

M. Kim Saxton, Ph.D.

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IU Kelley School of Business
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Education

Ph.D. in Business, Kelley School of Business, Indiana University, December 1996.
Major: Marketing; Minors: Strategic Management, Methods and Analysis.

Dissertation Title: *Organizational Responsiveness: The Role Of Marketing And Other Determinants*

MBA, Kelley School of Business, Indiana University, October 1996.

BS in Management Science, MIT Sloan School of Business, December 1984. Major: Behavioral Studies; Minor: Marketing.

Academic

2019 to present, IUPUI SCHOOL OF MEDICINE, Family Medicine, Indianapolis, IN
Adjunct Clinical Professor

Appointments

Courses taught include: Management of the Patient Experience within the Business of Medicine Scholarly Concentration

2018 to present, IU KELLEY SCHOOL OF BUSINESS, Indianapolis, IN
Clinical Professor of Marketing

Marketing Enterprise Director, 2017 to present

Faculty Coordinator, Emerging Programs, 2017 to present

IUPUI Bantz Community Scholar, 2019 to 2020

Courses taught include:

MBA Core – Strategic Marketing Management

MBA Electives – Digital Marketing, Effective Communications, Marketing Engineering, Marketing Performance and Productivity Analysis, Enterprise or Immersive Business Experience, Effective Brand Championing, Internet Marketing

Online MBA – Strategic Marketing Management, Marketing Engineering and Marketing Research

Business of Medicine MBA - Strategic Marketing Management

Graduate Certificate in Medical Management – Management of the Patient Experience and Immersive Business Experience

Undergraduate - Marketing Strategy (capstone for major), Marketing Research, and Analysis of Marketing Data

Certificate Course – Strategic Marketing and Management

2012 to 2018, IU KELLEY SCHOOL OF BUSINESS, Indianapolis, IN
Clinical Associate Professor of Marketing

2007 to 2012, IU KELLEY SCHOOL OF BUSINESS, Indianapolis, IN
Clinical Assistant Professor of Marketing

2007, UNIVERSITY OF QUEENSLAND, Brisbane, Australia

Visiting Professor, Semester I January to June, 2007. Taught Marketing Strategy course. Teaching evaluations were 4.78/5.0

2005 to 2007, IU KELLEY SCHOOL OF BUSINESS, Indianapolis, IN
Assistant Professor of Marketing

2004 to 2005, IU KELLEY SCHOOL OF BUSINESS, Indianapolis, IN
Visiting Clinical Assistant Professor of Marketing

1999 to 2003, LILLY MARKETING INSTITUTE, Indianapolis, IN
Subject Matter Expert: Market Research Core, Message Management for Marketing, Evaluating Message Effectiveness, Key Player Segmentation. Certified Facilitator for Market Research Core and Segmentation Principles for Product Teams

1995 to 1997, UNIVERSITY OF WISCONSIN, Graduate School of Business, Madison, WI
Lecturer, Department of Management and Human Resources. Courses taught include: Introduction to Strategic Management, and Creating Innovation.

1992 to 1995, IU KELLEY SCHOOL OF BUSINESS, Bloomington, IN
Associate Instructor, Marketing Department. Courses taught include: Advertising and Promotion, Management, Marketing Management, Introduction to Marketing. Certified facilitator for 3-day MBA Strategy course simulation, FOODCORP.

**Non-
Academic
Appointments
&
Professional
Experience**

2003 to 2004, **XANODYNE PHARMACEUTICALS**, Florence, KY
Executive Director, Marketing

1998 to 2003, **ELI LILLY & COMPANY**, Indianapolis, IN
Marketing Strategy, Exenatide Product Team
Manager, Global Market Research Endocrine
Consultant, US affiliate Market Research

1997 to 1998, **WALKER INFORMATION**, Indianapolis, IN
Vice President, Research Sciences & Product Manager, Corporate Reputation

1991 to 1997, **THE BARNEGAT GROUP**, Madison, WI
Partner

1990 to 1992, **STRATEGIC ANALYSIS, INC.**, Reading, PA
Consultant

1989 to 1990, **READING STATION ASSOCIATES, L.P.**, Reading, PA
Assistant to the Partnership

1988 to 1989, **REALTY INFORMATION GROUP, INC.**, Bethesda, MD
Manager, Product Marketing

1987 to 1988, **REGARDIE'S THE HOUSING DATA REPORTS**, Washington, DC
Research Analyst

1985 to 1987, **MARKOWITZ & MCNAUGHTON, INC.**, Reston, VA
Project Manager

Have worked with executives from many Fortune 500 and other large companies providing strategic planning and market research services. Market research services include corporate reputation measurement, brand equity assessment, customer satisfaction, employee satisfaction, communications effectiveness, market position analysis, competitive analysis, new product feasibility assessment, customer opinion assessment, and acquisition due diligence. A sample of key clients include:

Pfizer	Eli Lilly & Company
NIKE, Inc.	The Coca-Cola Company
Edison International	LensCrafters
Oxford Health Plans	General Motors
Binney & Smith (Crayola)	CUNA Mutual
Pratt Corporation	Deborah Woods Associates
hhGregg	Herman Miller
Echo Supply	Compendium

Professional Organization Memberships	At various times, have been a member of the following organizations: American Marketing Association, including local IndyAMA chapter Academy of Management Academy of Marketing Sciences Association for Consumer Research Strategic Management Society
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Professional Awards and Honors	TEACHING <u>External</u> Professor of the Month, Stukent® Internet Marketing Simulation and Textbook, February 2017 Letter of commendation for outstanding teaching, General Motors - Kelley Direct online MBA, 2006 and 2005 Outstanding Facilitator Lilly Marketing Institute, Eli Lilly & Company, 2002 <u>Indiana University</u> President's Award for Teaching Excellence, Indiana University, 2014 <u>IUPUI</u> Favorite Professor by Student Athletes, IUPUI Athletics Department, 2019 Excellence in demonstrating the Principle of Undergraduate Learning - Critical Thinking, IUPUI, 2006 Favorite Professor by Student Athletes, IUPUI Athletics Department, 2006, 2007, 2008 <u>Kelley School of Business</u> MBA Teaching Excellence Award, IU Kelley School of Business Indianapolis, 2011, 2012, and 2016 Lilly MBA Teaching Excellence Award, IU Kelley School of Business Indianapolis, 2011 and 2016 Schuyler F. Otteson Undergraduate Teaching Excellence Award for Full-Time Faculty, IU Kelley School of Business Indianapolis, 2006 Kelley School of Business Dean's commendation for top 25% teaching evaluations, Spring 2005, Fall 2008, Fall 2010, Winter 2010, Spring 2010, Spring 2011,
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RESEARCH

