mars, But Not On Venus? An Exploration of Consumer Acceptance Of Sexually Humorous Advertising," in *Humor in Advertising: Classic Perspectives and New Insights* (Routledge, 2021).

#### ***Publications (Full-Paper Conference Proceedings)***

1. Mayer, Mark and Plamen Peev (2017), "The Role of Female Sexual-Self Schema in Reactions to Non-Explicit Sexual Advertising Imagery," in *Developments in Marketing: Proceedings of the Academy of Marketing Science*, Maximilian Stieler (ed.), New York: Springer, 1201-11.
2. Mayer, Abby and Mark Mayer (2015), "The Master Settlement Agreement (MSA) and Cigarette Advertising in America: History, Implications, and Outlook," in *Advances in Marketing: Real Time Marketing*, Rebecca VanMeter and Jeri Weiser, (ed.), San Antonio, TX: Society for Marketing Advances, 218-26.
3. Mayer, Mark (2015), "Consumer Responses to Negative National Brand and Private Label Brand Experiences," in *Advances in Marketing: Real Time Marketing*, Rebecca VanMeter and Jeri Weiser (eds.), San Antonio, TX: Society for Marketing Advances, 533-40.

4. Mayer, Mark (2015), "Revisiting the Relationship between Need for Cognition and Humor: Evidence from Multiple Manifestations of the Humorous Experience," *Proceedings of the 2015 Conf. of the American Academy of Advertising*, Michelle Nelson (ed.), Urbana, IL: University of Illinois, 193-200.
5. Mayer, Mark (2015), "A Structural Equation Modeling-Based Examination of the Private Label Brand Consumer Evaluation Process," in *Developments in Marketing: Proceedings of the Academy of Marketing Science*, Michael W. Obal, Nina Krey, and Christian Bushardt (eds.), New York: Springer, 496-507.
6. Mayer, Mark and Tae Hyun Baek (2015), "The Efficacy of Sexualized Female Models in Young Adult Male-Oriented Cigarette Advertising," in *Developments in Marketing: Proceedings of the Academy of Marketing Science*, Michael W. Obal, Nina Krey, and Christian Bushardt (eds.), New York: Springer, 484-95.
7. Mayer, Mark, Piyush Kumar and Plamen Peev (2015), "Contingent Effects of Humor Type and Cognitive Style on Consumer Attitudes," in *Developments in Marketing: Proceedings of the Academy of Marketing Science*, Michael W. Obal, Nina Krey, and Christian Bushardt (eds.), New York: Springer, 472-83.
8. Mayer, Mark and George Zinkhan (2009), "Retailers & Private Label Brands: Research Knowledge Bases and Opportunity Areas," *Marketing Theory and Applications: AMA Educators' Proceedings*, 20, 70-76.
9. Mayer, Mark and Michelle Roehm (2008), "Tater Stiks and Sir Salty: Two Mini-Cases in Brand Management Strategy," *Advances in Marketing: Issues, Strategies, and Theories: SMA Proceedings*, 83-85.

### **Publications (Teaching Innovations Published in Marketing Journal Articles)**

1. Mayer, Mark and Judith Wright, "Teaching Moment: Two Exercises Bringing Real-World Context into the Classroom." Published in Coker, Kesha K. and Joel C. Whelan (2018), "Teaching Moments: Rapidly Diffusing Pedagogical Advances," *Marketing Education Review*, 28 (3), 155-58.
2. Mayer, Mark, "Teaching Moment: Buggin' Out--Setting a Level Playing Field for Student Teams' First Assignment." Published in Whelan, D. Joel and Kesha K. Coker (2016), "Outside the Box Teaching Moments: Classroom-Tested Innovations," *Marketing Education Review*, 26 (2), 119-23.

### **Conference Presentations** (Peer-Reviewed. Presenter in bold, \* undergraduate and \*\*graduate student authors noted..)

