

## J. Mark Mayer

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### Academic Positions

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- Aug 2018-present Ball State University, Miller College of Business
- Assistant Professor
- July 2011-May 2018 Indiana University, Kelley School of Business
- Clinical Assistant Professor (August 2015-May 2018)
  - Assistant Professor (July 2011 to August 2015)

### Education

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- Ph. D. in Business Administration (Major: Marketing), University of Georgia (2011)  
M.B.A. (Major: Marketing) Wake Forest University (2001)  
B.S. in Management with completed 2nd major in English, State University of New York at Geneseo (1996)

### Research Interests

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How advertising executional elements like humor and sex differentially affect consumer segments; gender-based reactions to consumer communications/ promotions; health-related marketing communication efficacy

### Published Journal Articles

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8. Mayer, Mark, Piyush Kumar, and Hye Jin Yoon (2019), "Does Sexual Humor Work on Mars, But Not on Venus? Exploring Consumer Acceptance of Sexually Humorous Advertising," *International Journal of Advertising*, <https://doi.org/10.1080/02650487.2019.1629226>
7. Mayer, Abby and Mark Mayer (2019), ""America, Let's Get Real" about Stigmatization of Obese Individuals--A Discourse Analysis of the Opening Sequence of *The Biggest Loser*," *Journal of Managerial Issues*, 31(3), 246-59.
- Discussed in WHTR-13 (Indianapolis NBC station) news broadcast
6. Mayer, Mark, Baek, Tae Hyun, Mayer, Abby, and Plamen Peev (2019), "A Retrospective Examination of Female Model Portrayals in Male Youth-Targeted Cigarette Advertising Through the Lens of Objectification Theory" *Journal of Business Diversity*, (19) 4.
5. Mayer, Mark and Plamen Peev (2017), "Do Sexy Mouthwash Ads Leave a Bad Taste Behind? The Effects of Sexual-Self Schema and Brand Positioning Fit on Female-Targeted Sexual Advertising Efficacy," *Marketing Letters*, (28) 2, 321-33.
4. Peev, Plamen and Mark Mayer (2017), "Consumer Perceptions of Precise vs. Just-Below Prices in Retail Settings," *Journal of Promotion Management*, (23) 5, 673-88.
3. Mayer, Mark and Tae Hyun Baek (2017), "The Moderating Effect of Appearance Self-Esteem on Females' Identification of and Reactions to Sexually-Themed Advertising," *Journal of Business Diversity*, (17) 1, 10-20.
2. Yoon, Hye Jin and Mark Mayer (2014), "Do Humor and Threat Work Well Together? The Moderating Effect of Need for Cognition in Humorous Threat Persuasion Advertisements," *International Journal of Advertising*, 33 (4), 707-24.
1. Baek, Tae Hyun and Mark Mayer (2010), "Sexual Imagery in Cig. Advertising Before & After the Master Settlement Agreement," *Health Communication*, 25 (8), 747-57

### Published Conference Proceeding (Full Paper) Articles:

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9. Mayer, Mark and Plamen Peev (2017), "The Role of Female Sexual-Self Schema in Reactions to Non-Explicit Sexual Advertising Imagery," in *Developments in Marketing: Proceedings of the Academy of Marketing Science*, Maximilian Stieler (ed.), New York: Springer, 1201-11.
8. Mayer, Abby and Mark Mayer (2015), "The Master Settlement Agreement (MSA) and Cigarette Advertising in America: History, Implications, and Outlook," in *Advances in Marketing: Real Time*

*Marketing*, Rebecca VanMeter and Jeri Weiser, Editors. San Antonio, TX: Society for Marketing Advances, 218-26.

7. Mayer, Mark (2015), "Consumer Responses to Negative National Brand and Private Label Brand Experiences," in *Advances in Marketing: Real Time Marketing*, Rebecca VanMeter and Jeri Weiser, Editors. San Antonio, TX: Society for Marketing Advances, 533-40.

6. Mayer, Mark (2015), "Revisiting the Relationship between Need for Cognition and Humor: Evidence from Multiple Manifestations of the Humorous Experience," *Proceedings of the 2015 Conf. of the American Academy of Advertising*, 193-200.

