

Curriculum Vitae

**Keith E. Niedermeier**

2022

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Indiana University  
Bloomington, IN 47405-1701

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**EMPLOYMENT HISTORY:**

2020-present	Clinical Professor of Marketing, Kelley School of Business, Indiana University
2011-2021	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.

#### **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 29<sup>th</sup> 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.

## **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.

## **TEACHING EXPERIENCE:**

Marketing Management (Kelley Direct BUS M596, MBA)  
Kelley School of Business, Indiana University  
Spring 2021; mean enrollment per section: 50  
Mean instructor rating: 6.28 (1-7 scale, 7 = **outstanding**)

Consumer Behavior (BUS M405, Undergraduate)  
Kelley School of Business, Indiana University  
Fall 2020; mean enrollment per section: 30  
Mean instructor rating: 6.74 (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**)

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**)

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**)

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	Finalist (one of eight) for Wharton Anvil Award
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:**

2021	CFP Client Psychology Program – Understanding Investor Psychology The Equitable – Client Psychology Across Generations Citi – Building Your Personal Brand, Investor Citi (APEC) – Building Your Personal Brand, Investor Psychology Penn Law – Building Your Personal Brand
2020	Chubb – Personal Branding Citi (Singapore) – Building Your Personal Brand, Investor Psychology Penn Law – Building Your Personal Brand



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

- 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  
 TCSAFE/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:**

- 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<sup>x</sup>: 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 Consumer Marketing Workshop, Kelley School of Business Corporate Partners include: P&G, Scotts, 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 <ul style="list-style-type: none"><li>• 2021 -Top 5 rated Chapter (out of over 300 Chapters)</li><li>-Third Place, AMA/Pods Case Competition</li><li>-Avni Gupta named runner up for AMA Student Marketer of the year</li><li>-Runner-up, UWW/Sherwin-Williams Regional AMA Case Competition</li></ul>
2003-2015, 2021-present	American Marketing Association Collegiate Chapters Council <ul style="list-style-type: none"><li>• 2021-present – Council member</li><li>• 2014-2015 – Past-President</li><li>• 2013-2014 – President</li><li>• 2012-2013 – President-Elect</li><li>• 2011-2012 – Council member</li><li>• 2008-2009 – Past-President</li><li>• 2007-2008 – President</li><li>• 2006-2007 – President-Elect</li><li>• 2003-2005 – Council member</li></ul>
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) <ul style="list-style-type: none"><li>• 2020 -Platinum Chapter, International AMA Chapter of the Year</li><li>-Second Place, AMA/Cotton Inc. Case Competition</li><li>-Cathy Ding named runner up for AMA Student Marketer of the year</li><li>-First place, Johns Hopkins Regional AMA Case Competition</li><li>• 2019 -Platinum Chapter, International AMA Chapter of the Year</li><li>-Second Place, AMA/WSJ Case Competition</li><li>-Honorable Mention, Marketing Edge Collegiate ECHO Challenge</li></ul>

- 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 -Participated 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 Academic Director – Wharton International Program, mini study abroad program (WH 298)
- 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 Aries, Argentina; Costa Rica
  - 2008 – Milan, Italy; Seoul, South Korea
  - 2007 – Hong Kong, China; Hyderabad, India
- 2012-2014 Faculty Advisor - Wharton MBA Global Consulting Practicum
- 2014 - Israel Hybrid Razor
  - 2013 - Australian Action Sports
  - 2012 - Brand Israel
- 2011-2012 Co-Advisor, Wharton MBA Marketing Case Team
- 2012 - Third Place in Wake Forest/BB&T Corporation Case Competition
  - 2011 - First Place in Wake Forest/VF Corporation Case Competition
- 2000-2004 Advisor - Penn State Marketing Association (PSMA), the collegiate chapter of the American Marketing Association
- 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 Journal of Interactive Marketing  
2016 Journal of Interactive Marketing  
2007 American Marketing Association Winter Marketing Educators' Conference  
2005 Journal of Consumer Research, Journal of Experimental Social Psychology  
2004 Journal of Consumer Research  
2003 Journal of Experimental Social Psychology  
2003 Analyzing Rater Agreement – Manifest Variable Method, Hillsdale, NJ: Erlbaum.  
2000 Association for Consumer Research Conference  
1999 Law and Human Behavior  
1998 Basic and Applied Social Psychology

## PRESS COVERAGE AND OTHER MEDIA:

CBS 4 Indianapolis, (2021, November 9). Retail Experts Tell Hoosiers to buy NOW, Price Match Later. <https://cbs4indy.com/news/4-your-money/retail-experts-tell-hoosiers-to-buy-now-price-match-later/>

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/>

Retail Dive, (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? <https://www.wsj.com/articles/antismoking-drive-is-poised-to-bypass-where-the-kids-hang-out-1510875419>

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>

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China Daily (2011, July 8). Say hello to hi panda. [http://www.chinadaily.com.cn/usa/business/2011-07/08/content\\_12864036.htm](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