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# GLENN L. CHRISTENSEN

Garrett Research Fellow & Associate Professor of Marketing  
Marriott School of Management  
Brigham Young University

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## EDUCATION

**PhD**, The Smeal College of Business Administration, Department of Marketing  
The Pennsylvania State University, 2002, University Park, Pennsylvania

**MBA**, Marriott School of Management, Brigham Young University, 1997, Provo, Utah  
Emphasis: Marketing Management, Marketing Research

**BA**, Brigham Young University, 1994, Provo, Utah, Honors graduate with thesis  
Major: Communications, Public Relations

## HONORS & AWARDS

- ◆ *Financial Times* Responsible Business Education Award for Academic Research with Impact Finalist, 2022
- ◆ Distinguished Winner, AMA-EBSCO Award for Responsible Research in Marketing 2020
- ◆ Executive MBA Outstanding Teaching Award, 2020
- ◆ Bradford-Osborne Research Award Finalist, 2020
- ◆ Garrett Research Fellowship, Marriott School of Management, 2008-Present
- ◆ Marketing and Global Supply Chain Outstanding Citizen Recognition, 2015
- ◆ Marketing and Global Supply Chain Outstanding Teaching Recognition, 2013
- ◆ Department of Business Management Outstanding Researcher Award, 2008
- ◆ Marketing Management Association (MMA) Teaching Excellence Award, 2008
- ◆ Marriott School of Management, Merrill J. Bateman Teaching Award Finalist, 2008
- ◆ 6<sup>th</sup> Annual Hormel Foods MMA Master Teaching Competition Award Finalist, 2008
- ◆ The Marriott School of Management Teaching Excellence Award, 2006
- ◆ Women's Intercollegiate Athletics teaching recognition, Brigham Young University, 2005
- ◆ Fellow, American Marketing Association Sheth Doctoral Consortium, 2001
- ◆ The Franco Nicosia Competitive Paper Award, best competitive paper, Association for Consumer Research conference, 2000
- ◆ Ossian R. MacKenzie Doctoral Teaching Award, Penn State, 2001-2002
- ◆ Fred Brand Jr. Outstanding Graduate Student Teaching Award, Penn State, 1999- 2000
- ◆ Selected to represent the Penn State Marketing Department as a presenter at the 30th Albert Haring Symposium, Indiana University, March 2000
- ◆ Interfraternity Council and Pan-Hellenic Council outstanding teaching recognition, 1999
- ◆ Honors graduate with thesis, Brigham Young University, 1994

## RESEARCH GRANTS

Kellogg Foundation Research Grant with Co-Investigators, \$1.2 Million, 2018-2020  
BYU Mentoring Environment Grant (MEG) \$20,000 Award, 2016  
Marriott School of Management Research Grant, awarded each year, 2004-2009  
Institute of Marketing Research Grant, Marriott School of Management, 2007, 2009-2015  
J.C. Penny Research Grant, Marriott School of Management, 2005  
Kevin and Debra Rollins Center for eBusiness Research Grant, Marriott School, 2003  
Global Management Center Research Grant, Marriott School of Management, 2003

## RESEARCH FOCUS

Marketplace discrimination and the effect of this experience on consumer well-being;  
Consumer dreams and consumption visions; Consumer goals and goal hierarchies; Consumer involvement; Service recovery; Trademarks, trademark law, consumer psychology, and likelihood of consumer confusion