5. Mayer, Mark (2015), "A Structural Equation Modeling-Based Examination of the Private Label Brand Consumer Evaluation Process," *Developments in Marketing: Proceedings of the Academy of Marketing Science*, 12, 496-507.

4. Mayer, Mark and Tae Hyun Baek (2015), "The Efficacy of Sexualized Female Models in Young Adult Male-Oriented Cigarette Advertising," *Developments in Marketing: Proceedings of the Academy of Marketing Science*, 12, 484-95.

3. Mayer, Mark, Piyush Kumar & Plamen Peev (2015), "Contingent Effects of Humor Type and Cognitive Style on Consumer Attitudes," *Developments in Marketing: Proceedings of the Academy of Marketing Science*, 12, 472-83.

2. Mayer, Mark and George Zinkhan (2009), "Retailers & Private Label Brands: Research Knowledge Bases and Opportunity Areas," *Marketing Theory and Applications: AMA Educators' Proceedings*, 20, 70-76.

1. Mayer, Mark and Michelle Roehm (2008), "*Tater Stiks* and *Sir Salty*: Two Mini-Cases in Brand Management Strategy," *Advances in Marketing: Issues, Strategies, and Theories: SMA Proceedings*, 83-85.

#### **Academic Conference Presentations** (peer-reviewed, presenter in bold)

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37. **Mayer, Mark**, Abby Mayer, and Plamen Peev (2019), "An Exploration of the Efficacy of Different Sexual Position Portrayals in Sexually-Themed Advertising," Society for Marketing Advances (SMA) Conference, New Orleans, LA.

36. **Mayer, Mark**, Plamen Peev, and Abby Mayer (2019), "Exploring Valence and Word Choice in Obesity Advertising: Guidance from the Literature" Society for Marketing Advances (SMA) Conference, New Orleans, LA.

35. **Mayer, Mark** (2019), "Teaching Moment: Using a "Choose-Your-Own-Adventure" Book to teach Marketing Strategy", Society for Marketing Advances Conference (SMA), New Orleans, LA.

34. **Mayer, Mark** and Abby Mayer (2019), "Women on Top...In Advertising? An Exploration of the Differing Efficacy of Sexual Position Portrayal in Sexually-Themed Advertising," Marketing Management Association (MMA) Conference, Chicago, IL.

33. **Mayer, Mark** and Judith Wright (2017), "Two Exercises Bringing Real-World Context into the Classroom," Society for Marketing Advances (SMA) Conference, Louisville, KY.

- Featured in Coker, Kesha K. and Joel C. Whelan (2018), "Teaching Moments: Rapidly Diffusing Pedagogical Advances," *Marketing Education Review*, 28 (3), 155-58. Innovation was published in the article, with all collateral materials available in online appendix.

32. Mayer, Abby and **Mark Mayer** (2017), ""America, Let's Get Real" about Stigmatization of Obese Individuals--A Discourse Analysis of the Opening Sequence of *The Biggest Loser*," Society for Marketing Advances (SMA) Conference, Louisville, KY.

31. Agho, Amadin and **Mark Mayer** (2017), "The Roles Gender and Service Experience Play in Tipping Behavior Among Millennials," Society for Marketing Advances (SMA) Conference, Louisville, KY.