Bantz Community Scholar, IUPUI, 2019
Best Student Poster Presentation award, IUPUI, 2010
American Marketing Association Doctoral Consortium representative from Indiana University, 1996
Ralph Day Award, Indiana University Marketing Department Award based on doctoral students' research productivity, performance in coursework, progress in satisfying program requirements and potential quality of the dissertation, 1995
"Best Paper" Award, American Marketing Association Winter Educators' Conference, 1994
Discussant, 24th Annual Albert Haring Symposium, Indiana University Marketing Department, 1994

SERVICE

Community Builder Award, IUPUI Office for Student Life, 2010

OVERALL/OTHER

IUPUI Women's Leadership Award, Veteran Faculty, 2018
Quality Advocate Award, Eli Lilly & Company, 2002
Outstanding Global Market Research Project, Eli Lilly & Company, 2001
President's Council, Eli Lilly & Company, 2001

Teaching	2018 to Present, Faculty Coordinator, Graduate Certificate in Medical Management
Administration and Curriculum Development	2017 to Present, Member, Evening MBA Curriculum Review Committee and Evening MBA Policy Committee 2012 to 2018, Chair Teaching Excellence Committee, IU Kelley School of Business Indianapolis. Organize and manage Teaching Excellence workshops designed to improve the teaching and learning environment within the Kelley School of Business Indianapolis. Workshops delivered include: 2012, Best Practices in Online Teaching – also presenter 2013, Apple Resources for Education Critical Thinking: Getting Started in the Classroom Generational Learning Styles 2014, Motivating Students to Prepare for Class – also presenter 2016, Best Practices in Online/Canvas Teaching But Wait, There are Even More Tools for Online Teaching – also presenter Teaching Millennials and Gen Z to be Critical Thinkers Simple Tips to Improve Canvas 2017, Using Zoom to Replace Connect Introduction to Top Hat 2016, Member, Task Force to Review IUPUI's Center for Teaching and Learning 2017, Member, Faculty Learning Community, The Role of Reflection in the Scholarship of Teaching and Learning
Grants in Teaching	2020, PATTERN Strategic Feasibility Assessment, IUPUI Office of Community Engagement with Barb Cutillo \$7,500 to provide three Kelley undergraduate students with consulting experience. 2017, Customer Development Market Research for The Startup Ladies, IU Foundation Women's Philanthropy Leadership Council, \$6,000 to be used November 2017 – Summer 2018. This grant will support teaching activities in the MBA classes X523 and X524 in Fall 2017 and Spring 2018 2017, Grant to develop follow-up project from IUPUI CTL's Faculty Learning Community on Reflection 2016, Consultant to the IUPUI's Industrial Assessment Center's (IAC) \$1.5 million Department of Energy Grant DE-EE0007711, to supervise a marketing student intern for the IAC

2012, Co-authored \$19,000 grant from the Ronald McDonald House for the Fight for Life Foundation to develop a socioemotional learning program that was adopted by the Phalen Leadership Academy and Indianapolis Public Schools
2010, IUPUI \$2500 Rise Curriculum Development competitive grant

SUBMITTED BUT NOT FUNDED

2016, Co-PI to NSF 16-503, Division of Graduate Ed, Education and Human Resources
Title: NRT-IGE IUPUI STEM Start-Ups with PI: Dr. Joseph Rosenblatt, Chair and Professor, Department of Mathematical Sciences, IUPUI

**Grants in
Research**

2019, IUPUI Bantz Community Scholar with Charlotte Westerhaus-Renfrow (\$25,000). *Advancing Indy Women: A Year-Long Journey of Professional Development*: Women's advancement in the workplace is stuck. The needle isn't moving. Through a year-long series of workshops, this program hopes to understand what barriers need to be overcome and then provide skills training to a cohort of up to 60 Linking Indy Women to increase their advancement potential. The effectiveness of the program will be assessed through pre-test/post-test outcomes.

1994, Indiana University School of Business Research Grant (\$600). Funding for a dyadic empirical study of customer orientation in the nonwovens fabric industry.

SUBMITTED BUT NOT FUNDED

2011, Co-PI Clarian Values Fund for Research, "American English Instruction for Medical Personnel" with Poonam Khurana, IU School of Medicine
2008, Co-PI MSI Research Fund, "Brand Consistency: Should Brand Communications be Similar across Different Customer Segments who interact in Brand Choice?" with Michelle Roehm, Wake Forest University

**Service to
Kelley School**

2016 to 2019, Member, Kelley Women Friendly Task Force; Coordinator, KSBI Women in Business Initiative
2016 to 2018, Faculty Advisor, Kelley Indianapolis Women's MBA Association
2013 to 2016, Member, KSBI Assessment Committee
2012 to 2015, Member, KSBI MBA Policy Committee,
2010 to Present, Chair, Teaching Excellence Committee
2009 to 2012, Chair, KSBI Diversity Council
2009 to 2010, Faculty Sponsor, KSBI Undergraduate Marketing Club
2005 to Present, Member, KSBI Academic Fairness Committee
1994, 24th Annual Albert Haring Symposium Committee. Doctoral student representative to committee that plans and organizes the IU School of Business' annual Albert Haring Symposium.

**Service to
IUPUI and IU**

2019, IUPUI Women's Conference Planning Committee; Bantz Community Scholar
2018 to Present, Member IU Distinguished Teaching Selection Committee
2017 to 2019, Participant, Faculty Learning Community, The Role of Reflection in the Scholarship of Teaching and Learning
2016 to present, Marketing Consultant, Randall L. Tobias Center for Leadership Excellence
2016, Center for Teaching and Learning (CTL) Review Task Force
2014 to present, Supervisor of marketing intern for the IUPUI Industrial Assessment Center's Department of Energy grant
2015 to 2016, Presenter, IU School of Medicine Pathology Residency Program
2012, eText Policy Task Force
2011, Co-Chair Homeward Bound Walk
2010, Member IUPUI United Way Campaign Executive Committee, Marketing Subcommittee and Co-Chair Low Participation Schools Subcommittee

- 2009 to 2010 MURI Co-Mentor with Laura Romito and Lorinda Coan, "Evaluating the Relationship between Promotions and Public Perception of the New Dissolvable Tobacco Products during its Test Market in Central Indiana," Project received a Student Best Poster award at the IUPUI Research Day 2010.
- 2010, Provided market research and/or marketing consulting to IUPUI Division of Student Life in assessing brand equity with students and faculty, and the IU National Center of Excellence in Women's Health in developing a mobile health service offering
- 2009, Provided market research and marketing consulting to IUPUI Athletics department and Division of Student Life, including supervising undergraduate student projects

Service to

2017 to present, Associate Editor Journal of Advertising Research

Profession

2013 to present, Editorial Review Board Journal of Advertising Research

2018, Ad hoc reviewer, Marketing Education Review

2014, Ad hoc reviewer Strategic Entrepreneurship Journal

2010 to 2012, Ad hoc reviewer Journal of Advertising Research

2009 to 2010, Track Co-Chair for Brand Marketing and Communication, 2010 AMA Winter Educators' Conference

2005 to 2010, Reviewer AMA Educator's Conference, AMS Annual Conference

1998 to 2002, Editorial Board for Corporate Reputation Review

1995 to 1997, Reviewer for Business Policy and Strategy track for the Academy of Management and the Midwest Academy of Management Meetings

1995 to 1996, Ad hoc reviewer for Journal of Organizational Change Management.