1. **Mayer, Mark** and Rachel Vogelsang\* (2023), "Racial and Ethnic Portrayals with AI-Created Stimuli in Advertising," Marketing Management Association, Orlando, FL.
2. **Mayer, Mark**, Ben Angelo, and Dan Royer (2023), "Marketing the Accounting Major: The Impact of Job-Specific Messaging on Undergraduate Student Interest," Marketing Management Association (virtual).
3. **Mayer, Mark** and Rachel Landis\* (2023), "The Efficacy of Threat Appeals in Anti-Vaping Public Service Announcements," Marketing Management Association (virtual).
4. **Mayer, Mark** (2023), "Efficacy of Humor in Anti-Childhood Obesity Advertising." (2023), Marketing Management Association (virtual).
5. **Mayer, Mark** and Kirsten Ballard\* (2023), "Fear Appeal Efficacy in Young-Adult Targeted Data Privacy Public Service Announcements," Marketing Management Association (virtual).
6. **Mayer, Mark**, Megan Smolinske\*, Kelly Lage\*, and McKenna Maes\*, (2023), "Exploring Testimonial Efficacy in Vaping Ads," Marketing Management Association, (virtual).
7. **Mayer, Mark** and Megan Smolinske\* (2021), "An Exploration of Differences in Efficacy of Vape Advertising Amongst Young Adults," Society for Marketing Advances, Orlando, FL.
8. Mayer, Mark, **Abby Mayer\*\***, and Plamen Peev (2020), "Framing and Word Choice in Childhood Obesity Reduction-Focused Advertising," National Communications Association, online.
9. Zeiss, Jessica and **Mark Mayer** (2020), "The Use of Digital Role-Plays in Teaching Sales", Marketing Management Association, online.
10. **Mayer, Mark**, Abby Mayer\*\*, and Plamen Peev (2019), "An Exploration of the Efficacy of Different Sexual Position Portrayals in Sexually-Themed Advertising," Society for Marketing Advances, New Orleans, LA.
11. **Mayer, Mark**, Plamen Peev, and Abby Mayer\*\* (2019), "Exploring Valence and Word Choice in Obesity Advertising: Guidance from the Literature" Society for Marketing Advances, New Orleans, LA.
12. **Mayer, Mark** (2019), "Teaching Moment: Using a "Choose-Your-Own-Adventure" Book to teach Marketing Strategy", Society for Marketing Advances, New Orleans, LA.
13. **Mayer, Mark** and Abby Mayer\*\* (2019), "Women on Top...In Advertising? An Exploration of the Differing Efficacy of Sexual Position Portrayal in Sexually-Themed Advertising," Marketing Management Association, Chicago, IL.
14. **Mayer, Mark** and Judith Wright (2017), "Two Exercises Bringing Real-World Context into the Classroom," Society for Marketing Advances, Louisville, KY.
15. Mayer, Abby\*\* and **Mark Mayer** (2017), ""America, Let's Get Real" about Stigmatization of Obese Individuals--A Discourse Analysis of the Opening Sequence of *The Biggest Loser*," Society for Marketing Advances, Louisville, KY.
16. Agho, Amadin\* and **Mark Mayer** (2017), "The Roles Gender and Service Experience Play in Tipping Behavior Among Millennials," Society for Marketing Advances, Louisville, KY.
17. **Barbara, Bridget\*** and Mark Mayer (2017), "The Impact of Valence on Anti-Childhood Obesity Advertising," IUPUI Multidisciplinary Undergraduate Research Institute, Indianapolis, IN.
18. **Agho, Amadin\*** and Mark Mayer (2016), "The Roles Gender and Service Experience Play in Tipping Behavior Among Millennials," IUPUI Multidisciplinary Undergraduate Research Institute, Indianapolis, IN.