30. **Barbara, Bridget** and Mark Mayer (2017), "The Impact of Valence on Anti-Childhood Obesity Advertising," IUPUI Multidisciplinary Undergraduate Research Institute, Indianapolis, IN.
29. **Agho, Amadin** and Mark Mayer (2016), "The Roles Gender and Service Experience Play in Tipping Behavior Among Millennials," IUPUI Multidisciplinary Undergraduate Research Institute, Indianapolis, IN.
28. **Mayer, Mark** and Plamen Peev (2016), "The Role of Female Sexual-Self Schema in Reactions to Non-Explicit Sexual Advertising Imagery," Academy of Marketing Science (AMS) Conference, Orlando FL.
27. **Mayer, Mark** and **Wright, Judith** (2016), "Bringing Real-World Professional Experience into the Classroom—It's More than Just Telling Stories," Association of American Colleges and Universities (AAC&U) LEAPin Indiana Faculty Collaborative Conference, Indianapolis, IN.
26. **Mayer, Mark** (2016), "Buggin' Out--Setting a Level Playing Field for Student Teams' First Assignment," Association of American Colleges and Universities (AAC&U) LEAPin Indiana Faculty Collaborative Conference, Indianapolis, IN.
25. Mayer, Abby and **Mark Mayer** (2015), "The Master Settlement Agreement (MSA) and Cigarette Advertising in America: History, Implications, and Outlook," Society for Marketing Advances (SMA) Conference, San Antonio, TX.
24. Baek, Tae Hyun and **Mark Mayer** (2015), "The Moderating Effect of Appearance Self-Esteem on Females' Identification of and Reactions to Sexually-Themed Advertising," Society for Marketing Advances (SMA) Conference, San Antonio, TX.
23. **Mayer, Mark** (2015), "Consumer Responses to Negative National Brand and Private Label Brand Experiences," Society for Marketing Advances (SMA) Conference, San Antonio, TX.
22. **Mayer, Mark** and Hye Jin Yoon (2015), "Humorous Threat Appraisal: The Moderating Role of Need for Humor," Society for Marketing Advances (SMA) Conference, San Antonio, TX.
21. **Mayer, Mark** (2015), "Teaching Moment: Buggin' Out--Setting a Level Playing Field for Student Teams' First Assignment," Society for Marketing Advances (SMA) Conference, San Antonio, TX.
- Featured in Whelan, D. Joel and Kesha K. Coker (2016), "Outside the Box Teaching Moments: Classroom-Tested Innovations," *Marketing Education Review*, 26 (2), 119-23. Innovation was published in the article, with all collateral materials available in online appendix.
20. Mayer, Mark and **Plamen Peev** (2015), "Do Sexy Mouthwash Ads Leave a Bad Taste Behind? An Exploration of Sexual-Self Schema and Perceived Product-Positioning Fit as Determinants of Female-Targeted Sexual Advertising Efficacy," American Marketing Association (AMA) Summer Educators' Conference, Chicago, IL.
19. **Mayer, Mark** and Plamen Peev (2015), "The Role of Female Sexual-Self Schema in Reactions to Non-Explicit Sexual Advertising Imagery," American Academy of Advertising (AAA) Conference, Chicago, IL.
18. **Mayer, Mark** (2015), "Revisiting the Relationship between Need for Cognition and Humor: Evidence from Multiple Manifestations of the Humorous Experience," American Academy of Advertising (AAA) Conference, Chicago, IL.
17. **Mayer, Mark** (2015), "A Retrospective Examination of Female Model Portrayals in Male Youth-Targeted Cigarette Advertising," American Academy of Advertising (AAA) Conference, Chicago, IL.
16. **Mayer, Mark**, Piyush Kumar & Plamen Peev (2014), "Contingent Effects of Humor Type and Cognitive Style on Consumer Attitudes," Academy of Marketing Science (AMS) Conference, Indianapolis, IN.