**PEER-REVIEWED  
RESEARCH  
PUBLICATIONS**

- “When the Customer Journey Ends Before it Begins: Revealing And Mitigating Racial Discrimination In Financial Services” with Sterling A. Bone, Maura L. Scott, Brandon G. Christensen, Anneliese Lederer, Martin Mende, and Marina Cozac, Accepted for Publication, *Journal of Marketing Research*, Online.
- “Moving beyond Perceptions: Examining Service Disparities among Consumers,” (2023) with Sterling A. Bone, Jerome D. Williams, Samantha N. N. Cross, and Stephanie Dellande, *Journal of the Association for Consumer Research*, Online.
- “Small Businesses of Color Matter Too” with Jerome D. Williams, Sterling A. Bone, and Anneliese Lederer (2020), *Penn Regulatory Review*, October.
- “Profiting from Protecting Small Business Borrowers: Take That to the Bank!” (2020) with Jerome D. Williams, Sterling A. Bone, and Alexandra Tebbs (2020), *Rutgers Business Review*, 5 (2), 226-235.
- “Shaping Small Business Lending Policy through Matched-Pair Mystery Shopping,” (2019), with Sterling A. Bone and Jerome D. Williams, Stella Adams, Anneliese Lederer, and Paul C. Lubin, *Journal of Public Policy and Marketing*\* \*\* \*\*\*, 38 (3), 391-399.  
\**Financial Times* Responsible Business Education Award for Academic Research with Impact Finalist, 2022  
\*\*Research curated in “JPP&M Articles Addressing Race, Diversity and Inclusion,” (2021) *Journal of Consumer Research*, (<https://www.ama.org/research-articles-diversity-race-inclusion/>).
- \*\*Bradford-Osborne Research Award Finalist recognizing “research published in peer-reviewed journals that contributes to advancing the growth of businesses owned by people of color,” 2020  
\*\*\*Research also featured in *Harvard Business Industry and Background Note* (9-319-117), “Sources of Capital for Black Entrepreneurs,” May 23, 2019.
- “Rejected, Shackled, and Alone: The Experience of Systemic Restricted Consumer Choice among Minority Entrepreneur Consumers,” (2014), with Sterling A. Bone and Jerome D. Williams, *Journal of Consumer Research*\* \*\* \*\*\*, 41 (August), 451-474.  
\*Distinguished Winner of the AMA-EBSCO Award for Responsible Research in Marketing, 2020  
\*\*Research curated in “Diversity, Equity, and Inclusion (DEI) in the Journal of Consumer Research: A Curation and Research Agenda,” (2021) *Journal of Consumer Research*, Zeynep Arsel, David Crockett, and Maura L Scott, (<https://doi.org/10.1093/jcr/ucab057>).
- \*\*Research curated in “Transformative Consumer Research,” *Journal of Consumer Research Curations*, Curator: Dr. Julie L. Ozanne, Spring/Summer 2015.  
\*\*\*Research highlighted and discussed in “Creating Boundary-Breaking, Marketing-Relevant Consumer Research,” (2020) by Deborah J. MacInnis, Vicki G. Morwitz, Simona Botti, Donna L. Hoffman, Robert V. Kozinets, Donald R. Lehmann, John G. Lynch, Jr, Cornelia Pechman, *Journal of Marketing*, (84) 2, 1-23, (<https://doi.org/10.1177/0022242919889876>).
- “Sophisticated but Confused: Brand Extension and Motivation as Factors Increasing the Likelihood of Source Confusion,” (2011), with Eric DeRosia and Thomas R. Lee, *Psychology and Marketing*, 28 (5), 457-478.
- “When Consumer Well-Being Meets Small Business Ownership: Transforming Financial Service Systems to Eradicate Disparate Treatment and Discrimination,” (2010) with Sterling A. Bone and Jerome D. Williams, *Journal of Macromarketing*, 30 (4), 419. (extended abstract)

- “An Empirical and Consumer Psychology Analysis of Trademark Distinctiveness,” (2009), with Thomas R. Lee and Eric D. DeRosia, *Arizona State Law Review*, 41 (4), 1033-1109.
- “Blind Insights: A New Technique for Testing A Priori Hypotheses with Qualitative Methods,” (2009), with Eric D. DeRosia, *Qualitative Market Research*, 12 (1), 15-35.
- “Trademarks, Consumer Psychology, and the ‘Sophisticated’ Consumer,” (2008), with Thomas R. Lee and Eric D. DeRosia, *Emory Law Review*, 57 (3), 575-650.
- “Sophistication, Bridging the Gap, and the Likelihood of Confusion: An Empirical and Theoretical Analysis,” (2008), with Thomas R. Lee and Eric D. DeRosia, *The Trademark Reporter*, 98 (4), 913-949, (Lead Article).
- “Forecasting Deep Consumer Resonance: An Application of the Zaltman Metaphor Elicitation Technique (ZMET),” (2008), with James Forr, and Eric D. DeRosia in *Advances in Business Management and Forecasting*, Vol. 5, eds, Kenneth D. Lawrence and Michael D. Geurts, Greenwich, Conn: JAI Press, 133-156.
- “A Cultural Models Approach to Service Recovery Expectations,” (2007), with Torsten Ringberg and Gaby Odekerken-Schröder, *Journal of Marketing*, 71 (July), 194-214.
- “Improving Sales Forecasts by Testing Underlying Hypotheses about Consumer Behavior: A Proposed Qualitative Method,” (2006), with Eric D. DeRosia and David B. Whitlark, in *Advances in Business Management and Forecasting*, Vol. 4, eds, Kenneth D. Lawrence and Michael D. Geurts, Oxford, UK: Elsevier Science, 183-197.
- “Using the Zaltman Metaphor Elicitation Technique (ZMET) to Map Consumers’ Mental Models,” (2002), with Jerry C. Olson, *Psychology and Marketing*, 19 (June), 477-502.