Service to

2020 to present, Advisory Board Member, Repro Health Technology

Community

2020, Coordinated digital marketing projects by MBA students with six local woman- and minority owned small businesses: AwayZones, DNK Presents, Simplicity Juices, Sweatboxx Wellness Center, Teas Me Café, Uppstrom's

2020, Coordinated immersive business experiences with local companies: Eskenazi Health Geriatric Practice, NeoSmart

2019 to 2020, Advancing Indy Women Program Coordinator

2019, Coordinated digital marketing projects by MBA students with three local startups: FullStack PEO, Your Iconic Brand, Pivot Point

2017 to present, Advisory Board Member, The Startup Ladies

2017 to 2020, Director, IMAGE (Innovative Marketing and AdvertisinG Enterprise) – recruit and coordinate a total of 15 projects over 3 years to pair MBAs with organizations to undertake marketing consulting projects. The organizations include non-profits, startups and large companies.

2017 to 2019, Steering Committee Member, Women's Network Forum

2017 to 2018, Coordinator, Talent Nexus Council

2016, The Innovation Showcase, Selection Judge

2015 to present, Member VisionTech Angel Partners

2015, Naptown Fitness, coordinated three projects through M501 to develop marketing plans for their varied fitness businesses

2013 to 2016, Presenter and Organizer, VisionTech Partners E3 Summit (Empowering the Entrepreneurial Ecosystem)

2014 to 2016 Advisory Board Member, Linking Indy Women

2013, Archdiocese of Central Indiana Catholic Charities. Coordinated two projects through the M501 course to explore new projects for them to fund looking to develop an urban farm and create a program to bank the unbanked in Indianapolis.

2012 to present, Advisory Board Member, PERQ, LLC (formerly CIK Enterprises); Advisor, Diagnotes, LLC

2012 to 2016, Advisory Board Member, Fight for Life Foundation.

- 2011, Homeward Bound Walk. Facilitated the development and execution of the 2011 Walk, a fundraiser to support a dozen agencies that support homelessness agencies in Indianapolis using the undergraduate M450 class. This walk raised ~\$45,000.
- 2010, Grameen America. Coordinated a project to develop a process for determining where to locate a new branch in a new city based on finding the highest concentration of entrepreneurially oriented people who earn below the poverty level, using the M501 class. This information was used to help Grameen America set up their first Indianapolis location.
- 2007 to 2012, Coordinated projects where teams of M450 students developed marketing plans for more than a dozen local businesses in Indiana.

Publications

BOOKS

Saxton, Todd; M. Kim Saxton and Michael Cloran (2019), [The Titanic Effect: How Hidden Debt can Sink your Startup](#), Morgan James Publishing: New York.

TEACHING

Refereed

Saxton, M. Kim (2015), "Adding Badging to a Marketing Simulation to Increase Motivation to Learn," [Marketing Education Review](#), 25:1 (Spring): 53-57.

Fradd, Sandra, Ohkee Lee, Francis Sutman, **M. Kim Saxton** (2001), "Materials Development Promoting Science Inquiry with English Language Learners: A Case Study," [Bilingual Research Journal](#), 25:4, 479-501.

SCHOLARSHIP

Refereed

Saxton, M Kim, Todd Saxton and Erik Monsen, "Persuasion and the Pitch: How Audiences Respond to New Venture Presentations", [Journal of Business Venturing](#), Submitted.

Wesley, Curtis, Connor Lubojacky, Todd Saxton, and **M. Kim Saxton**, "Providing Help as Risk-Taking Behavior: The Influence of Age, Gender, and Venturing Experience on Providing Recommendations in Support of New Venture Founders", [Journal of Business Venturing](#), Under Revision.

Saxton, Todd, Curtis Wesley, and **M. Kim Saxton** (2016), "Uncertainty and Social Exchange Theory: Venture Advocate Behaviors and the Emerging Enterprise," [Strategic Entrepreneurship Journal](#), 10 (1): 107-125.

Alpert, Frank and **M. Kim Saxton** (2015), "Can Multiple New-Product Messages Attract Different Consumer Segments? Gaming Advertisements' Interaction with Targets Affects Brand Attitudes and Purchase Intentions" [Journal of Advertising Research](#), 55:3, 307-321.

Romito, Laura and **M. Kim Saxton** (2014), "Impact of Promotions on Awareness, Trial and Likelihood of Trial of New Dissolvable Tobacco," [American Journal of Health Promotion](#), 28:4, 251-258.

Saxton, M. Kim (2011), "Rx for Brand Consistency: Should Pharmaceutical Marketers Send Different Messages to Physician and Consumer Audiences?" [Journal of Advertising Research](#), 51:2, 380-393.

Romito, Laura, **M. Kim Saxton**, Lorinda L Coan, Arden G. Christen (2011), "Retail Promotions and Perceptions of R.J. Reynold's Novel Dissolvable Tobacco in a U.S. Test Market", [Harm Reduction Journal](#), 8:10.

Saxton, M. Kim and Todd Saxton (2010), "Venture Launch and Growth as a Status-Building Process" in Jone L. Pearce (ed) Status in Management and Organizations, pp.191-211, Cambridge University Press: Cambridge, UK.

Saxton, M. Kim, Todd Saxton, John Steen and Martie-Louise Verreynne (2010), "Failure To Advance: Resource Logic for Early Venture Failure," Prometheus, Critical Studies in Innovation, 28:1, 15-27.

DeSarbo, Wayne, Duncan Fong, John Liechty and **M. Kim Saxton** (2004), "A Hierarchical Bayesian Procedure for Two-Mode Cluster Analysis," Psychometrika; 69:4 (Dec); 547-572

DeSarbo, Wayne; Alexandru Degeratu, Michael Ahearne and **M. Kim Saxton** (2002), "Disaggregate Market Share Response Models", International Journal of Research in Marketing, 19:3, 253.

DeSarbo, Wayne, Alexandru Degeratu, Michel Wedel, and **M. Kim Saxton** (2001), "The Spatial Representation of Market Information", Marketing Science, 20:4 (Fall), 426-441.