15. **Mayer, Mark** (2014), "A Structural Equation Modeling-Based Examination of the Private Label Brand Consumer Evaluation Process," Academy of Marketing Science (AMS) Conference, Indianapolis, IN.
14. **Mayer, Mark**, Piyush Kumar, & Hye Jin Yoon (2014), "Does Sexual Humor Work On Mars, But Not on Venus? Exploring Consumer Acceptance of Sexually Humorous Advertising by Gendered Brands," Academy of Marketing Science (AMS) Conference, Indianapolis, IN.
13. **Mayer, Mark** and Tae Hyun Baek (2014), "The Efficacy of Sexualized Female Models in Young Adult Male-Oriented Cigarette Advertising," Academy of Marketing Science (AMS) Conference, Indianapolis, IN.
12. Roehm, Michelle, Michael Brady, and **Mark Mayer** (2013), "Send in the Clowns? An Exploratory Study of the Efficacy of Humor in Service Encounters," Association for Consumer Research (ACR) Conference, Chicago, IL.
11. **Mayer, Mark** (2012), "Contextual Effects of Humor Type in the Relationship Between Cognitive Processing and Attitudinal Efficacy of Humor Type," Society for Marketing Advances (SMA) Conference, Orlando, FL.
10. **Mayer, Mark** (2012), "A Retrospective Look at the Portrayals of the Female in Male-Targeted Cigarette Print Advertising," Society for Marketing Advances (SMA) Conference, Orlando, FL.
9. Yoon, Hye Jin and **Mark Mayer** (2012), "Do Humor and Threat Work Well Together? The Moderating Effect of Need for Cognition in Humorous Threat Persuasion Advertisements," American Marketing Association (AMA) Winter Educators' Conference, St. Petersburg, FL.
8. **Mayer, Mark**, Piyush Kumar, and Hye Jin Yoon (2012), "Does Sexual Humor Work on Mars, But Not on Venus? Exploring Consumer Acceptance of Sexually Humorous Advertising by Gendered Brands," American Marketing Association (AMA) Winter Educators' Conference, St. Petersburg, FL.
7. Mayer, Mark and **Piyush Kumar** (2009), "Asymmetric Consumer Responses to National Brand and Private Label Brand Scandals," Advances in Consumer Research Asia-Pacific (ACR-AP) Conference, Hyderabad, India.  
*Extended abstract available at [http://www.acrwebsite.org/volumes/ap08/ap\\_2009\\_vol8\\_69.pdf](http://www.acrwebsite.org/volumes/ap08/ap_2009_vol8_69.pdf)*
6. **Mayer, Mark**, Piyush Kumar and Plamen Peev (2009), "Need for Cognition and Humor Revisited: Why *This is Funny* Doesn't Always Mean *I Like This*," American Marketing Association (AMA) Winter Educators' Conference, Tampa, FL.
5. Mayer, Mark and **George M. Zinkhan** (2009), "Retailers & Private Label Brands: Research Knowledge Bases and Opportunity Areas," American Marketing Association (AMA) Winter Educators' Conference, Tampa, FL.
4. **Mayer, Mark** (2009), "Viewing Private Label Brands through Three Stakeholder Lenses: Consumers, Retailers, and Manufacturers," Society for Marketing Advances (SMA) Conference, New Orleans, LA.
3. **Mayer, Mark** (2009), "Revisiting the Relationship between Need for Cognition and Humor: Evidence from Multiple Manifestations of the Humorous Experience," Society for Marketing (SMA) Advances Conference, New Orleans, LA. (Awarded Best Paper in Doctoral Student Track).
2. Zinkhan, George and **Mark Mayer** (2008), "The Coca-Cola Center for Marketing Studies: A Model for Marketing Research and Education," Society for Marketing Advances (SMA) Conference, St. Petersburg, FL. (Awarded Best Paper in Marketing Education Track)
1. **Mayer, Mark** and Michelle Roehm (2008), "*Tater Sticks* and *Sir Salty*: Two Mini-Cases in Brand Management Strategy," Society for Marketing Advances (SMA) Conference, St. Petersburg, FL.

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**Invited Presentations of Research** (non peer-reviewed; presented by me unless otherwise indicated)

"Exploring Valence and Word Choice in Childhood Obesity-Focused Advertising," presented at Ball State University, (*Miller College of Business Research Colloquium Series*), 2020

“Sexual Humor in Advertising,” presented at Ball State University (*job interview presentation*), 2017

“Marketing Strategy for the 21<sup>st</sup> Century: The Importance of the Client-Based Point-of-View,” presented at Society for Marketing Professional Services (SMPS), Indianapolis, IN, 2016

“Zoom: A New Tool for Online Teaching,” presented at Kelley School of Business Teaching Excellent Seminar, Indianapolis, IN, 2016.

“Early Teaching Successes, Lessons Learned, and Opportunities,” (*Clinical track appointment presentation*) presented at Kelley School of Business Seminar, Indianapolis, IN, 2015.

“The Roles of Appropriateness and Relevance in Determining Reactions to Humor in Frontline Service Encounters,” (authors: Michelle Roehm, Michael Brady, Mark Mayer) presented by **Michael Brady** at (1) HEC Montréal, Montreal, Canada and (2) WHU, Otto Beisheim School of Management, Vallendar, Germany, 2013

“Do Humor and Threat Work Well Together? The Moderating Effect of Need for Cognition in Humorous Threat Persuasion Advertisements,” (authors: Hye Jin Yoon, Mark Mayer) presented by Mark Mayer at Indiana University, Kelley School of Business-Indianapolis, 2012.

