CURRICULUM VITAE

Russell Lacey, Ph.D.

Dean of the Graduate School and Professor of Marketing
Xavier University
100 Hailstones, 3800 Victory Parkway, Cincinnati, Ohio 45207
(513) 745-3049/laceyr@xavier.edu

EDUCATION

University of Alabama, Tuscaloosa, Marketing, Ph.D.
University of Missouri, Kansas City, Finance, M.B.A.
University of Missouri, Kansas City, Marketing, B.B.A.

ACADEMIC EXPERIENCE

Xavier University, Cincinnati, Ohio
Dean of the Graduate School, 2021-current
Professor of Marketing, 2021-current
Chair, Department of Marketing, 2019-2021
Director of the Center for International Business, 2018-2019
Director of Graduate Engagement, 2017
Associate Professor of Marketing, 2011-2021

University of New Orleans, New Orleans, Louisiana
Associate Professor of Marketing, 2008-2011
Assistant Professor of Marketing, 2003-2008

University of Alabama, Tuscaloosa, Alabama
Research/Teaching Assistant, 1997-2001

SCHOLARLY PRODUCTIVITY

Peer Reviewed Journal Articles

Scheinbaum, Angeline Close, Anjala S. Krishen, and **Russell Lacey** (2022), "The Role of Faraway Fans on Event Sponsorship: Why Sponsorship Patronage Is Stronger Among Fans Who Travel Far to Events" *Journal of Adverting Research*, 62(1), 49-61.

Scheinbaum, Angeline Close, **Russell Lacey,** and Minette Drumwright (2019), "Social Responsibility and Event-Sponsor Portfolio Fit: Positive Outcomes for Events and Brand Sponsors," *European Journal of Marketing*, 53(2), 138-163.

Kim, Kiyoung, **Russell Lacey,** Hae-Ryong Kim, and Jaebeom Suh (2019), "How CSR Serves as a Preventive Mechanism for Coping with Dysfunctional Customer Behavior," *Service Business*, 13(4), 671-694.

Kim, Kiyoung, Hae-Ryong Kim, **Russell Lacey,** and Jaebeom Suh (2018), "How CSR Impact Meaning of Work and Dysfunctional Customer Behavior," *Journal of Service Theory and Practice*, 28(4), 507-523.

Scheinbaum, Angeline Close, **Russell Lacey,** and Ming-Ching Ling (2017), "Communicating Corporate Social Responsibility to Fit Consumer Perceptions: How Sincerity Drives Event and Sponsor Outcomes," *Journal of Advertising Research*, 57(4), 410-421.

Thompson, Scott A., Molan Kim, James M. Loveland, **Russell Lacey**, and Iana A. Castro (2017), "Consumer Communities Do Well, But Will They Do Good? A Study of Participation in Distributed Computing Projects," *Journal of Interactive Marketing,* 37, 32-43.

Lacey, Russell and Pamela A. Kennett-Hensel (2016), "How Expectations and Perceptions of Corporate Social Responsibility Impact NBA Fan Relationships," *Sport Marketing Quarterly*, 25(1), 21-33.

Scheinbaum, Angeline Close and **Russell Lacey** (2015), "Event Social Responsibility: A Note to Improve Outcomes for Sponsors and Events," *Journal of Business Research*, 68(9), 1982-1986.

Close, Angeline G., **Russell Lacey,** and T. Bettina Cornwell (2015), "Visual Processing and Need for Cognition Can Enhance Event-Sponsorship Outcomes: How Sporting Event Sponsorships Benefit from the Way Attendees Process Them," *Journal of Advertising Research*, 55(2), 206-215. (Selected as 2016 Paper of the Year in Sport Marketing at the American Marketing Association Summer Educators Conference.)

Lacey, Russell, Pamela A. Kennett-Hensel, and Chris Manolis (2015), "Is Corporate Social Responsibility a Motivator or Hygiene Factor? Insights into its Bivalent Nature," *Journal of the Academy of Marketing Science*, 43(3), 315-332.

Close, Angeline G. and **Russell Lacey** (2014), "How the Anticipation Can Be as Great as the Experience: Explaining Event Sponsorship Exhibit Outcomes via Affective Forecasting," *Journal of Current Issues and Research in Advertising*, 35(2), 209-224.