Ahearne, Mike, Tom Gruen, and **M. Kim Saxton** (2000), "When the Product is Complex, Does the Advertisement's Conclusion Matter?" Journal of Business Research, 48:1, 55-62.

Saxton, M. Kim (1998), "Where Do Corporate Reputations Come From?" Corporate Reputation Review, 1:4, 393-399.

Non-Refereed

Kim Saxton and Todd Saxton (2020), "You Should Make Time Now to Plan For 2021", Indianapolis Business Journal, <https://www.ibj.com/articles/you-should-make-time-now-to-plan-for-2021>, December 11, 2020.

Kim Saxton and Todd Saxton (2020), "This Is Why It's Never 'Just Business'," Indianapolis Business Journal, <https://www.ibj.com/articles/this-is-why-its-never-just-business>., October 16, 2020.

Kim Saxton and Todd Saxton (2020), "You Can Fix Some Of Remote Work's Drawbacks", Indianapolis Business Journal, <https://www.ibj.com/articles/you-can-fix-some-of-remote-works-drawbacks>, August 14, 2020.

Kim Saxton and Todd Saxton (2020), "Smart Decisions Are Built On Farsighted Thinking," Indianapolis Business Journal, <https://www.ibj.com/articles/smart-decisions-are-built-on-farsighted-thinking>, June 12, 2020.

Saxton, M. Kim (2020), "Setting up your Business for Success After this Crisis", Material Handling Network, <https://www.mhnetwork.com/setting-up-your-business-for-success-after-this-crisis/>, June 11, 2020.

Saxton, Todd and M. Kim Saxton (2020), "How to Help Your Startup Thrive in Disrupted Market Conditions", StartupNation.com, <https://startupnation.com/grow-your-business/thrive-disrupted-market-conditions/>, April 15, 2020.

Kim Saxton and Todd Saxton (2020). "You Can Be An Early-Stage Investor—And Startups Need You," Indianapolis Business Journal, <https://www.ibj.com/articles/you-can-be-an-early-stage-investor-and-startups-need-you>, April 10, 2020.

Saxton, Todd and M. Kim Saxton (2020), "Side Hustling... Which Kind Should You Have: Hobby Hustle, Side Ride, Or Gateway Gig?", YoungUpstarts.com, <http://www.youngupstarts.com/2020/03/31/side-hustling-which-kind-should-you-have-hobby-hustle-side-ride-or-gateway-gig/>, March 31, 2020.

Saxton, M. Kim (2020), "How Passionate Should a Founder Be About Their Startup?", *The Startup Ladies Blog*, <https://www.thestartupladies.org/post/how-passionate-should-a-founder-be-about-their-startup>, March 25, 2020.

Saxton, Todd and M. Kim Saxton (2020), "Have You Found the Right Way to Price Your Offering?", *SuccessfulBusinessNews.com*, <https://www.successfulbusinessnews.com/index.php/sales-marketing/item/4214-have-you-found-the-right-way-to-price-your-offering>, March 23, 2020.

Saxton, Todd and M. Kim Saxton (2020), "How And When To Pivot Your Business", *TheSelfEmployed.com*, https://www.theseemployed.com/start_ups/how-and-when-to-pivot-your-business/, March 16, 2020.

Kim Saxton and Todd Saxton (2020), "When Does A Side Hustle Become Your Main Gig?," *Indianapolis Business Journal*, <https://www.ibj.com/articles/when-does-a-side-hustle-become-your-main-gig>, February 14, 2020.

Saxton, M. Kim (2014), "Using a Marketing Persona to Close The Deal," *Inside Indiana Business Perspectives*, May 16, 2014.

Saxton, M. Kim (2013), "Finding The Sweet Spot in Email Targeting," *Inside Indiana Business* guest column, July 17, 2013.

Proceedings

Saxton, Kim (1999), "Exploring the relationship between brand equity and corporate reputation," 1999 American Marketing Association Winter Educators' Conference.

Saxton, M. Kim and John O. Summers (1998), "Organizational Responsiveness: The Role of Marketing and Other Determinants," 1998 American Marketing Association Summer Educators' Conference, Boston, MA.

Saxton, M. Kim and John O. Summers (1996), "Building Customer Orientation from the Customers' Perspective," 1996 American Marketing Association Winter Educators' Conference, Hilton Head, SC.

Schwebach, Gary D., M. Kim Saxton and Todd Saxton (1995), "Creating Knowledge from Competitive Intelligence: Difficulties in Global Research," 1995 American Marketing Association Summer Educators' Conference, Washington, DC.

Saxton, M. Kim and John O. Summers (1994), "Organizational Adaptability and the Role of Marketing: Antecedents and Moderators," *Marketing Theory and Applications*, 1994 AMA Winter Educators' Conference, St. Petersburg, Florida. Winner of "Best Paper" award.

Saxton, Todd and M. Kim Saxton (1993), "The Environment: Elements, Levels, and Reality as Reflected in Letters to Shareholders," Midwest Division Academy of Management, Conference, Indianapolis, Indiana.

Working

Papers

Saxton, M. Kim, Todd Saxton, Jim Davis, Matt Allen and John Busenbark, "Needles in the Haystack: Towards a Typology of 'Small' and 'New' Firms.

Khaja, Minhaj S., Lannie J. Cation, M. Kim Saxton, "Business Of Medicine Training During Residency."

Khurana, Poonam, M. Kim Saxton, Honnor Orlando and Deborah A. Griffith, "Study To Evaluate The Efficacy Of Training In American English Intonation For International Health Care Professionals."

Presentations

TEACHING

Saxton, M. Kim, "Boost your Marketing Strategy with Search-Intent SEO", Startup Study Hall, The Startup Ladies, June 3, 2020, Indianapolis, IN.

Saxton, M. Kim, "Building a Science-Based Personal Brand", IU School of Medicine, March 5, 2020, Indianapolis, IN.

Saxton, M. Kim and Charlotte Westerhaus-Renfrow, "Finding the GRIT to Accomplish Your Goals", Eli Lilly & Company Veterinary Services, Lilly Research Labs, February 26, 2020, Indianapolis, IN.

Saxton, M. Kim and Charlotte Westerhaus-Renfrow, "Finding the GRIT to Accomplish Your Goals", Department of Otolaryngology Lunch n Learn, IU School of Medicine Department of Otolaryngology, November 1, 2019, Indianapolis, IN.

Saxton, M. Kim, "Crafting a Personal Brand Statement", Business of Medicine Special Interest Group, IU School of Medicine, October 30, 2019, Indianapolis, IN.

Saxton, M. Kim and Charlotte Westerhaus-Renfrow, "Crafting a Personal Brand Statement", Advancing Indy Women Workshop Series, Linking Indy Women and Kelley School of Business, September 25, 2019, Indianapolis, IN.

