**GILLIAN W. OAKENFULL, Ph.D**

**CONTACT INFORMATION**

Home: 345 Resor Ave,
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3038 Farmer School of Business
Miami University
Oxford, OH 45220
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**EDUCATION**

Ph.D., Marketing University of Houston Houston, Texas, 1998

Master of Business Administration Lamar University Beaumont, Texas, 1992

BBA, Management Lamar University Beaumont, Texas, 1988

**PROFESSIONAL EXPERIENCE**

- Founding Director, Center for KickGlass Skills, Miami University, 2021 – Present.
- Faculty Director of Diversity, Equity, and Inclusion, Farmer School of Business, Miami University 2018 – 2021
- Contributing Writer, CMO Network, Forbes.com 2020 - Present
- Founder and CEO, Rethink Lab Consultancy
- Chief Marketing Officer, CliqRex LLC. 2022 – 2025.
- Founding Director, KickGlass Marketing Program, Farmer School of Business, Miami University 2017 – 2021.
- Director of Corporate Partnerships, Department of Marketing, Farmer School of Business, Miami University 2014 – 2018.
- Director of Experiential Learning, Department of Marketing, Farmer School of Business, Miami University 2009 – 2014.
- Professor of Marketing, Farmer School of Business, Miami University, 2013 - Present.
- Associate Professor of Marketing, Farmer School of Business, Miami University, 2005 - 2013.
- Assistant Professor of Marketing, Farmer School of Business, Miami University, 1998 - 2005.
- Instructor, College of Business Administration, University of Houston, 1995-98.
- Research Assistant, College of Business Administration, University of Houston, 1994 - 98.
- Instructor, Lamar University, 1990-1992.

**SCHOLARLY ACTIVITY**

**ACADEMIC PUBLICATIONS**

Oakenfull, G.W. (2025) "From Progress to Click Bait: From Rights to Clickbait: How Brands Turned LGBTQ+ Progress into a Backlash," *Advertising & Society Quarterly*, Fall 2025 Issue, Vol. 26, No. 3.

Northey, G., Chan, E. Y., Wilson, J. A., & Oakenfull, G. (2024). Humanising Marketing: Diversity, Equity and Inclusion in Marketing Scholarship. *Australasian Marketing Journal*, 32(3), 189-191.

Oakenfull, G. W. (2024). "Genderation," Identity, and Authenticity in the LGBTQ Marketplace. *Australasian Marketing Journal*, *32*(3), 286-294.

Oakenfull, Gillian (2023), "The LGBTQ Consumer Market," The SAGE Encyclopedia of LGBTQ Studies, 2nd Edition.

Oakenfull, Gillian (2022) with Jack Coffin, Christian Eichert, Shona Bettany, Andrew Lindridge, Jacob Ostberg, Lisa Penalosa, Diego Rinallo, David Rowe, Jannsen Santana, Luca Visconti. "Crossing wires; Short-circuiting (A)sexual Hierarchies of Knowledge in Marketing Theory," Marketing Theory, Vol. 0(0) 1–18.

Oakenfull, Gillian, and Jenny Darroch (2022), "Supporting DEI Through Cultural Intelligence" AASCB Insights, November 14, 2022.

Oakenfull, Gillian, (2021) "Embracing the Glitter on the Rainbow: Digitalization of LGBTQ Identity and Expression among Younger Consumers," *Advertising & Society Quarterly*

Oakenfull, Gillian W. (2019) "Evolving Digital Remote Sports Fans into GLocal Fans: Inducing Love and Loathing in US Professional Sports," published in the proceedings of the *2019 American Marketing Association's Winter Academic Conference*, February 22-24, 2019, Austin, TX.

Oakenfull, Gillian W. (2019) Identity, Technology, and the Respatialization of the LGBTQ+ Marketplace, Proceedings of the *2019 Macromarketing Conference,* June 26-29, Cleveland, OH.

Oakenfull, Gillian W (2019), "Chasing Rainbows, Dreams, and Dollars: The Fallacy of an LGBT Consumer Market" published in the proceedings of the *9th Biennial Conference on Historical Analysis and Research in Marketing (CHARM)*, May 16 – May 19, 2019, Ottawa, Canada

Oakenfull, Gillian, W. (2018) "Lesbian Consumers and the Myth of an LGBT Market" in *Feminists, Feminisms, and Advertising: What's the Big Idea?'*, K. Golombisky (ed.), p. 103-123. Lexington Books: Lanham, Maryland.