**RESEARCH  
IMPACT**

- Seven Invited presentations to the Consumer Financial Protection Bureau (CFPB), U.S. Department of Justice (DOJ), Federal Deposit Insurance Corporation (FDIC), and the Congressional Oversight Commission
- Invited Presenter and Panelist at the 2019 Consumer Financial Protection Bureau Symposium: Section 1071 of the Dodd-Frank Act, Washington D.C.
- Research cited in rulemaking on Section 1071 of the Dodd-Frank Wall Street Reform Act.
- Cited and included in testimony in a 2019 U.S. Congressional Hearing on Financial Services
- Invited to train fair lending experts and researchers at the United States Department of Justice and the Consumer Financial Protection Bureau
- Media coverage of research in *The Wall Street Journal*, *New York Times*, *Washington Post*, and many other local, national, and international press outlets.
- Published 2019 JPPM article is required reading for MBA students at Harvard Business School and has been featured in a Harvard Research note.

**REVIEWED  
CONFERENCE  
PROCEEDINGS**

“Involved with What? The Impact of Goal Heterogeneity on High Enduring Involvement,” (2001) with Jerry C. Olson, abstracted in *Advances in Consumer Research*, Vol. 28, ed. Mary C. Gilly and Joan Meyers-Levy, Association for Consumer Research, Valdosta, GA: Association for Consumer Research, 392. (Nicosia Award winner for best conference paper).

“AMA-EBSCO Responsible Research in Marketing Award Presentations” with Sterling A. Bone and Jerome D. Williams, Summer AMA Educators’ Conference, August 2020.

“Detecting Discrimination in Small Business Lending,” (2018) with Sterling A. Bone and Jerome D. Williams, Stella Adams, Ali Lederer, and Paul Lubin Winter AMA Educators’ Conference, New Orleans.

“Rejected, Shackled, and Alone: The Experience of Systemic Restricted Consumer Choice among Minority Entrepreneur Consumers,” (2011) with Sterling A. Bone and Jerome D. Williams, in *Asia-Pacific Advances in Consumer Research*, Vol. 9, eds, Zhihong Yi, Jing Jian Xiao, June Cotte, and Linda Price.

“The Stonewall Metaphor: Making an Impact with Transformative Consumer Research,” (2007), with Eric D. DeRosia in *Advances in Consumer Research*, Vol. 34, eds, Gavan J. Fitzsimons and Vicki G. Morwitz, Duluth, MN: Association for Consumer Research, 8-9.

“Hierarchicality in Consumption Visions: Imagic Anticipation and Dynamics Within the Goal Structure,” (2006) with Jerry C. Olson and William T. Ross, *European Advances in Consumer Research*, Vol. 7, ed. Karin M. Ekström and Helene Brembeck, Duluth, MN: Association for Consumer Research, 584-585.

“Balance in the (Re)making: A Deep Metaphor Analysis Of Consumer Recovery Expectations,” (2006), with Torsten Ringberg, *European Advances in Consumer Research*, Vol. 7, ed. Karin M. Ekström and Helene Brembeck, Duluth, MN: Association for Consumer Research, 440-441.

“The Influence of Socio-Cultural Frameworks on Consumers’ Service Recovery Expectations,” (2003), with Torsten Ringberg, extended abstract in *Advances in Consumer Research*, Vol. 30, eds. Punam Anand Keller and Dennis W. Rook, Valdosta, GA: Association for Consumer Research, 385-386.

“Why Consumption Vision? Understanding Consumer Value in Anticipatory Consumption Imaging,” (2004), with Jerry C. Olson and William T. Ross, extended abstract in *Advances in Consumer Research*, Vol. 31, eds. Barbara E. Kahn and Mary Frances Luce, Valdosta, GA: Association for Consumer Research, 130-131.