Westerhaus-Renfrow, Charlotte and M. Kim Saxton, "Finding the GRIT to Accomplish Your Goals", Integrating Women Leaders Indianapolis Women's Leadership Conference, September 16, 2019, Indianapolis, IN.

Westerhaus-Renfrow, Charlotte and M. Kim Saxton, "GRIT: How to Bounce Back From Adversity, Challenge, and Failure", IUPUI Women's Conference, August 23, 2019, Indianapolis, IN.

Saxton, M. Kim, "Marketing Issues for Startups", Workshop, X501 Residency Session, Kelley School of Business, June 14, 2019, Indianapolis, IN.

Westerhaus-Renfrow, Charlotte and M. Kim Saxton, "Finding the GRIT to Accomplish Your Goals", Dress for Success, June 11, 2019, Indianapolis, IN.

Romito, Laura, M. Kim Saxton and Lisa Contino, "A Step-by Step Guide for Using Critical Reflection to Discover Your Teaching Philosophy," 2019 American Dental Education Association Annual Session, March 18, 2019, Chicago, IL.

Westerhaus-Renfrow and M. Kim Saxton, "Leading with Effective Negotiations," IUPUI School of Philanthropy, February 21, 2019, Indianapolis, IN.

Westerhaus-Renfrow, Charlotte and M. Kim Saxton, "Finding the Grit to Accomplish your Goals," Pass the Torch for Women Winter Open House, February 12, 2019

Saxton, M. Kim, Laura Romito and Lisa Contino, "Developing a Teaching Philosophy Statement through a Critical Reflection Process," IUPUI CTL Workshop, November 28, 2018, Indianapolis, IN.

Saxton, M. Kim, "Building a Scalable Business Model," 2018 AWARE:ACCESS Commercialization and Entrepreneurship Summit, November 14, 2018, Indianapolis, IN.

Saxton, M. Kim, "Power of your Personal Branding," IU School of Medicine Professional Development Seminar, Ball State Memorial Medical Education Center, November 1, 2018, Muncie, IN.

Saxton, M. Kim and Charlotte Westerhaus-Renfrow, "Power of your Personal Branding," Preparing Future Faculty and Professionals, IUPUI, October 24, 2018, Indianapolis, IN.

Saxton, M. Kim and Sharmin Kent, "Leveraging Social Matter Experts in Social Media," Governor's Social Media Meetup, Indiana Governor's Office at the Indiana State Capitol, September 28, 2018, Indianapolis, IN.

Saxton, M. Kim and Charlotte Westerhaus-Renfrow, "Executive Presence: How Grit Meets Confidence," Integrating Women Leaders Conference, August 28, 2018, Indianapolis, IN.

Saxton, M. Kim, "Calculating Addressable Market: Understanding TAM and SAM," The Startup Ladies Startup Study Hall, August 15, 2018, Indianapolis, IN.

Saxton, M. Kim and Charlotte Westerhaus-Renfrow, "How to Better Negotiate: What Every Woman Should Know," IU Conference for Women, August 8, 2018, Indianapolis, IN.

Saxton, M. Kim, "Marketing for Startups 101 Kelley Direct," Kelley School of Business X501 Class, June 28, 2018, Indianapolis, IN.

Contino, Lisa, Laura Romito and Kim Saxton, "Developing a Teaching Philosophy Statement through a Critical Reflection Process," E.C. Moore Symposium/LEAP Indiana Conference, March 2, 2018, Indianapolis, IN.

Saxton, Kim and Charlotte Westerhaus-Renfrow, "How to find GRIT to Accomplish your Goals," Integrating Women Leaders Conference, August 31, 2017, Indianapolis, IN.

M. Kim Saxton, "What Is 'Market Positioning' And How Will It Lead To Sales?" The Startup Ladies Study Hall, August, 2017, Indianapolis, IN.

Phelps, Maggie and M. Kim Saxton, "Personal Branding," Women's Network Forum, May 10, 2017, Indianapolis, IN.

Saxton, M. Kim, "Building a Scalable Business Model," The Startup Ladies Study Hall, January 18, 2017, Indianapolis, IN.

Saxton, M. Kim, "Marketing Due Diligence," VisionTech Partners E3 Summit, July 13, 2016, Indianapolis, IN.

Saxton, M. Kim, Todd Saxton and Michael Cloran, "The Titanic Effect: How Hidden Debt Can Sink Your Startup," The Startup Ladies Study Hall, June 15, 2016, Indianapolis, IN.

Saxton, M. Kim and Todd Saxton, "The Titanic Effect: How Hidden Debt Can Sink Your Startup," VisionTech Angels Annual Meeting, July 9, 2015, Indianapolis, IN.

Saxton, M. Kim and Serena Shirey, "Data-Driven Marketing," Roche Marketing Summit, April 28-29, 2015, Indianapolis, IN.

Saxton, M. Kim, "Marketing 101: An Introduction for Pathology Residents," workshop for Pathology Residents, IU School of Medicine, February 9, 2015 and March 2, 2016, Indianapolis, IN.

Saxton, M. Kim, Personal Branding, IU School of Medicine IBMG Program for Ph.D. Study Graduate Division, November 2014, Indianapolis, IN.

Saxton, M. Kim, Marketing for Startup Ventures, 2nd Annual Stepstone Midwest E3 Summit, September 2013, Indianapolis, IN.

Saxton, M. Kim, Personal Branding 2.0, IndyHub Career Compass for the Creative Class, September 2013, Indianapolis, IN.

Saxton, M. Kim, Personal Branding, Muncie Young Professionals Board, November 2012, Muncie, IN.

Saxton, M. Kim, Best Practices in eText Use, IU UITS eText Webinar, October 2012, online.

Saxton, M. Kim, Personal Branding, IndyHub Career Compass for the Creative Class, September 2012, Indianapolis, IN.

Saxton, M. Kim and Kim Donahue, How to Effectively Market Your Business, City of Indianapolis Office of Minority and Women Business Development, August, 2012, Indianapolis, IN.

Saxton, M. Kim, Social Media Marketing, State of Indiana MWBE Resource Fair, July 2012, Indianapolis, IN.

Saxton, M. Kim, Social Media 101, NFL Emerging Businesses Playbook Workshop, December 2011, Indianapolis, IN.

Saxton, M. Kim. Invited presentation on Teaching Innovations, Kelley School of Business Teaching Excellence Committee, March 2010, Indianapolis, IN.

Saxton, M. Kim, "Web Marketing," IU Kelley School of Business/Indianapolis Chamber of Commerce Main Street Event, September, 2007, Indianapolis, IN.

Saxton, M. Kim, "Brand Consistency: Should Brand Image be Similar Across Customers in Interactive Brand Choice?" May, 2007, UQ Boardroom Briefing, Brisbane, Australia.