Sneath, Julie Z., **Russell Lacey**, and Pamela A. Kennett-Hensel (2014), "Chronic Negative Circumstances and Consumption Buying: Consumer Vulnerability after a Natural Disaster," *Journal of Global Scholars of Marketing Science*, 24(2), 129-147.

Lacey, Russell and Angeline G. Close (2013), "How Fit Connects Service Brand Sponsors with Consumers' Passions for Sponsored Events," *International Journal of Sports Marketing & Sponsorship*, 14(3), 212-228.

Close, Angeline G. and **Russell Lacey** (2013), "Fit Matters? Asymmetrical Impact of Effectiveness on Sponsors and Event Marketers," *Sport Marketing Quarterly*, 22(2), 71-82.

Lacey, Russell (2012), "How Customer Voice Contributes to Stronger Service Provider Relationships," *Journal of Services Marketing*, 26(2) 137-144. (Highly Commended Award Winner at the 2013 Literati Network Awards for Excellence.)

Kennett-Hensel, Pamela A., Julie Z. Sneath, and **Russell Lacey** (2012), "Liminality and Consumption in the Aftermath of a Natural Disaster," *Journal of Consumer Marketing*, 29(1), 52-63. (Won Outstanding Paper at the 2013 Literati Network Awards for Excellence.)

Lacey, Russell and Pamela A. Kennett-Hensel (2010), "Longitudinal Effects of Corporate Social Responsibility on Customer Relationships," *Journal of Business Ethics*, 97(4) 581-597.

Lacey, Russell, Angeline G. Close, and R. Zachary Finney (2010), "The Pivotal Roles of Product Knowledge and Corporate Social Responsibility on Event Sponsorship Effectiveness," *Journal of Business Research*, 63(11), 1222-1228.

Sneath, Julie Z., **Russell Lacey**, and Pamela A. Kennett-Hensel (2009), "Coping With a Natural Disaster: Losses, Emotions and Impulsive and Compulsive Buying," *Marketing Letters*, 20(1), 45-60.

Lacey, Russell and Robert M. Morgan (2009), "Customer Advocacy and the Impact of B2B Loyalty Programs," *Journal of Business and Industrial Marketing*, 24(1), 3-13.

Lacey, Russell (2009), "Limited Influence of Loyalty Program Membership on Relational Outcomes," *Journal of Consumer Marketing*, 26(6), 392-402.

Sneath, Julie Z. and **Russell Lacey** (2009), "Marketing Defibrillation Training Programs and Bystander Intervention Support," *Health Marketing Quarterly*, 26(2), 87-97.

Lacey, Russell, Jaebeom Suh, and Robert M. Morgan (2007), "Differential Effects of Preferential Treatment Levels on Relational Outcomes," *Journal of Service Research,* 9(3), 241-256.

Lacey, Russell (2007), "Relational Drivers of Customer Commitment," *Journal of Marketing Theory & Practice*, 15(4), 315-335. (In 2016 the paper was republished in Top 20 Cited Articles in the Past Decade special issue.)

Lacey, Russell and Robert M. Morgan (2007), "Committed Customers as Strategic Marketing Resources," *Journal of Relationship Marketing,* 6(2), 51-66.

Lacey, Russell, Julie Z. Sneath, R. Zachary Finney, and Angeline G. Close (2007), "The Impact of Repeat Attendance on Event Sponsorship Effects," *Journal of Marketing Communications*, 13(4), 243-255.

Close, Angeline G., R. Zachary Finney, **Russell Lacey**, and Julie Z. Sneath (2006), "Engaging the Consumer Through Event Marketing: Linking Attendees with the Sponsor, Community, and Brand," *Journal of Advertising Research,* 46(4), 373-381.

Lacey, Russell and Julie Z. Sneath (2006), "Customer Loyalty Programs: Are They Fair To Consumers?" *Journal of Consumer Marketing,* 23(7), 464-470.

Sneath, Julie Z., **Russell Lacey**, Robert Zachary Finney, and Angeline G. Close (2006), "Balancing Act," *Marketing Health Services*, 26(1), 27-32.

Lacey, Russell (2000), "Dimensions of the Ideal HMO Brand," *Marketing Health Services*, 20(1), 32-36.

Book Chapters

Lacey, **Russell** (2015), "Relationship Marketing Tools: Understanding the Value of Loyalty Programs," in *Handbook on Research in Relationship Marketing*, Robert M. Morgan, Janet Turner Parish, and George Deitz, eds., Edward Elgar Publishing, 104-122.