“Gender-Based Differences in Sexually Humorous Advertising’s Efficacy,” (*job market paper*); authors: Mark Mayer, Piyush Kumar presented by Mark Mayer at (1) Indiana University (IUPUI), (2) Oregon State University, (3) San Diego State University, (4) Illinois State University, 2010.

## Grants/Stipends

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IUPUI Center for Research and Learning’s Undergraduate Research Opportunity Program (UROP) Grant; as mentor, received \$500 grant (mentee received \$1000) to conduct research on anti-childhood obesity advertising, 2017

IUPUI Center for Research and Learning’s Undergraduate Research Opportunity Program (UROP) Grant; as mentor, received \$500 grant (mentee received \$2000) to conduct research on tipping behavior, 2016

Awarded \$5000 stipend by Wyeth Consumer Healthcare to prepare national MBA recruiting case presentation on new product launch, 2006

## Teaching Experience

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### **Ball State University**

*Planned Fall 2020 teaching:*

2 sections of MKG 350, 1 honors thesis advising course (HONR 499).

*Completed teaching:*

MKG 310 (Consumer Behavior)	Spring 2020	1 section	UG core
MKG 350 (Marketing Research & Analytics)	Spring 2020	2 sections	UG core
MKG 350 (Marketing Research & Analytics)	Fall 2019	2 sections	UG core
MKG 300 (Principles of Marketing)	Fall 2019	1 section	UG core
MKG 499 (Honors Thesis Advisor)	Fall 2019	1 student	UG thesis
MKG 480 (Marketing Strategy)	Summer 2019	1 section	UG core
MKG 350 (Marketing Research & Analytics)	Summer 2019	1 section	UG core
MKG 350 (Marketing Research & Analytics)	Spring 2019	2 sections	UG core
MKG 497 (Independent Study)	Spring 2019	1 student	UG elective
MKG 350 (Marketing Research & Analytics)	Fall 2018	2 sections	UG core

*Student Course Ratings (mean, out of 5): 4.51*

### **Indiana University**

Course Level abbreviations below: UG=undergraduate in-person course, MBA=evening MBA program in-person course, MBA-H=evening MBA program hybrid online/in-person course, KD-MBA=Kelley Direct online MBA course, EDP=Kelley Executive Degree Program online course.

M450 (Marketing Strategy)	2017-2018	3 sections	UG core
M303 (Marketing Research)	2015	2 sections	UG core
M415 (Advertising & IMC)	2011-2018	13 sections	UG elective
M405 (Consumer Behavior)	2011	1 section	UG elective
M544 (Managing Adv. & Sales)	2011-2016	5 sections	MBA elective
M501 (Strategic Marketing Mgmt)	2015-2018	6 sections	MBA-H core
C570 (Strategic Marketing Mgmt)	2015-2016	1 section	KD-MBA core
C570 (Strategic Marketing Mgmt)	2015-2017	4 sections	EDP core

**Total Student Course Ratings (mean, out of 7):** all 5.81, undergraduate 6.38, graduate 5.20

Additional instruction:

- Supervised Kelley undergraduate 3-credit “Special Studies in Marketing” courses for:
  - Bridget Barbara, Kelley undergraduate Honors student (2017)
  - Amadin Agho, Kelley undergraduate student interested in doctoral studies (2016)
  - Kristin Pierce, Kelley overall “Outstanding Undergraduate Student” (2014)
  - Karey Hammond, Kelley “Outstanding Undergraduate Marketing Student” (2012)
- Independent study with Jamie Goodwin, Lilly School of Philanthropy doctoral student and CEO of Global Indiana, a non-profit focusing on global education services (2017)
- Honors 1-credit independent study with Don McCraig, Kelley Diversity Scholar (2015)

### **University of Georgia**

Undergraduate Courses Taught (all in-person):

M4100 (Consumer Behavior)	2007-2011	9 sections
M4500 (Services Marketing)	2011	2 sections

*Student Course Ratings (mean, out of 5): 4.77*

Additional instruction:

- Taught invited session on “Humor in Marketing Efforts” in introductory Marketing course at California State University-San Bernardino, Fall 2010.
- Served as teaching assistant for a hybrid executive-MBA class in Spring 2007 (EMBA 7250—Marketing Management). 65 Executive MBA students. Instructor: Dr. Srinivas Reddy.
- Guest taught 25 sessions, at graduate & undergraduate levels, in courses at the Terry College of Business, Grady School of Journalism and Mass Communication, & Hodgson School of Music.
  - Courses included Introduction to Marketing, Marketing Fundamentals, Consumer Behavior, Application of Marketing Research Techniques I, Application of Marketing Research Techniques II, Marketing Research, Professional Selling, Sales Strategy, Marketing Strategy, Advertising and Sales Promotion, Issues in the Music Business, and Principles of Advertising.
  - Sessions included: “Inside a Real-World New Product Launch,” “Humor and Consumer Behavior,” “A Brand Management Overview,” “The Advertising Process: An Inside View,” “The Marketing Magic of Harry Potter,” “Brand Management and the Sales Force,” “Managing the Sales Function During a New Product Launch”

### **Select Service Highlights:**

#### **Service to Field**

- Conference Session Chair
  - Society for Marketing Advances Conference, 2019
  - Marketing Management Association Conference, 2019
  - American Marketing Association Conference, 2012
  - Society for Marketing Advances Conference, 2012
- Ad-hoc Reviewer
  - *American Journal of Business*, 2020
  - *International Journal of Advertising*, 2020
  - *International Journal of Advertising* (2 papers), 2018
- Ad-hoc Reviewer, Various Marketing, Advertising, and Communications Conferences (AAA, ACR, ACR-AP, AMA, AMS, ICA, SCP, SMA), 2011-2019

#### **Service to University/School/Department**

*Ball State University, Miller College of Business, Marketing Department:*

**One of BSU faculty members chosen to appear in “Inspiring Academic Excellence” media series as part of “We Fly” Campaign advertising, 2019-20.**

- Completed Media Training with Kathy Wolfe (Marketing & Communications Group) Oct 2019 and filmed by Marketing & Communication group—in-depth interview feature (Oct 2019) and classroom instruction b-roll (Nov 2019)
- Final creative products featuring my research and teaching (advertisement, extended video, etc.) have been featured widely in BSU communications efforts. Examples include in external advertising (e.g., placement in *Indianapolis Business Journal*), social media efforts, in the BSU magazine, on a new BSU faculty accomplishments web page, and campus events (e.g., Fall 2019 commencement).

**Played leading role in efforts to revamp Department Journal List, 2019**

- Spring 2020:
  - Post AACSB visit, led committee in major revision of previous semester’s work including assigning journals to new categories, vetting all journal tiers (and individual journals where needed) accordingly to new guidelines.
  - Ideated online process utilizing Qualtrics surveys which featured prominently in development of unanimously approved new list. Completed process in one week.
  - Commended by department chair and committee members for service efforts
- Fall 2019:
  - Pre-AACSB visit, ideated and proposed new journal addition methodology to make that process less subjective and more transparent; unanimously adopted by Journal List Committee
  - Volunteered and updated journal statistics for every Tier 1-4 journal (over 140 journals) including presence/ranking on 2019 ABDC list, SCImago h-index, SSCI citation index, Google h-5 index.
  - Led efforts to remove possible predatory, non peer-reviewed, and defunct journals from department list; enlisted Bracken Library librarians to aid and confirmed to the absolute best of our ability that all journals remaining on revised 2019 list are active, peer-reviewed, and non-predatory.
  - Commended by department chair and committee chair for service efforts

*Additional:*

- Chairperson, Ball State Marketing Department Journal List Committee (2019-20), Member 2018-2019)
- Member, Ball State Miller College of Business Research Symposium Committee, 2019-20
- Member, Ball State Miller College of Business Social Committee, 2018-2020.
- Member, Ball State Miller College of Business Salary Reconsideration Committee, 2018-20.
- Member, Ball State Marketing Department Journal List Committee, 2018-20.