Saxton, M. Kim and Dan Hill, "The Heart of the Matter: Sensory-Emotive Diabetes Brand Research," May 2004, Institute for International Research's Research & Testing for Brand Initiatives, New York, NY.

Saxton, M. Kim, "The Diabetes Challenge", University of Pennsylvania Ackoff Center for Advancement of Systems Approaches, May, 2002, Philadelphia, PA.

SCHOLARSHIP TO SUPPORT THE TITANIC EFFECT BOOK

Saxton, M. Kim and Todd Saxton, "Successfully Navigating Uncertainty", The Alliance Quarterly Meeting, The Alliance of Indianapolis, Zoom, November 19, 2020, Indianapolis, IN.

Saxton, M. Kim and Todd Saxton, "The Titanic Effect with Drs. Todd and Kim Saxton", , Rotary Club of Indianapolis, July 21, 2020, Indianapolis, IN.

Saxton, M. Kim and Todd Saxton, "TIM Talk: Why Scientists are Good at Navigating the Uncertainties that Sink Most Startups", MIT Virtual Reunions, May 30, 2020, Cambridge, MA.

Saxton, M. Kim and Todd Saxton, "Rapid Recovery Series, Session II: Navigating the Uncertainties of COVID and Beyond", Indy Chamber Rapid Recovery Series, May 28, 2020, Indianapolis, IN, United States.

Saxton, M. Kim and Todd Saxton, "The Titanic Effect for Pre-Revenue Startups," IUPUI JagStarts Program, March 2, 2020, Indianapolis, IN.

Saxton, Todd and M. Kim Saxton, "Don't Let The Titanic Effect Sink Your Startup" Dimension Mill, November 18, 2019, Bloomington, IN.

Saxton, Todd and M. Kim Saxton, "Don't Let The Titanic Effect Sink Your Startup" 49 Fridays Columbus Chamber of Commerce, November 15, 2019, Columbus, IN.

Saxton, Todd and M. Kim Saxton, "Don't Let The Titanic Effect Sink Startups" SoPE Nashville Chapter, November 6, 2019, Nashville, TN.

Saxton, Todd and M. Kim Saxton, "Don't Let The Titanic Effect Sink Your Startup" IU & Purdue Club of San Francisco, October 23, 2019, San Francisco, CA.

Saxton, Todd and M. Kim Saxton, "Don't Let The Titanic Effect Sink Startups" Indianapolis SCORE Monthly Meeting, September 10, 2019, Indianapolis, IN.

Saxton, M. Kim, "The Titanic Effect: Successfully Navigating the Uncertainties That Sink Most Startups", AWARE: ACCESS Program, Indiana Clinical and Translational Sciences Institute, September 5, 2019, Indianapolis, IN.

Saxton, Todd, M. Kim Saxton and Michael Cloran, "Don't Let The Titanic Effect Sink Your Startup" The Startup Ladies, August 21, 2019, Indianapolis, IN.

Saxton, Todd, M. Kim Saxton and Michael Cloran, "Don't Let The Titanic Effect Sink Your Startup" SoPE Indianapolis Chapter Meeting, August 15, 2019, Indianapolis, IN.

Saxton, Todd and M. Kim Saxton, "Don't Let The Titanic Effect Sink Your Startup" SoPE Boston Chapter, August 12, 2019, Boston, MA.

Saxton, Todd and M. Kim Saxton, "The Titanic Effect: Successfully Navigating the Uncertainties That Sink Most Startups", SoPE Physician MBA Retreat, August 3, 2019, Newport Beach, CA.

Saxton, Todd and M. Kim Saxton, "The Titanic Effect for New Ventures", Techstars Sports, July 17, 2019, Indianapolis, IN.

Saxton, Todd, M. Kim Saxton, "The Titanic Effect: Successfully Navigating the Uncertainties that Sink Most Startups," SoPE National Capital Chapter, May 8, 2019, Washington, DC.

Saxton, Todd, M. Kim Saxton, "Investing in Startups? Don't Put Money into Sinking Ships!" Venture Club of Indiana April Luncheon Meeting, April 4, 2019, Indianapolis, IN.

Saxton, Todd and M. Kim Saxton, "The Titanic Effect for New Ventures," Purdue University Anvil, March 26, 2019, West Lafayette, IN.

Saxton, Todd and M. Kim Saxton, "New Venture Creation and Investing for Physicians," Elevate Ventures Southwest Indiana Workshop, Comfort by the Cross-Eyed Cricket, August 16, 2018, Evansville, IN.

Saxton, Todd and M. Kim Saxton, "Systematically Navigating Uncertainty and the Titanic Effect," IU Innovation & Commercialization Office Lunch and Learn, April 24, 2018, Indianapolis, IN.

Saxton, Todd, M. Kim Saxton and Michael Cloran, "The Titanic Effect: How Hidden Debt can Sink Your Venture," Inaugural MD/MBA Conference, February 2, 2018, Laguna Niguel, California.

OTHER SCHOLARSHIP

Saxton, M. Kim and Nanette Burns, "Overview of the JAR June Issue on Segmentation and Targeting", Advertising Research Foundation Quarterly Update, Journal of Advertising Research, ARF Corporate Offices, August 8, 2019, New York, NY.

Lubojacky, Connor, M. Kim Saxton, Todd Saxton and Curtis Wesley, "New Venture Funding Decisions Among Informal Relationships in an Entrepreneurial Ecosystem," 2018 Academy of Management Annual Meeting, August 12, 2018, Chicago, IL.

Wesley II, Curtis, Todd Saxton and Kim Saxton, "New Venture Funding Decisions Among Relationships in an Entrepreneurial Ecosystem," Strategic Management Society 27th Annual Conference, October 28-32, 2017, Houston, TX.

Wesley II, Curtis, John Busenbark, Todd Saxton and Kim Saxton, "Should I Give or Should I Go? Uncertainty, Risk and Intangible Resources," Entrepreneurship and Collaboration Conference, University of Colorado, February 17-18, 2017, Boulder, CO.

Wesley, Curtis, Todd Saxton, M. Kim Saxton and John Busenbark, "Risk Tolerance, Information Uncertainty, and Exchange Orientation: An Investigation of their Roles in Social Exchanges," Southern Management Association Annual Meetings, November 11-15, 2014, Savannah, GA.

Wesley, Curtis, Todd Saxton, M. Kim Saxton and John Busenbark, "Risk Tolerance, Information Uncertainty, and Exchange Orientation: An Investigation of their Roles in Social Exchanges, Strategic Management Society Madrid Conference, September 20-23, 2014, Madrid, Spain.