19. **Mayer, Mark** and Plamen Peev (2016), "The Role of Female Sexual-Self Schema in Reactions to Non-Explicit Sexual Advertising Imagery," Academy of Marketing Science, Orlando FL.
20. **Mayer, Mark** and **Wright, Judith** (2016), "Bringing Real-World Professional Experience into the Classroom—It's More than Just Telling Stories," AAC&U LEAPin Indiana Faculty Collaborative Conference, Indianapolis, IN.
21. **Mayer, Mark** (2016), "Setting a Level Playing Field for Student Teams' First Assignment," AAC&U LEAPin Indiana Faculty Collaborative Conference, Indianapolis, IN.
22. Mayer, Abby\*\* and **Mark Mayer** (2015), "The Master Settlement Agreement (MSA) and Cigarette Advertising in America: History, Implications, and Outlook," Society for Marketing Advances, San Antonio, TX.
23. Baek, Tae Hyun and **Mark Mayer** (2015), "The Moderating Effect of Appearance Self-Esteem on Females' Identification of and Reactions to Sexually-Themed Advertising," Society for Marketing Advances, San Antonio, TX.
24. **Mayer, Mark** (2015), "Consumer Responses to Negative National Brand and Private Label Brand Experiences," Society for Marketing Advances, San Antonio, TX.
25. **Mayer, Mark** and Hye Jin Yoon (2015), "Humorous Threat Appraisal: The Moderating Role of Need for Humor," Society for Marketing Advances, San Antonio, TX.
26. **Mayer, Mark** (2015), "Teaching Moment: Buggin' Out," Society for Marketing Advances (SMA), San Antonio, TX.
27. Mayer, Mark and **Plamen Peev** (2015), "Do Sexy Mouthwash Ads Leave a Bad Taste Behind? An Exploration of Sexual-Self Schema and Perceived Product-Positioning Fit as Determinants of Female-Targeted Sexual Advertising Efficacy," American Marketing Association (Summer), Chicago, IL.
28. **Mayer, Mark** and Plamen Peev (2015), "The Role of Female Sexual-Self Schema in Reactions to Non-Explicit Sexual Advertising Imagery," American Academy of Advertising, Chicago, IL.
29. **Mayer, Mark** (2015), "Revisiting the Relationship between Need for Cognition and Humor: Evidence from Multiple Manifestations of the Humorous Experience," American Academy of Advertising, Chicago, IL.
30. **Mayer, Mark** (2015), "A Retrospective Examination of Female Model Portrayals in Male Youth-Targeted Cigarette Advertising," American Academy of Advertising, Chicago, IL.
31. **Mayer, Mark**, Piyush Kumar & Plamen Peev (2014), "Contingent Effects of Humor Type and Cognitive Style on Consumer Attitudes," Academy of Marketing Science, Indianapolis, IN.
32. **Mayer, Mark** (2014), "A Structural Equation Modeling-Based Examination of the Private Label Brand Consumer Evaluation Process," Academy of Marketing Science, Indianapolis, IN.
33. **Mayer, Mark**, Piyush Kumar, & Hye Jin Yoon (2014), "Does Sexual Humor Work On Mars, But Not on Venus? Exploring Consumer Acceptance of Sexually Humorous Advertising," Academy of Marketing Science, Indianapolis, IN.
34. **Mayer, Mark** and Tae Hyun Baek (2014), "The Efficacy of Sexualized Female Models in Young Adult Male-Oriented Cigarette Advertising," Academy of Marketing Science, Indianapolis, IN.
35. Roehm, Michelle, Michael Brady, and **Mark Mayer** (2013), "Send in the Clowns? An Exploratory Study of the Efficacy of Humor in Service Encounters," Association for Consumer Research, Chicago, IL.
36. **Mayer, Mark** (2012), "Contextual Effects of Humor Type in the Relationship Between Cognitive Processing and Attitudinal Efficacy of Humor Type," Society for Marketing Advances, Orlando, FL.
37. **Mayer, Mark** (2012), "A Retrospective Look at the Portrayals of the Female in Male-Targeted Cigarette Print Advertising," Society for Marketing Advances, Orlando, FL.
38. Yoon, Hye Jin and **Mark Mayer** (2012), "Do Humor and Threat Work Well Together? The Moderating Effect of Need for Cognition in Humorous Threat Persuasion Advertisements," American Marketing Association (Winter), St. Petersburg, FL.
39. **Mayer, Mark\*\***, Piyush Kumar, and HJ Yoon\*\* (2012), "Does Sexual Humor Work on Mars, But Not on Venus? Exploring Consumer Acceptance of Sexually Humorous Advertising," American Marketing Association (Winter), St. Petersburg, FL.
40. Mayer, Mark\*\* and **Piyush Kumar** (2009), "Asymmetric Consumer Responses to National Brand and Private Label Brand Scandals," Advances in Consumer Research Asia-Pacific, Hyderabad, India.
41. **Mayer, Mark\*\***, Piyush Kumar & Plamen Peev\*\* (2009), "Need for Cognition and Humor Revisited: Why *This is Funny* Doesn't Always Mean *I Like This*," American Marketing Association (Winter), Tampa, FL.
42. Mayer, Mark\*\* and **George M. Zinkhan** (2009), "Retailers & Private Label Brands: Research Knowledge Bases and Opportunity Areas," American Marketing Association (Winter), Tampa, FL.
43. **Mayer, Mark\*\*** (2009), "Viewing Private Label Brands through Three Stakeholder Lenses: Consumers, Retailers, and Manufacturers," Society for Marketing Advances, New Orleans, LA.
44. **Mayer, Mark\*\*** (2009), "Revisiting the Relationship between Need for Cognition and Humor: Evidence from Multiple Manifestations of the Humorous Experience," Society for Marketing Advances, New Orleans, LA.
45. Zinkhan, George and **Mark Mayer\*\*** (2008), "The Coca-Cola Center for Marketing Studies: A Model for Marketing Research and Education," Society for Marketing Advances, St. Petersburg, FL.
46. **Mayer, Mark\*\*** and Michelle Roehm (2008), "*Tater Stiks* and *Sir Salty*: Two Mini-Cases in Brand Management Strategy," Society for Marketing Advances, St. Petersburg, FL.