*Indiana University, Kelley School of Business, Indianapolis (IUPUI) Department:*

- Member, IUPUI Faculty Council (Student Affairs Committee), 2017-18
- Member, IUPUI Campus Advising Council, 2017-18
- Director, Kelley-IUPUI Business Minor Program, 2017-18
- Director, Kelley-IUPUI Business Foundations Certificate Program, 2017-18
- Faculty Advisor, Kelley-IUPUI Marketing Club, 2016-18
- Member, Kelley-IUPUI Mark. Dept. Undergrad. Policy Committee, 2015-18
- Member, Kelley-IUPUI Mark. Dept. Academic Fairness Committee, 2015-18
- Member, Kelley-IUPUI Marketing Dept. Scholarship Committee, 2011-2017
- Judge, IUPUI Top 100 Student Competition, 2017
- Speaker (for Marketing Faculty), Kelley-IUPUI New Student Orientation, 2017
- Member, Kelley-IUPUI Marketing Dept. Assessment Committee, 2016-2017
- Speaker & Contest Judge, representing Kelley-IUPUI in Carmel IN Schools, 2016-17
- Member, Kelley-IUPUI Bus. Law (2 positions hired) faculty search committee, 2015
- Member, Kelley Diversity Committee, 2011-2015

*University of Georgia, Terry College of Business, Marketing Department:*

- Featured in “Diversity in Teaching and Learning,” a video aimed at helping new University of Georgia faculty prepare themselves for teaching diverse student populations, 2010

- Guest Lecturer for 25 sessions in University of Georgia's Terry College of Business, Grady School of Journalism and Mass Communication, & Hodgson School of Music, 2006-2011

#### **Service to National/Local Community:**

- Featured Expert, Indianapolis area television
  - WISH-TV and RTV6 (twice), 2017
- Quoted Expert for News Media
  - Decatur (IL.) WSOY 1340AM/103.3 FM and DecaturNow.com, 2020
  - Brevard (FL.) Business News, 2020
  - Indianapolis Star, 2017
  - Indianapolis Business Journal, 2017
  - Association of National Advertisers Magazine, 2017
  - TheStateHouseFile.com, 2017
  - Athens (GA.) Banner-Herald, 2011
- Facilitator, pro-bono immersive student class consulting for various Indianapolis-area organizations (2011-2018)
  - Performance Assessment Network
  - h.h. gregg
  - US Tennis Association Midwest
  - Hubbard & Cravens Coffee Company
  - Back on My Feet
  - Conner Prairie Historical Park
- Speaker, Society for Marketing Professional Services (donated \$500 honorarium to Kelley scholarship fund) (2016)

#### **Select Recognitions**

##### **Indiana University**

- Student Org. Advisor of the Year from Kelley School of Business at IUPUI, 2018
- Selected as Keynote Speaker for Kelley-IUPUI Honors Program Medal Awarding Ceremony, 2017
- Kelley-IUPUI Schuyler F. Otteson Undergraduate Teaching Excellence Nominee, 2016 and 2014
- Trustee's Teaching Award winner (included \$2500 prize) from Indiana University, 2015
- Named Outstanding Professor by IUPUI Athletics, 2014 and 2011
- Excellence in MBA Teaching Award from Kelley School of Business at IUPUI, 2013
- Kelley-IUPUI Delta Sigma Pi Business Fraternity honored faculty member, 2011

##### **University of Georgia**

- UGA Center for Teaching and Leadership "Thank a Teacher at UGA" Recipient, 2010
- Best Paper in Doctoral Student Track, Society for Marketing Advances Conference, 2009
- Outstanding Teaching Assistant Award from University of Georgia, 2009
- University of Georgia Excellence in Teaching Award nominee, 2009
- University of Georgia Pi Sigma Eta Business Fraternity service honoree, 2009
- Terry College at University of Georgia Summer Research Award, 2007-2009
- Graduate School Committee Teaching Portfolio Certificate of Excellence from University of Georgia, 2008
- Best Paper in Marketing Education, Society for Marketing Adv. Conference, 2008
- University of Georgia Competitive Fellowships: Comer 2006-2008, Terrell 2006-2008, McRae 2006

#### **Industry Experience Overview**

Six years of experience in brand management with Fortune 500 level corporations (Kraft Foods, Wyeth Consumer Healthcare, and Sara Lee) managing various brands (e.g., Advil, Nabisco, Planters, CornNuts, L'eggs). My brand experiences included advertising campaign development, new product launches, and brand turnarounds and shutdowns. Final position was as Product Manager leading the successful nationwide launch of Advil PM for Wyeth. Received top-of-cohort performance ratings at all three corporations.