Kennett-Hensel, Pamela A., **Russell Lacey**, and Matt Biggers (2011), "The Impact of Corporate Social Responsibility on NBA Fan Relationships: A Conceptual Framework," in *Consumer Behavior Knowledge for Effective Sports and Event Marketing*, Lynn R. Kahle and Angeline G. Close, eds., Routledge, 135-157.

Finney, R. Zachary, **Russell Lacey**, and Angeline G. Close (2011), "Event Marketing and Sponsorship: Lessons Learned from the Tour de Georgia Cycling Races," in *Consumer Behavior Knowledge for Effective Sports and Event Marketing*, Lynn R. Kahle and Angeline G. Close, eds., Routledge, 261-285.

Morgan, Robert M., Tammy N. Crutchfield, and **Russell Lacey** (2000), "Patronage and Loyalty Strategies: Understanding the Behavioral and Attitudinal Outcomes of Customer Retention Programs," in *Relationship Marketing: Gaining Competitive Advantage Through Customer Retention*, Thorsten Henning-Thurau and Ursula Hansen, eds., Berlin: Springer, 71-87.

Refereed Proceedings

Lacey, Russell (2019), "How Fans View Corporate Brands with Naming Rights to Stadiums," in Changing the 'Rhythm of Marketing: Are We Listening? Society for Marketing Advances 2019 Proceedings, 304-305.

Lacey, Russell (2017), "Sports Event Social Responsibility and Its Marketing Implications," in Ethical Decisions in Lifestyle Choices, Society for Marketing Advances 2017 Proceedings, 155-156.

Angeline Close Scheinbaum, **Russell Lacey,** Minette Drumwright, and (2017), "Event Social Responsibility: Positive Outcomes for Marketers and Consumers," in Advertising at the Intersection of Technology and Culture, Proceedings of the 2017 Global Conference of the American Academy of Advertising, 22.

Lacey, Russell and Angeline G. Close (2014), "The Role of Social Responsibility and Event Sponsor Effectiveness," in Leveraging New Technologies to Create Value for Customers and Firms, 2014 American Marketing Association Summer Educators Conference Proceedings, 349.

Close, Angeline G., **Russell Lacey,** and T. Bettina Cornwell (2014), "Sponsors Courting Tennis Attendees: Visual Processing and Need for Cognition in Evaluating Event Sponsorship," 2014 Academy of Marketing Science Annual Conference Proceedings, 146.

Sneath, Julie Z., **Russell Lacey**, and Pamela A. Kennett-Hensel (2012), "Chronic Negative Circumstances and Compulsive Buying: Consumer Vulnerability after a Natural Disaster," in Leading the Way Yesterday, Today and Tomorrow, Society for Marketing Advances 2012 Proceedings, 93-94.

Lacey, Russell, and Pamela Kennett-Hensel (2012), "Corporate Social Responsibility and Consumer Relationships: An Application of Motivator-Hygiene Theory," in Marketing in the Socially-Networked World, 2012 American Marketing Association Summer Marketing Educators Conference Proceedings, 210-211.

Lacey, Russell (2009), "The Best Offense is a Good Defense: Defensive Marketing Effects of Customer Voice," in Advances in Marketing, Embracing Challenges & Change – A Global Perspective, Society for Marketing Advances Proceedings, 258-259.

Kennett-Hensel, Pamela A., **Russell Lacey**, Julie Z. Sneath, and Cherie Courseault Trumbach (2009), "Hurricane Katrina and Retailing Therapy: Tales of Devastation and Shopping," European Institute of Retailing and Service Studies, Book of Abstracts, 16th Recent Advances in Retailing & Services Sciences Conference, 79.

Lacey, Russell, Pamela A. Kennett-Hensel, and Julie Z. Sneath (2009), "Consumer Behavior Research in the Aftermath of a Natural Disaster: Lessons Learned," in Marketing Theory and Applications, 2009 American Marketing Association Winter Educators Proceedings, 259-260.

Kennett-Hensel, Pamela A., Julie Z. Sneath, and **Russell Lacey** (2008), "'Traumaticalized" Consumers: Examining Marketing Stakeholder Responsibility in the Aftermath of Hurricane Katrina," in Advances in Marketing, Issues, Strategies and Theories, Society for Marketing Advances Proceedings, 79-80.

Kennett-Hensel, Pamela A., **Russell Lacey**, and Julie Z. Sneath (2008), "Impulsive and Compulsive Buying Behavior: the Aftermath of Hurricane Katrina," 2008 Winter Conference, The Society of Consumer Psychology, 371-374.