**Invited Presentations** (non peer-reviewed; work with students \* for undergraduate and \*\* for graduate student)

1. "Designing Ads to Fight Childhood Obesity," presented at Ball State University Miller College of Business "Cutting Edge Conversations" Series hosted by Miller School Dean Dr. Steve Ferris, virtual, 2022.
2. "Student Honors Theses Co-authored Work: 2021-22," (authors: Mark Mayer, Kirsten Ballard\*, Kelly Lage\*, Rachel Landis\*, McKenna Maes\*) presented at Ball State University, 2022.
3. "An Exploration of Differences in Efficacy of Vape Advertising Amongst Young Adults," (authors: Mark Mayer, Megan Smolinske\*) presented at Ball State University, 2021.

4. “Exploring Valence and Word Choice in Childhood Obesity-Focused Advertising,” presented at Ball State University, (authors: Mark Mayer, Abby Mayer\*\*, Plamen Peev) presented at Ball State University, 2020.
5. “Marketing Strategy for the 21<sup>st</sup> Century: The Importance of the Client-Based Point-of-View,” presented at Society for Marketing Professional Services (SMPS), Indianapolis, IN, 2016 (*gave \$500 honorarium to Kelley Scholarship Fund*)
6. “Online Teaching with Zoom,” presented at Kelley Teaching Excellence Seminar, Indianapolis, IN, 2016.
7. “Do Humor and Threat Work Well Together? The Moderating Effect of Need for Cognition in Humorous Threat Persuasion Advertisements,” (authors: Hye Jin Yoon, Mark Mayer), presented at Indiana University, Indianapolis, 2012.

## **Teaching Experience**

### ***Undergraduate courses (number of sections taught)***

Advertising/Integrated Marketing Communication (15), Consumer Behavior (12), Marketing Research/Analytics (23), Marketing Strategy (6), Principles of Marketing (12), Sales Technology Application (2), Services Marketing (2)

### ***Graduate courses taught (number of sections taught)***

Advertising/Promotion (5), Brand Asset Management (3), Digital Marketing (1), Strategic Marketing Management (14)

### ***Additional information***

- Taught courses in Kelley undergraduate, Kelley Part-Time (Evening) MBA, Kelley Direct MBA, Kelley Executive Development Program (MS and MBA), Ball State undergraduate, and UGA undergraduate programs.
- Taught in Kelley’s undergraduate I-Core program with full-semester project with corporate clients (2023-current)
- Taught undergraduate and graduate courses fully in-person, hybrid, and online (synchronous and asynchronous)
- Advised 15 pro-bono independent studies (13 undergraduate—including 7 honors theses—and 2 graduate)
- Led immersive course experiences at both undergraduate and graduate level. Partner organizations included Arthritis Foundation, United States Tennis Association, Back on My Feet, Conner Prairie Historical Park, Hubbard and Cravens Coffee Company, Kiri Krill Oil, MBK Wear, Performance Assessment Network
- Approximate student evaluation ratings: IU 4.2/5, BSU 4.6/5, UGA 4.7/5