“The Phenomenology of a Goal: Consumption Visions Across Consumer Behavior,” (2003), with Jerry C. Olson and William T. Ross, *European Advances in Consumer Research*, Vol. 6, eds. Darach Turley and Stephen Brown, Valdosta, GA: Association for Consumer Research, 108.

**RESEARCH IN  
PROGRESS**

“Minority Entrepreneurs Toolkit,” with Brandon G. Christensen and Sterling A. Bone

The impact of homophily on the experience of marketplace discrimination,” with Sterling A. Bone, targeted for the *Journal of Consumer Research*

“Recovery in the Balance,” with Torsten Ringberg, targeted for the *Journal of Services Marketing*.

“Exploring the Forms of Anticipatory Mental Imagery: An Empirical Investigation of Imaginative Hedonism’s Taxonomy of Consumption Visions,” with William T. Ross and Jerry C. Olson, targeted for the *International Journal of Research in Marketing*.

Adaptive Service Recovery,” with Torsten Ringberg, targeted for the *Harvard Business Review*.

“The Phenomenology of a Consumer Goal: Consumption Visions Across Consumer Behavior,” with William T. Ross and Jerry C. Olson, targeted for the *Journal of Consumer Research*.

“Why Consumption Vision? Finding Consumer Value in Anticipatory Mental Imagery,” with Jerry C. Olson and William T. Ross, targeted for the *Journal of the Academy of Marketing Science*.

“Involved With What? Finding The Locus of Consumer Involvement,” with Jerry C. Olson, targeted for the *Journal of Consumer Research*.

“Mapping Consumers’ Mental Models across Levels of Involvement,” with William T. Ross and Jerry C. Olson, targeted for the *Journal of Marketing*.

**INVITED  
RESEARCH  
PRESENTATIONS**

“Our findings and the future: A retrospective on a dozen years investigating consumer discrimination in the marketplace with Dr. Jerome Williams,” with Sterling A. Bone and Jerome D. Williams, *Business Bias and Blunders in a Racially Diverse Marketplace: A Research Symposium in Honor of Jerome Williams, University of Colorado, Leeds School of Business*, November 5, 2021.

“Small Business Testing,” Federal Deposit Insurance Corporation (FDIC), December 15, 2020.

“More Tests and More Signs of Discrimination in PPP Lending by Banks,” Consumer Financial Protection Bureau, December 4, 2020.

“Additional Tests and More Signs of Discrimination in PPP Lending by Banks,” Consumer Financial Protection Bureau and U.S. Department of Justice, November 20, 2020.

“Small Business Testing of Payroll Protection Program (PPP),” Congressional Oversight Commission, August 25, 2020.

“Small Business Testing in the PPP Space,” Consumer Financial Protection Bureau and U.S. Department of Justice, July 17, 2020.

“Addressing the Gap in Consumer Protection for Small Business Consumers Through a Multiple Method Research Program,” Invited Presenter, CFPB Symposium: Section 1071 of the Dodd-Frank Act, Consumer Financial Protection Bureau, Washington D.C., November 6, 2019. (<https://www.consumerfinance.gov/about-us/events/archive-past-events/cfpb-symposium-section-1071-dodd-frank-act/>)

“A Tale of Three Markets: Small Business Race and Gender Testing,” Consumer Financial Protection Bureau, June 5, 2019.

“Shedding Light on the Actual Experience of Minority-Owned and Women-Owned Businesses Shopping Banks for Small Business Loans,” Fort Hayes State University, January 25, 2019.