Lacey, Russell, Angeline G. Close, and R. Zachary Finney (2007), "Impact of Event Marketing on Brand Image and Purchase Intentions: Affective Forecasting at a Sponsored Event," in Advances in Marketing, Concepts, Models and Theories, Society for Marketing Advances, 2007 Proceedings, 12-13.

Parish, Janet Turner, Jaeboem Suh and **Russell Lacey** (2003), "Relationship Quality and New Product Adoption," in Advances in Marketing, Pedagogy, Philosophy and Processes, Society for Marketing Advances, 2003 Proceedings, 190-191.

PRESENTATIONS AT ACADEMIC AND PROFESSIONAL MEETINGS

"How Fans View Corporate Brands with Naming Rights to Stadiums." Presented at the Society for Marketing Advances Conference in New Orleans, LA on November 8, 2019.

"Branded Sports Stadiums: The Roles of Sponsor Sincerity and Consume Gratitude on Building Customer Value." Presented at the American Marketing Association Summer Educators' Conference, Sports & Sponsorship-Linked Marketing SIG Session in Chicago, IL on August 9, 2019.

"The Importance of CSR in Professional Sports: Key Take-Aways from a Multi-Season Research Partnership with an NBA Team," co-authored with Pamela A. Kennett-Hensel. Presented at the North American Society for Sport Management in Halifax, Nova Scotia, Canada on June 7, 2018.

"Sports Event Social Responsibility and Its Marketing Implications." Presented at the Society for Marketing Advances Conference in Louisville, KY on November 9, 2017.

"Event Social Responsibility: Positive Outcomes for Marketers and Consumers," co-authored with Minette Drumwright and Angeline Scheinbaum. Presented at the Global Conference of the American Academy of Advertising in Tokyo, Japan on July 7, 2017.

"How Social Responsibility Image of Events Strengthen Sports Sponsorship Effectiveness." Presented at the American Marketing Association Winter Educators' Conference, Sports & Sponsorship-Linked Marketing SIG Session in Orlando, FL on February 18, 2017.

"The Role of Social Responsibility on Event Sponsor Effectiveness," co-authored with Angeline Close. Presented at the American Marketing Association Summer Marketing Educators Conference, Social Responsibility and Sustainability Track in San Francisco, CA on August 2, 2014.

"Sponsors Courting Tennis Attendees: Visual Processing and Need for Cognition in Evaluating Event Sponsorship," co-authored with Angeline Close and Bettina Cornwell. Presented at the Academy of Marketing Science Annual Conference, Sponsorship Track in Indianapolis, IN on May 21, 2014.

"Corporate Social Responsibility and Consumer Relationships: An Application of Motivator-Hygiene Theory," co-authored with Pamela Kennett-Hensel. Presented at the American Marketing Association Summer Marketing Educators Conference, Consumer Behavior Track in Chicago, IL on August 18, 2012.

"Does Fit Matter in Event Sponsorship-Linked Marketing?" co-authored with Angeline Close. Presented at the American Marketing Association Summer Educators' Conference, Consumer Behavior and Sports & Special Event Marketing SIG Session in Chicago, IL on August 18, 2012.

"Courting Sponsors: The Importance of Seeing and Thinking in Evaluating Tennis Event Sponsorships," co-authored with Angeline Close and T. Bettina Cornwell. Presented at the Research Conference in Sport Marketing: Focus on Sponsorship in Portland, OR on June 21, 2012.

"How Corporate Social Responsibility Can Enhance Event Sponsorship Effectiveness," co-authored with Angeline Close and Zach Finney. Presented at the American Marketing Association Summer Educators' Conference, Consumer Behavior: Marketing, Consumption and Consumer Well-being SIG Session in Boston, MA on August 14, 2010.

"The Best Offense is a Good Defense: Defensive Marketing Effects of Customer Voice." Presented at the Society for Marketing Advances Conference, in New Orleans, LA, on November 6, 2009.

"Consumer Behavior Research in the Aftermath of a Natural Disaster: Lessons Learned," co-authored with Pamela A. Kennett-Hensel, and Julie Z. Sneath. Presented at the American Marketing Association Winter Educators' Conference in Tampa, FL on February 22, 2009.