## **Academic Service Highlights**

### ***Indiana University***

- Corporate Fundraising Chair for 2024 Arthritis Foundation Walk to Cure Arthritis (raised > \$4000 in donations)
- Speaker, Contest Judge, Panelist, representing Kelley in local elementary/middle schools
- Served as Faculty Coordinator (with course release), Business Minor Program and Business Foundations Certificate Program. Responsible for student recruitment, faculty hiring, faculty mentoring, performance appraisal, and program promotion efforts.
- Faculty expert media engagement for Kelley earned media efforts. Featured on-air expert, Indianapolis area television—FOX 59/CBS 4 (segments on Taylor Swift new album/concert economic impact, Taylor Swift branding, greenwashing concerns), WNDU NBC 16 (segment on Taylor Swift Indy concert impact), WISH-TV CW (segment on Super Bowl advertising), WRTV 6 (ABC) (segments on Ivanka Trump clothing line controversy and Super Bowl ads). Also featured expert for non-television news media including BBC, *Indianapolis Star*, *Indianapolis Business Journal*, *St. Louis Post-Dispatch*, Decatur (IL) WSOY 1340AM/103.3 and DecaturNow.com, Brevard (FL) Business News, Association of National Advertisers Magazine, and TheStateHouseFile.com.
- Advisor, Kelley Marketing Club; partnered with students to relaunch it upon return to IU, achieved 75+ membership in first year. (Previously served as Advisor, and organization was named Outstanding Kelley Student Organization in 2018).
- Judge at campus events (including IU-Indianapolis Top 100 Student Competition, MBA Case Competition)
- Speaker at various campus events (including New Student Orientation, Student Organization Events)
- Served on IU-Indianapolis Campus Committees: Campus Advising Council, Faculty Council
- Served on Kelley School Committees: Academic Fairness Committee, Assessment Committee, Diversity Committee, MBA Policy Committee, Search Committee, Scholarship Committee, Undergraduate Program Policy Committee

### ***Ball State University***

- Worked extensively with BSU Marketing & External Communications group. One of small number of BSU faculty members chosen for “We Fly 2.0” Ad Campaign. Featured faculty member across various media (digital, magazine, print, etc.). Also participated in “Student Experience” advertising video utilized in various settings (convocation, graduation, digital media, etc). Research/teaching was featured on Marketing department website.
- Unit Rep, United Way BSU Campaign. BSU Leadership Level Donor to United Way.
- Representative on campus-wide committees (Faculty Council Member, Professional Personnel Council, Teaching Evaluation Committee, Academic Freedom and Ethics Committee), Miller School Committees (Member, Ball State Miller College of Business Salary Reconsideration Committee, United Way Committee), and Department Committees (Recruiting Committee for multiple searches, Department Curriculum Committee (helped “kick-start” move toward digital marketing curriculum additions), Colloquium Speaker Series Committee, Journal List Committee).
- Chair of Marketing Dept. Journal List Committee, led overhaul of list ahead of/following AACSB accreditation visits.
- Mentor in Miller Mentoring Program for fellow Asst. Prof. (Dr. Tereza Dean) in student thesis advising and for fellow Asst. Prof. (Dr. Jessica Zeiss) in online teaching effectiveness
- Panelist, BSU SOAR Program (representing Mkt Dept to first-year students).
- Faculty Advisor, Ball State University American Marketing Association Student Group

## ***University of Georgia***

- Featured in “Diversity in Teaching and Learning,” video helping new UGA faculty prepare to teach diverse students
- Guest Lecturer for 25 sessions in Terry College (Business), Grady School (Mass Comm), Hodgson School (Music).