- “Moving Beyond Perceptions of Service Quality: Using Video and Mystery Shopping Methods to Analyze Actual Service Disparities Among Ethnoracial Minority Customers,” Michigan State University, August 31, 2018.
- “Small Business Lending Test,” Consumer Financial Protection Bureau, May 30, 2017.
- “Rejected, Shackled, and Alone: The Impact of Systemic Restricted Choice on Minority Consumers’ Construction of Self,” (2014), Copenhagen Business School Research Seminar Series, Copenhagen Business School, Copenhagen, Denmark, March.
- “Rejected, Shackled, and Alone: The Impact of Systemic Restricted Choice on Minority Consumers’ Construction of Self,” (2014), Rutgers Marketing Research Seminar, Rutgers University, April.
- “The Experience of Systemic Restricted Consumer Choice Among Minority Entrepreneur Consumers,” 2nd National Conference on Business Development in Under-Served Communities, University of Washington, Seattle, Washington, July.
- “Why Race and Ethnicity Matter,” (2014), Border Crossings and Cross Cultural and Multicultural Research Doctoral Seminar, University of Texas-Pan American, Edinburg, Texas, August.
- “Transformative Service: Improving Access and Equity in Financial Services,” Arizona State University Center for Services Leadership Webinar, September 20, 2011.
- “Creating an Evidence-based Research Model for Growing Urban Enterprises,” presented at the White House Urban Entrepreneurship Summit on Minority Business and Barriers to Capital, Newark, New Jersey, June 6, 2011.
- “Branding in the Channel: Building B2B Brands” (2010), AgReserves Strategic Seminar, Salt Lake City, Utah, July.
- “An Empirical and Consumer Psychology Analysis of Trademark Distinctiveness,” (2009), with Thomas R. Lee & Eric D. DeRosia, Intellectual Property Scholars Conference [plenary session]. New York, New York, June.
- “Racial Profiling in Small Business Lending: The Vulnerability of Minority-Owned Businesses,” *The Minority Business Networking Night, Bronx Hispanic Chamber of Commerce*, Bronx, New York, June 2008.
- “The Power of Branding,” (2008), Economic Self-Reliance Conference, Provo, Utah, November.
- “The Financial Aspects of Marketing Management,” (2008), Marketing Management Association Conference, Chicago, Illinois, March.
- “Internet Surveys and Intellectual Property Litigation,” (2007), Presented to the Utah Bar Association, Intellectual Property Section, Salt Lake City, Utah, September.

**CONFERENCE  
PRESENTATIONS**

- “Mitigating the Effects of Racial Bias in Financial Services,” (2021), with Sterling A. Bone, Maura L. Scott, and Anneliese Lederer, *Journal of Marketing Research Special Issue Virtual Conference: Mitigation in Marketing*.
- “Moving Beyond Perceptions of Customer Experience: Using Video Methods to Analyze Actual Disparities and Power Among Ethnoracial Minority Customers,” (2021) with Sterling A. Bone, Samantha N. Cross, and Stephanie Dellande, *Journal of the Association for Consumer Research Boutique Conference: Racism and Discrimination in the Marketplace*
- “AMA-EBSCO Responsible Research in Marketing Award Presentations,” (2020), with Sterling A. Bone and Jerome D. Williams, *Summer AMA Educators’ Conference*.
- “Detecting Discrimination in Small Business Lending,” (2018), with Sterling A. Bone, Jerome D. Williams, Stella Adams, Ali Lederer, and Paul Lubin, *Winter Educators’ American Marketing Association Conference*, New Orleans.
- “What You See Is What You Get: Using Video Scenarios to Analyze Discrimination in Consumer-Banker Service Encounters,” (2014) with Sterling A. Bone and Jerome D. Williams, *Marketing and Public Policy Conference*, Boston, Massachusetts
- “Transforming Financial Service Systems to Eradicate Disparate Treatment and Discrimination,” (2012) with Sterling A. Bone, Glenn L. Christensen, and Jerome D. Williams, *Proceedings of the Winter Educators’ American Marketing Association Conference*, St. Petersburg, FL.
- “The Camera Doesn’t Lie: A Video Content Analysis of Consumer-Banker Service Encounters,” (2012) with Sterling A. Bone, Glenn L. Christensen, and Jerome D. Williams, *Marketing & Public Policy Conference*, Atlanta, GA.
- “Rejected, Shackled, and Alone: The Experience of Systemic Restricted Consumer Choice among Minority Entrepreneur Consumers,” (2011) with Sterling A. Bone and Jerome D. Williams, *Asia-Pacific Association for Consumer Research*, July, Beijing, China
- “Transformative Consumer Research Roundtable” (2011), *Asia-Pacific Association for Consumer Research*, July, Beijing, China
- When Consumer Well-Being Meets Small Business Ownership: Transforming Financial Service Systems to Eradicate Disparate Treatment and Discrimination,” (2011) with Sterling A. Bone and Jerome D. Williams *Proceedings of the Winter Educators’ American Marketing Association Conference*, Austin, Texas.
- “When Consumer Well-Being Meets Small Business Ownership: Transforming Financial Service Systems to Eradicate Disparate Treatment and Discrimination,” (2010), with Sterling A. Bone & Jerome D. Williams, *Association for Consumer Research*, Jacksonville, FL, October.
- “When Consumer Well-Being Meets Small Business Ownership: Transforming Financial Service Systems to Eradicate Disparate Treatment and Discrimination,” (2010), with Sterling A. Bone & Jerome D. Williams, *Macromarketing Conference*, Laramie, WY, June.
- “Unintended Consequences: How Brand Extensions Make Brands More Vulnerable to Consumer Confusion,” (2010), with Eric D. DeRosia & Thomas R. Lee, *American Marketing Association Winter Marketing Educators’ Conference*. New Orleans, Louisiana, February.