Busenbark, John, Curtis Wesley, Todd Saxton and M. Kim Saxton, "Information Uncertainty, Risk, and Orientation: Examining Organizational Social Exchanges", Academy of Management Meeting, August 1-5, 2014, Philadelphia, PA.

Saxton, Todd, M. Kim Saxton and Erik Monsen, "The Lillikoi Effect: Passion and Venture Community Support, the 2014 AOM Entrepreneurship Research Exemplars Conference, March 6-8, 2014, Keystone, CO.

Wesley, Curtis, Todd Saxton, M. Kim Saxton and John Busenbark, "Risk Tolerance, Information Uncertainty, and Exchange Orientation: An Investigation of their Roles in Social Exchanges, the 2014 AOM Entrepreneurship Research Exemplars Conference, March 6-8, 2014, Keystone, CO.

Saxton, Todd, Kim Saxton, Curtis Wesley II and John A. Busenbark, Activating the Ecosystem: Venture Advocate Behaviors and the Embryonic Firm, First International Entrepreneurship Research Exemplars Conference, May 23-25, 2013, Catania, Italy.

Romito, Laura and M. Kim Saxton, "Impact of Promotions on Awareness, Interest and Trial of Dissolvable Tobacco," 2012 SRNT Annual Meeting, March 2012, Houston, TX.

Romito, Laura, M. Kim Saxton and Lorinda Coan, "Promotional Practices for R.J. Reynolds' Camel Dissolvable Tobacco in a U.S. Test Market," the 2011 SRNT Annual Meeting, February 2011, Toronto, Ontario, Canada.

Saxton, M. Kim, Finding the Happy Medium: Using eTextbooks to Engage Students, presented at the IU 15th Annual Associate Faculty and Lecturers' Conference October 2010, Indianapolis, IN.

Saxton, M. Kim, "Leveraging Questions with Different Purposes to Maximize Student Engagement in an MBA Course," Turning Technologies User Conference, October 2010, Harvard University, Cambridge, MA.

Khurana, Poonam and M. Kim Saxton, Study to Evaluate the Efficacy of Communication Training in Accent Modification for International Health Care Professionals, Presented at Pediatric Academic Societies, May 2010, Vancouver, BC.

Paige Conder, Dana Gardner, Chen Ni, Orey Pence, Donna Wampler, Laura Romito, Lorinda L. Coan, M. Kim Saxton, "Promotions and Public Perceptions of New Dissolvable Tobacco Products," presented at the IUPUI Research Day, April 2010, Indianapolis, IN. Won Best Student Poster Presentation Award.

Khurana, Poonam, M. Kim Saxton, Honnor Orlando and Deborah A. Griffith, "Evaluating the Efficacy of Training in American English Intonation For International Health Care Professionals," International Conference on Communication in Healthcare, October 2009, Miami Beach FL.

Allen, Matt, David Audretsch, James H. Davis, Mark Lange, M. Kim Saxton, and Todd Saxton, "Many Faces of Small and New Ventures: Implications for Research and Sustainable Economic Development," symposium presented at Academy of Management Meetings, August 2009, Chicago, IL.

Khaja, Minhaj S., Lannie J. Cation, M. Kim Saxton, "Business of Medicine Training During Residency," St. Vincent Research Symposium, June 2009, Indianapolis, IN.

Saxton, Todd and M. Kim Saxton, "Staying on the Path to Launch: Factors that Affect Venture Advocate Behaviors," 2009 Babson College Entrepreneurship Research Conference, June 2009, Boston, MA.

Saxton, M. Kim, Todd Saxton, John Steen and Martie-Louise Verreyne, "Failure To Launch: Why And When Some Ventures Lose Their Way On The Path To Success," Fifth AGSE International Entrepreneurship Research Exchange February 2008, Melbourne, Australia.

Saxton, M. Kim, Melinda Spaulding and Todd Saxton, "The Interplay Between Brand Image And Corporate Reputation In The Pharmaceutical Industry", 10th International Conference on Reputation, Image, Identity and Competitiveness, New York, NY.

Saxton, M. Kim and John O. Summers, "Organizational Responsiveness: The Role of Marketing and Other Determinants," 1998 AMA Summer Educators' Conference, August, 1998, Boston, MA.

Saxton, M. Kim, "Measuring the Value of Community Relations," American Productivity and Quality Center Community Relations Best Practices Consortium, May, 1998, Houston, TX.

Saxton, M. Kim and Doug Grisaffe, "The Current State of Customer Satisfaction Measurement," 1998 AMA Winter Educators' Conference, February, 1998, Austin, TX.

Saxton, M. Kim, "Developing a Meaningful Corporate Reputation," The Conference Board Corporate Communications Conference, January, 1998, Toronto, Canada.

Saxton, M. Kim and Todd Saxton, "Measuring the Link Between Corporate Reputation and Stakeholder Support," 2nd International Conference on Corporate Reputation, Image, and Competitiveness, January, 1998, Amsterdam, the Netherlands.

Saxton, M. Kim and Kim Graham Lee, "Measuring the Value of Corporate Citizenship," 2nd International Conference on Corporate Reputation, Image, and Competitiveness, January, 1998, Amsterdam, the Netherlands.

Grisaffe, Doug, M. Kim Saxton and Todd Jones, "Linking Customer satisfaction to Repurchase Loyalty," *Frontiers in Services Marketing*, September, 1997, Nashville, TN.

Saxton, M. Kim, Amy Davidoff, Doug Grisaffe and Simin Baygani, "Adapting Stakeholder Measures Across Cultures," *Strategic Management Society Meetings*, September, 1997, Barcelona, Spain.

Saxton, M. Kim and John O. Summers, "Building Customer Orientation from the Customers' Perspective," 1996 American Marketing Association Winter Educators' Conference, February, 1996, Hilton Head, SC.

Schwebach, Gary D., M. Kim Saxton and Todd Saxton, "Creating Knowledge from Competitive Intelligence: Difficulties in Global Research," 1995 American Marketing Association Summer Educators' Conference, August, 1995, Washington, DC.

Saxton, Todd, M. Kim Saxton and Marc Dollinger, "Determinants of Strategic Alliance Activity: An Empirical Examination of the Role Executive Characteristics and Firm Reputation in Interorganizational Activities," *Academy of Management Annual Meeting*, August, 1994, Dallas, Texas.

Saxton, M. Kim and John O. Summers, "Organizational Adaptability and the Role of Marketing: Antecedents and Moderators," *Marketing Theory and Applications*, 1994 AMA Winter Educators' Conference, February, 1994, St. Petersburg, Florida.

Saxton, M. Kim, "Do Organizational Outcomes Reflect Top Managers' Characteristics? Upper Echelons Theory Revisited," *The Institute for Behavioral and Applied Management*, 1993 National Annual Conference, October, 1993, Denver, Colorado.