## ***Academic Field Service***

- Ad-hoc Reviewer, *Journal of Managerial Issues*, *International Journal of Advertising*, *European Journal of Humor Research*, *American Journal of Business*
- Reviewer, Various Conferences (AAA, ACR, ACR-AP, AMA, AMS, ICA, MMA, SCP, SMA)
- Conference Session Chair, Society for Mkt Advances Conference, Marketing Management Association Conference, American Marketing Association Conference

## **Recognition/Awards/Stipends**

### ***Teaching/Service Awards***

- Schuyler F. Otteson Excellence in Undergraduate Teaching Award, 2024; nominee 2016 and 2014, Indiana University
- Ball State University Outstanding Professor, Sigma Phi Epsilon National Fraternity, 2022
- Student Organization Advisor of the Year from Kelley School of Business, 2018
- Selected as Keynote Speaker for Kelley Honors Program Medal Awarding Ceremony, 2017
- Trustee’s Teaching Award winner (included \$2500 prize) from Indiana University, 2015
- Named Outstanding Professor by IUPUI Athletics, 2014 and 2011
- Excellence in MBA Teaching Award from Kelley School of Business, 2013
- Kelley-IUPUI Delta Sigma Pi Business Fraternity honored faculty member, 2011
- University of Georgia Center for Teaching and Leadership “Thank a Teacher at UGA” Recipient, 2010
- University of Georgia Pi Sigma Eta Business Fraternity service honoree, 2009
- Outstanding Teaching Assistant Award from University of Georgia, 2009
- University of Georgia Excellence in Teaching Award nominee, 2009
- Graduate School Committee Teaching Portfolio Certificate of Excellence from University of Georgia, 2008

### ***Research Awards***

- Best Paper in Consumer Behavior Track, Marketing Management Association Conference, 2023
- Nominee, Outstanding Researcher, BSU Miller College of Business, 2020
- Best Paper in Doctoral Student Track, Society for Marketing Advances Conference, 2009
- Terry College at University of Georgia Summer Research Award, 2007-2009
- Best Paper in Marketing Education, Society for Marketing Advances Conference, 2008
- University of Georgia Competitive Fellowships: Comer 2006-2008, Terrell 2006-2008, McRae 2006

### ***Grants/Stipends***

- Indiana University Digital Gardeners Faculty Fellow (pedagogical training: semester-long program to increase student digital literacy and incorporate best practices in digital literacy into undergraduate programs/classes), TBD award, 2024
- Indiana University High Impact Practices (HIP) Program (pedagogical training: summer intensive program learning how to incorporate high-impact practices to undergraduate teaching), \$1000, 2024
- Indiana University Equity Champions Program (pedagogical training: semester-long program utilizing PERTS/ASCEND resources and learning/incorporating best practices in teaching diverse student groups), \$300, 2024
- McGraw Hill Symposium Stipend (evaluated new digital marketing resources at seminar in New Orleans), \$300, 2024
- McGraw Hill Reverse-Training Stipend (experiencing/evaluating digital marketing pedagogies), \$100, 2024
- McGraw Hill Online Evaluation of new Digital Marketing textbook and accompanying materials, \$100, 2024
- Ball State Teacher Scholar Program (research collaboration with two BSU first-year students), \$500, 2023
- Ball State Career Center, Faculty Skills Infusion Training (NACE partnership); \$500 stipend, 2021
- Ball State Accounting Department—\$1000 research fund grant from peer department for aiding task force in designing and implementing a research project exploring best practices in messaging the Acct. major to BSU first-year students, 2021
- Ball State Division of Online and Strategic Learning, Faculty Bootcamp for Multimodal Teaching and Learning; received \$250 stipend for completion, 2020
- IUPUI Center for Research and Learning’s Undergraduate Research Opportunity Program (UROP) Grant; as mentor, received \$500 grant to conduct research, 2017 and 2016
- Society for Mkt Professional Services Presentation Stipend (\$500, donated to Kelley Scholarship Fund), Indianapolis, IN, 2016
- Awarded \$5000 stipend by Wyeth Healthcare to prepare MBA recruiting case presentation, 2006

## **Industry Work Experience**

Six years of experience in brand management with major corporations (Kraft Foods, Wyeth Consumer Healthcare, and Sara Lee) managing various brands (e.g., Advil, Nabisco, Planters, CornNuts, L’eggs). My brand experiences included strategic planning, segmenting/targeting/position work, advertising campaign development, new product launches, and brand turnarounds and shutdowns. Experience running a ~\$100 million budget, and working on team managing near-billion dollar brands. Extensive experience interviewing and managing teams, including direct reports. Final position was as Product Manager leading the successful nationwide launch of Advil PM for Wyeth. Received top-of-cohort performance ratings at all three corporations.