"Assessing the Impact of an NBA Franchise's CSR Initiatives on Consumer Behavior," co-authored with Pamela A. Kennett-Hensel and Christine Morgan. Presented at the American Marketing Association Summer Educators' Conference, Consumer Behavior and Sports Marketing SIG Session in San Diego, CA on August 8, 2008.

"Sporting Event Sponsorship: The Role of Affective Forecasting on Brand Image and Purchase Intentions", co-authored with Angeline C. Close and R. Zachary Finney. Presented at the American Marketing Association Summer Educators' Conference, Consumer Behavior and Sports Marketing SIG Session in San Diego, CA on August 8, 2008.

"Impulsive and Compulsive Buying Behavior: The Aftermath of Hurricane Katrina," co-authored with Pamela A. Kennett-Hensel and Julie Z. Sneath. Presented at the Society for Consumer Psychology Conference, in New Orleans, LA, on February 23, 2008.

"Impact of Event Marketing on Brand Image and Purchase Intentions: Affective Forecasting at a Sponsored Event," co-authored with Angeline C. Close and R. Zachary Finney. Presented at the Society for Marketing Advances Conference in San Antonio, TX, on November 8, 2007.

"Strengthening ROI and other Event Marketing Outcomes." Presented at International Special Events Society New Orleans Chapter, in New Orleans, LA on October 11, 2006.

"Relationship Quality and New Product Adoption," co-authored with Janet Parish and Jaeboem Suh. Presented at the Society for Marketing Advances Conference, in New Orleans, LA, on November 5, 2003.

OTHER PROFESSIONAL ACTIVITIES

Moderator/Panel Participation

Panel co-presenter at "SMA Teaching Moments" session at the Society of Marketing Advances Conference in Louisville, KY on November 10, 2017. Presented material also included in 2018 "Teaching Moments: Rapidly Diffusing Pedagogical Advances," *Marketing Education Review*, 28(3), 155-158.

Session discussant at "Consumer Recognition of Product Endorsement by Professional Athletes" session at the Research Conference in Sports Marketing, University of Oregon in Portland, OR on July 22, 2012.

Moderated "Annual Agency Principals Panel Discussion" at the American Marketing Association New Orleans Professional Chapter Luncheon in New Orleans, LA on May 12, 2011.

Moderated "Iconic Louisiana Brands' Panel Discussion" at the American Marketing Association New Orleans Professional Chapter Luncheon in New Orleans, LA on December 9, 2010.

Panel member for "What Can the Professional Chapter Do For You?" Leadership Session at the Annual International Collegiate Conference, in New Orleans, LA on April 10, 2010.

Session chair for "Satisfaction – Antecedents and Outcomes" session at the American Marketing Association Winter Educators' Conference in New Orleans, LA on February 20, 2010.

Session chair for "Contemporary Issues in Marketing Research," session at the American Marketing Association Winter Educators' Conference in Tampa, FL on February 22, 2009.

Faculty advisor roundtable participant at the American Marketing Association International Collegiate Conference, New Orleans, LA on April 15, 2005.

Session chair for "Working With Students in Advising, Group Projects, and Establishing Trust" session at the Annual Meeting of the Society for Marketing Advances, in New Orleans, LA on November 4, 2003.

Reviewer

Ad hoc reviewer, *Journal of Business Research*
Ad hoc reviewer, *European Journal of Marketing*
Ad hoc reviewer, *Journal of Business Ethics*
Ad hoc reviewer, *Service Business*
Ad hoc reviewer, *Journal of Advertising*
Ad hoc reviewer, *Journal of Macromarketing*

Ad hoc reviewer, *Industrial Marketing Management*
Ad hoc reviewer, *Journal of Interactive Marketing*
Ad hoc reviewer, *Marketing Education Review*
Ad hoc reviewer, *International Journal of Management Reviews*
Academy of Marketing Science Conference Proceedings
American Marketing Association Educators' Conference Proceedings
Marketing Science Institute's Clayton Doctoral Dissertation Proposal Competition
Marketing Management Association Conference Proceedings
Society for Marketing Advances Conference Proceedings

ACADEMIC AWARDS AND HONORS

Awarded 2019 Merit Faculty Award by Williams College of Business, Xavier University (August 2021).

Awarded 2018 Merit Faculty Award by Williams College of Business, Xavier University (May 2019).

Awarded 3-year O'Conor Research Professorship (2017-2020), Williams College of Business, Xavier University (May 2017).