- “Analyzing the Response of Minority Small Business Entrepreneurs to Marketplace Discrimination,” (2009), with Jerome D. Williams & Sterling A. Bone, *Cross Cultural Research Conference*, Puerto Vallarta, Mexico, December.
- “An Empirical and Consumer Psychology Analysis of Trademark Distinctiveness,” (2009), with Thomas R. Lee & Eric D. DeRosia, *Intellectual Property Scholars Conference* [plenary session]. New York, New York, June.
- “The Plight and Pilgrimage of Minority Small Business Entrepreneurs: Exploring the Experience of Vulnerable Populations with ZMET,” (2009), with Sterling A. Bone & Elise Briggs, *Public Policy and Marketing Conference*, Washington D.C., June.
- “Best Practices in Marketing Pedagogy,” (2009), *Marketing Management Association Conference*, Chicago, Illinois, March.
- “Capitalizing on Customer Feedback: New Paradigms and Strategic Imperatives,” (2008), with Torsten Ringberg, *AMA Winter Educators Conference*, San Diego, California, February.
- “Trademarks and the Reasonably Prudent Buyer: A Theoretical and Empirical Analysis of Consumer Sophistication,” (2008), with Thomas R. Lee & Eric D. DeRosia, *International Trademark Association Learned Professors Trademark Symposium*. New York, New York, January.
- “Improving Graduate Business Education: Three Keys for Creating Peak Learning Experiences,” (2008), with David B. Whitlark, *Marketing Educators’ Association Conference*, Salt Lake City, Utah, April.
- “The Financial Aspects of Marketing Management,” (2008), *Marketing Management Association Conference*, Chicago, Illinois, March.
- “The Power of Branding,” (2008), *Economic Self-Reliance Conference*, Provo, Utah, Nov.
- “Customer Protection Regulations and the Vulnerability of Small Entrepreneurial Business Bank Customers: A Qualitative Investigation,” with Sterling A. Bone, John C. Mowen, and Nishan J. Wilde (2007), *Proceedings of the Marketing and Public Policy Conference*, Washington D.C.
- “Consumer Protection Regulations and the Vulnerability of Small Entrepreneurial Business Bank Customers: A Qualitative Investigation,” (2007), with Sterling Bone, *Public Policy and Marketing Conference*, Washington D. C., June.
- “The Stonewall Metaphor: Making an Impact with Transformative Consumer Research,” (2006), with Eric D. DeRosia, *Association for Consumer Research Conference*, Orlando, Florida, October.
- “Hierarchicality in Consumption Visions: Imagic Anticipation and Dynamics Within the Goal Structure,” (2005), with Jerry C. Olson & William T. Ross, *European Association for Consumer Research Conference*, Goteborg, Sweden, June, Competitive paper.
- “Balance in the (Re)making: A Deep Metaphor Analysis Of Consumer Recovery Expectations,” (2005), with Torsten Ringberg, *European Association for Consumer Research Conference*, Goteborg, Sweden, June, Competitive paper.
- Presenter and Participant at the *Association for Consumer Research (ACR)/Marketing Science Institute (MSI) Qualitative Data Analysis Workshop* (2005), Omaha, Nebraska, May.

“Why Consumption Vision? Understanding Consumer Value in Anticipatory Consumption Imaging,” (2003), with Jerry C. Olson & William T. Ross, *Association for Consumer Research Conference*, Atlanta, GA, October, Competitive paper.

“The Phenomenology of a Goal: Consumption Visions across Consumer Behavior,” (2003), Jerry C. Olson & William T. Ross, *European Association for Consumer Research Conference*, Dublin, Ireland, June, Competitive paper.

“Three Orientations Toward Expectations of Service Recovery,” (2002), with Torsten Ringberg, *Association for Consumer Research Conference*, Atlanta, GA, October, Competitive Paper.