Saxton, Todd and M. Kim Saxton, "The Environment: Elements, Levels, and Reality as Reflected in Letters to Shareholders," *Midwest Division Academy of Management Conference*, August, 1993, Indianapolis, Indiana.

Podcasts,

Radio, TV &

Webinars

IN SUPPORT OF THE TITANIC EFFECT BOOK

Saxton, M. Kim, "[#611 How To Do Work You Love During a Global Pandemic](#)", *The Small Business Radio Show with Barry Moltz*, November 23, 2020.

Saxton, M. Kim and Todd Saxton, "[Purdue Foundry Grounds Remote - Todd and Kim Saxton. The Titanic Effect](#)", *Purdue Foundry Grounds*, August 21, 2020.

Saxton, M. Kim and Todd Saxton, "[The Titanic Effect with Kim and Todd Saxton](#)", *The Startup Hustle*, June 17, 2020.

Saxton, M. Kim and Todd Saxton, "[Startup Success and Failure - Drs. Todd & Kim Saxton](#)", *The Mark Struczewski Podcast*, June 5, 2020.

Saxton, M. Kim and Todd Saxton, "[Kim and Todd Saxton- How Businesses Can Avoid The Titanic Effect](#)", *Creative Warriors Podcast with Jeffrey Shaw*, May 21, 2020.

Interview with Todd Saxton and M. Kim Saxton, "[Tips for Businesses to Weather Short-Term Disruptions and Come Out Ahead](#)", *SEMA eNews*, April 23, 2020.

Saxton, M. Kim and Todd Saxton, "[Co-Founding with Investors](#)", *None of Our Businesses with Tyee Carr*, April 17, 2020.

Saxton, M. Kim and Todd Saxton, "[How To Rethink Your Business Model To Keep Your Organization Afloat | Ep. 127](#)", *Kelley's The ROI Podcast*, March 31, 2020.

Saxton, M. Kim and Todd Saxton, "[Ep 302 Titanic Effect with Drs. Kim and Todd Saxton](#)", The How of Business, March 30, 2020.

Saxton, M. Kim and Todd Saxton, "[Positive Effects of COVID-19 On Businesses](#)", The Price of Business Radio, March 17, 2020.

Saxton, M. Kim and Todd Saxton, "[How To Prepare For The Unknown - Three Strategies From Mountain Biking](#)", Smart Hustle with Ramon Ray, March 16, 2020.

Saxton, M. Kim and Todd Saxton, "[Avoiding the Startup Icebergs](#)", Radio America/CT Small Business Toolkit, February 25, 2020.

Saxton, M. Kim and Todd Saxton, "[EP 18 - A Conversation With Dr. Kim & Todd Saxton](#)", Talented Humans Podcast with Jay Flores, February 25, 2020.

Saxton, Todd and M. Kim Saxton, Only The Brave Have Fun with Jasbir Arora:

- December 19, 2019 "[EP34 Part3: What Are The Biggest Icebergs in MVP, Launch & Growth and Scaling stage?](#)"
- December 10, 2019 "[EP34 Part 2: What are the Biggest Icebergs in the Pre-Revenue Stage](#)"
- December 4, 2019 "[EP 34 Part 1: Risk vs. Uncertainty and Stages of a Startup](#)"

Saxton, Todd and M. Kim Saxton, "[How to Avoid Debtbergs in Your Business](#)," The Startup Life with Dominic Lawson, December 14, 2019.

Saxton, Todd and M. Kim Saxton, "[The Titanic Effect with Kim and Todd Saxton](#)" The Entrepreneur's MBA with Adam Kipnes, December 5, 2019.

Saxton, Todd and M. Kim Saxton, 10 Minute Mindset with Mario Porreca:

- November 21, 2019 "[The Titanic Effect](#)"
- November 20, 2019 "[Being on the Beach and Digging Holes in the Sand of Entrepreneurialism](#)"

Saxton, Todd and M. Kim Saxton, The Successful Pitch with John Livesay, "[The Titanic Effect: Helping Startups Navigate Through Icebergs](#)," November 6, 2019.

Saxton, Todd and M. Kim Saxton, JumbleThink with Michael Woodward "[Building Better Startups](#)" September 3, 2019.

Saxton, Todd and M. Kim Saxton, Society of Physician Entrepreneurs Webinar Series, "[The Titanic Effect: Successfully Navigating the Uncertainties that Sink Most Startups](#)", September 17, 2019.

Saxton, Todd and M. Kim Saxton, Indianapolis Business Journal Podcast "[Avoiding the Icebergs that Can Sink Your Startup.](#)" July 22, 2019.

Saxton, Todd and M. Kim Saxton, School for Startups Radio, "[Titanic Todd and Kim Saxton.](#)" June 24, 2019.

Saxton, M. Kim, The Startup Competitors Podcast with Michael Kelly "[The Titanic Effect with Kim Saxton](#)", June 17, 2019.

Saxton, M. Kim, The Daily Grind Business Podcast with Colin Morgan, "[Episode #363 Titanic Effect with Dr. Kim Saxton](#)", June 11, 2019.

Saxton, Todd and M. Kim Saxton, The Kelley ROI Podcast, "[How to Avoid Startup Icebergs](#)", June 3, 2019.

Saxton, Todd, M. Kim Saxton and Michael Cloran, Powderkeg Podcast, "[How Successful Startup Teams Avoid Startup Failure](#)", April 2, 2019.

OTHER PODCASTS and BROADCAST MEDIA

Saxton, M. Kim, "[Arthur Root Interviews Dr. Kim Saxton](#)", Nostra YouTube channel, September 2, 2020.

Saxton, M. Kim and Todd Saxton, IU Research Impact, "[Working From Home And Political Ads](#)", August 24, 2020.

Saxton, M. Kim and Todd Saxton, "[We're burning out on remote work and video calls. Here's how to get focused.](#)" The IBJ Podcast, August 16, 2020.

Saxton, M. Kim "[On Education: Advancing Indy Women](#)", Inside Indiana Business, March 13, 2020.

Saxton, M. Kim, "[Learning How To Increase Conversions With Indiana University's Marketing Professor](#)", Grow Enrollments Podcast, February 10, 2020.

Saxton, M. Kim, Alpha Kappa Psi Business Edge, "[Overcoming Fear and Finding Your Tribe](#)", October 15, 2019.

Saxton, M. Kim, Kelley ROI Podcast, "[Equal Pay For Equal Work and What Your Company Should Know](#)," January 22, 2018.

Saxton, M. Kim, The New New Thing Podcast, "[The Art and Science of Marketing with Kim Saxton](#)," October 24, 2017.

Saxton, M. Kim, Kelley ROI Podcast, "[Entrepreneurs Who Do This Increase Their Chances Of Success](#)," May 8, 2017.