Won 2017 Best Paper in Tourism, Hospitality, Food, Music, and Sports Marketing for paper entitled "Sports Event Social Responsibility and Its Marketing Implications," at the Society for Marketing Advances Conference (November 2017).

Awarded 2016 Merit Faculty Award by Williams College of Business, Xavier University (May 2017).

Won 2016 Paper of the Year in Sport Marketing for the article "Visual Processing and Need for Cognition Can Enhance Event-Sponsor Outcomes" at the American Marketing Association Summer Educators Conference (August 2016).

Awarded 2015 Merit Faculty Award by Williams College of Business, Xavier University (May 2016).

Published in 'Top 20 Cited Articles in the Past Decade' Special Issue of *Journal of Marketing Theory & Practice* for article "Relational Drivers of Customer Commitment" by Taylor & Francis Group in Spring 2016.

Awarded 3-year O'Conor Research Fellowship (2014-2017), Williams College of Business, Xavier University (May 2014)

Awarded 2-year Cintas Faculty Ethics Fellowship (2014-2016), Williams College of Business, Xavier University (May 2014).

Won Outstanding Paper 2013 for article entitled "Liminality and Consumption in the Aftermath of a Natural Disaster," co-authored with Pamela A. Kennett-Hensel and Julie Z. Sneath, published in *Journal of Consumer Marketing* at the Literati Network Awards for Excellence 2013.

2013 Highly Commended Award Winner for article entitled "How Customer Voice Contributes to Stronger Service Provider Relationships," published in *Journal of Services Marketing*, at the Literati Network Awards for Excellence 2013.

Won 2012 Best Paper – Ethics, Legal & Public Policy Track for paper entitled "Chronic Negative Circumstances and Compulsive Buying: Consumer Vulnerability after a National Disaster," co-authored with Julie Z. Sneath and Pamela A. Kennett-Hensel, at the Society for Marketing Advances Conference.

Won 2008 Best Paper – Case Writing & Research Track for paper entitled "Traumaticalized Consumers: Examining Marketing Stakeholder Responsibility in the Aftermath of Hurricane Katrina," co-authored with Pamela A. Kennett-Hensel and Julie Z. Sneath, at the Society for Marketing Advances Conference.

Honorable Mention for 2008 Best Competitive Paper for paper entitled "Impulsive and Compulsive Buying Behavior: The Aftermath of Hurricane Katrina," co-authored with Pamela A. Kennett-Hensel and Julie Z. Sneath, at the Society for Consumer Psychology Winter Conference.

Faculty Advisor of the Year, American Marketing Association University of New Orleans Student Chapter, 2004-2005

Outstanding teaching award presented by Executive Masters in Science in Health Care Management Class of 2004.

University of Alabama, Recognition of Academic Excellence, Dudley R. Watson & Taylor E. Little Award, 2003-2004

Society for Marketing Advances Doctoral Consortium Representative, 2001

University of Alabama, Minnie & Sam Pizitz Scholarship, 2000-2001

COURSES ORGANIZED AND TAUGHT

Xavier University
--Marketing Concepts & Strategy (Executive MBA)
--International Residency (Executive MBA)
--Marketing Foundations (Executive MBA)
--Marketing Strategy (Executive MBA and MBA)
--Marketing Management (MBA)
--Services Marketing (MBA)
--Principles of Marketing (UG)
--Marketing Services (UG)
--Ethical Issues in Marketing (UG)

University of New Orleans
--Strategic Marketing Management, including at the Executive MBA Program in San Juan, Puerto Rico (2007-2011)
--Health Care Marketing (UG & MBA)
--Advanced Services Marketing Management (MBA)
--Marketing Strategy (MBA)
--Services Marketing (UG), including at UNO International Program/University of Innsbruck, Austria (2006 & 2016)
--Principles of Marketing (UG), including at UNO International Program/University of Innsbruck, Austria (2006 & 2016)
--Marketing Foundations for Managers (MBA)

University of Alabama
--Retail Management (UG)
--Consumer Behavior (UG)