“Involved with What? The Impact of Goal Heterogeneity on High Enduring Involvement,” (2000), with Jerry C. Olson, *Association for Consumer Research Conference*, Salt Lake City, Utah, October. (Nicosia Award winner for best paper)

Presenter at the 30<sup>th</sup> *Albert Haring Symposium* (2000), Indiana University, March.

“The Remarkable Impact of Service Recovery,” (1999), with Peter B. Everett, *Frontiers in Services Conference*, Vanderbilt University, Nashville, Tennessee, October.

**SELECTED  
PROFESSIONAL  
EXPERIENCE**

**Expert Witness 2005-Present**

Trademark Infringement Litigation—Expert in Lanham Act Litigation

- ◆ Conducted Likelihood of Confusion and other Surveys for clients including General Motors, Nautilus, Gofundme.com, Volkswagen, and Bimbo Bakeries for Lanham Act litigation.

**Marketing Research Consulting**

**1997-Present**

- ◆ Created, executed, and analyzed consumer surveys for clients.
- ◆ Trained consumer researchers at Proctor & Gamble in the use of the Zaltman Metaphor Elicitation Technique (ZMET).
- ◆ Analyzed ZMET data on several projects for clients such as Disney, Johnson & Johnson, Motorola, Proctor and Gamble, General Mills, and McNeal Corp.

**TEACHING  
INTERESTS**

Marketing Strategy, Brand Management, Consumer Behavior, Marketing Management,  
Services Marketing

**TEACHING  
EXPERIENCE**

**Marketing Management (M.B.A. 550) 2009-Present**

- ◆ Taught multiple sections of this case-based, core MBA course. Employed rigorous semester projects and interactive learning experiences in the classroom to give theoretical constructs life and impact. Student Ratings = 7.6 average on an 8-point scale.

**Brand Management (M.B.A. 657) 2008-2011**

- ◆ Taught multiple section of this case-based MBA course. Employed applied class projects for a client to give relevance and application to theoretical ideas and course concepts. Student ratings = 6.9 - 7.6 range on an 8-point scale.

**Marketing Strategy (Business Management 459) 2006-2018**

- ◆ Taught multiple sections of this case-based, senior-level capstone marketing strategy course. Employed the StratSim Marketing simulation to imbue the course with application and relevance. Student ratings = 7.4 – 7.9 range, 7.7 average on an 8-point scale.

**Marketing Management (Business Management 341) 2003-2005**

- ◆ Taught nine sections of this survey course in marketing management. Employed both PharmaSim and StratSim Marketing simulations to imbue the course with application and relevance. Student ratings = 7.2 average on an 8-point scale.

**Marketing Management for non-business majors (Business Management 340) 2003-2004**

- ◆ Taught multiple sections of this introductory course in marketing geared for non-business majors. Student ratings = 6.8 average on an 8-point scale.

**Marketing Management Policies and Programs (Marketing 450w) 2000-2002**

- ◆ Taught multiple sections of this writing-intensive, senior capstone course in marketing strategy. The course is case-study based and integrates the StratSim marketing simulation game. Student ratings = 6.6 average on a 7-point scale.

**Marketing Management (Bus M 341) & Marketing Strategy (Bus M 459) Summer 2000**

- ◆ Taught these two sections as a visiting instructor in the Marriott School. Student ratings = 6.4 and 6.0 respectively on 7-point scales.

**Buyer Behavior (Marketing 330) 1999**

- ◆ Taught multiple sections of this consumer behavior course. Focused on consumer behavior as it informs effective marketing strategy. Employed AutoSim, a computer simulation of the small car market. Student ratings = 6.5 average on 7-point scale.

**Contemporary American Marketing (Marketing 221) 1998**

- ◆ Introductory course in marketing. Student ratings = 6.4 average on 7-point scale.

**EDITORIAL  
SERVICE**

*Ad Hoc* Journal Reviewer: **Journal of Public Policy and Marketing**  
**Journal of the Academy of Marketing Science**  
**Journal of the Association for Consumer Research**  
**Psychology and Marketing**  
**Journal of Consumer Affairs**

Competitive Paper Reviewer: **Association for Consumer Research**  
**European Association for Consumer Research**  
**American Marketing Association**

**PROFESSIONAL  
MEMBERSHIPS**

- ◆ Association for Consumer Research (ACR)
- ◆ American Marketing Association (AMA)
- ◆ International Trademark Association (INTA)