ON-CAMPUS SERVICE

Diversity & Inclusion Teaching Academy, Xavier University (2019-2020)
Next Gen Support for Scholarship & Creative Productivity (2018-2019)
Undergraduate Research Advisory Board, Xavier University (2013-2019)
Faculty Learning Community/High Impact Practices: Signature Immersive Learning Experiences (2018-2019)
Faculty Advisor, Xavier International Business Association (2018-2019)
Next Gen Teacher Scholar Model Task Force, Xavier University (2017-2018)
Communications and Marketing Network Committee, Xavier University (2014-2017)
Williams College of Business Merit Review Task Force (2017-2018)
Intellectual Contributions Committee, Williams College of Business, Xavier (2014-2017)
Williams College of Business Dean Search Committee, Xavier University (2015-2016)
Faculty Advisor for the Xavier Marketing Club (2012-2016)
Teaching Development Committee, Williams College of Business, Xavier, (2011-2014)

Xavier Executive MBA Revamp Task Force (2012-2014)
Strategic Planning Team on Graduate Programs (2012)
Executive MBA Task Force, Williams College of Business, Xavier, (2011-2012)
University Admissions Committee, UNO (2009-2011)
Graduate Programs Committee, UNO College of Business (2008-2011)
M.S. Health Care Management Committee, UNO College of Business (2008-2011)
Faculty Advisor for the American Marketing Association UNO Student Chapter (2003-2008)

OTHER SERVICE AND PROFESSIONAL DEVELOPMENT

Interviewed and quoted in Nelson Schwartz's 2020 book *The Velvet Rope Economy*, published by Doubleday

Participated in the John Wiley Teaching Workshop in Kansas City (October 2019)

Attended the AMA IGNITE! Customer Experience Conference in Cincinnati (September 2019)

Attended the Digital Marketing Conference in Santa Monica, CA (May 2015, June 2017, June 2019)

Participated in the Executive MBA Council Conference in Seattle, WA (October 2017)

Participated in the Teaching Ethics at Universities Conference at Brigham Young University in Provo, Utah (May 2017)

Participated in the Jesuit MBA Network Meeting, Loyola University-New Orleans in New Orleans, LA (March 2017)

Attended the Society of Corporate Compliance Ethics Conference in Chicago, IL (September 2014, September 2016)

Prepared and presented a Western & Southern Financial Group Title Sponsorship/2016 Western & Southern Open Study for Western & Southern Financial Group (September 2016)

Certificated completion of Internal Ethics and Compliance Certificate Program at Xavier University (April 2016)

Graduate of Leadership Action Class 2 (2015-2016) of Cincinnati USA Regional Chamber (March 2016)

Participated in the Brightman Teaching Workshop in Atlanta, GA (May 2015)

Participated in the Proctor & Gamble (P&G) Innovation Summit in Cincinnati, OH (October 2014)

Interviewed and quoted in Wallethub.com blog "Ask the Experts: Corporate Responsibility, Financial Literacy & Branding" (May 2014)

Interviewed and quoted in LearnVest article "Insider Tips: The Best Loyalty Programs for Your Buck" (April 2013)

Participated in Xavier University's 2012-2013 Ignatian Mentoring Program, including a written contribution "Reflection into Students' Views on CSR as Consumers," in Teaching to the Mission: Showcasing Jesuit Education in the Classroom, 7th Edition, 192-196.

Board Member, American Marketing Association, New Orleans Professional Chapter (January 2007 – June 2011)

Prepared and presented marketing report for New Orleans Hornets senior management on corporate social responsibility-relationship marketing study (January 2009, January 2010, September 2010, November 2011)

Organized and moderated sports marketing panel discussion at New Orleans Superdome for American Marketing Association New Orleans Chapter Special Event (November 2009)

Interviewed and quoted in *New Orleans Times-Picayune* article "Despite Business Woes Nationwide, Retailers Like Macy's and Dillards See Opportunity in New Orleans" (November 2008)

Performed a Tour de Georgia sponsorship/event marketing assessment for AT&T, United Community Bank, and Medalist Sports (June 2007, September 2008)

Interviewed and quoted in *Toronto Star* article "The Psychology Behind Points" (April 2007)

Invited for tour hospital campus and meet with administrators and clinicians at the Mayo Clinic in Rochester, MN (June 2006)

PRACTITIONER EXPERIENCE

Baylor Scott & White Health (formerly Baylor Health Care System), Dallas, Texas
Marketing Consultant, Strategic Planning & Business Development, 2001-2003
Director of Strategic Planning & Business Development, 1995-1997
Marketing Manager, 1994-1995

Blue Cross and Blue Shield of Kansas City, Kansas City, Missouri
Manager of Corporate Research & Product Development, 1992-1994
Product Manager, 1990-1992
Senior Marketing Research Analyst, 1988-1990