Oakenfull, Gillian W. (2018) "Extraordinary Devotion to Ordinary Play: Fan Co-production of Professional Sports" to be published in the proceedings of *Ninth International Conference on Sport & Society*, 19–20 July 2018, Miami, FL

Oakenfull, Gillian W. (2018) "Fan Co-production and Attendance Motivation in Professional Sporting Events," published in the proceedings of the 2018 *American Marketing Association's Winter Academic Conference*, February 23-25, 2018, New Orleans, LA.

Oakenfull, Gillian W. (2017) "Introducing the BQ Model of Future Work Skills," Proceedings of the 2017 Academy of Business Research Annual Conference, March 22-24, 2017, New Orleans, LA.

Oakenfull, Gillian W. and Cynthia W. Oakenfull (2017), "Structure meets Walkaround: The BQ Whole- brain Decision-making Approach," Proceedings of the 2017 *Academy of Business Research Annual Conference*, March 22-24, 2017, New Orleans, LA.

Oakenfull, Gillian, W. (2016) "The LGBT Consumer Market," *SAGE Encyclopedia of LGBTQ Studies*, Goldberg, A. (ed.), New York, New York: Sage Publications, Inc

McCarthy, Michael and Gillian Oakenfull (2014), "CAUCUS: A Methodology for Eliciting Brand Associations Across Competitors," *Journal of Advertising Research*.

Oakenfull, Gillian W. (2014) "Effective Experiential Learning in Marketing for the Masses: Continuous Improvement from Forty Years of Experience", Proceedings of the 2014 *Marketing Management Association Conference*, Sept 17-19, 2014 in San Antonio, TX.

Oakenfull, Gillian W. (2013), "What Matters: Factors Influencing Gay Consumers' Evaluations of Gay- friendly Corporate

Activities" *Journal of Public Policy and Marketing* in *a* special issue titled "Marketplace Diversity and Inclusion." Vol. 32, pp. 79-89.

Oakenfull, Gillian (2013), "Unraveling The Movement From The Marketplace: Lesbian Responses To Gay- Oriented Advertising," *Journal of Marketing Development and Competitiveness* in *a* special issue on marketing to diverse consumers, Vol 7 (2), pp.57-71.

Oakenfull, Gillian (2012), "Gay Consumers and Brand Usage: The Gender-Flexing Role of Gay Identity and Community Involvement" *Psychology and Marketing*, Vol. 29, No.12, pp.968-979.

Oakenfull, Gillian (2012), "Creating and Delivering Curriculum-based Experiential Learning Courses - 120 Students At A Time," *Academy of Marketing Science Quarterly, (August) 12, 4, 2012.*

Oakenfull, Gillian (2012), "Making the Rainbow Connection: Factors Influencing Gay Consumers' Evaluations of Gay-friendly Corporate Activities," Proceedings of the 2012 *Academy of Marketing Science Conference, May 15 – 20, New Orleans, LA.*

Oakenfull, Gillian (2012), "Creating and Delivering Curriculum-based Experiential Learning Courses - 120 Students At A Time," Proceedings of the 2012 *Academy of Marketing Science Conference, May 15 – 20, New Orleans, LA.*

Branchik, Blaine, Gillian Oakenfull and Tilottama Ghosh Chowdhury, (2012) "Viewing Men in Black and White: Tracking Shifts in Female Consumer Culture via Advertising" Proceedings of *The 17th International Conference on Corporate and Marketing Communications*, April 19-20, Rennes, France.

Oakenfull, Gillian (2011), "Consumer Perceptions of Corporate Gay-Friendly Activities: The Role of Gender and Gay Identity," Proceedings of the *33rd INFORMS Marketing Science Conference*.

Oakenfull, Gillian (2011), "Examining the Role of Gay Identity In Gay Consumers' Evaluations of Gendered Brands," Proceedings of the *40th Anniversary Conference of Academy of Marketing Science*.

McCarthy, Michael and Gillian Oakenfull (2011), "Brand Association Elicitation Via A Category Network Activation Methodology," Proceedings of the 2011 *Society for Consumer Psychology Conference*.

Oakenfull, Gillian and Michael S. McCarthy (2010), "Examining the Relationship Between Brand Usage and Brand Knowledge Structures," *Journal of Brand Management*, Vol. 17, No. 4, pp. 279-288.

Oakenfull, Gillian (2010), "Gay Consumers and Their Brands: The Gender-Inverting Role of Gay Identity," Proceedings of the *Association for Consumer Research*'s 10th *Conference for Gender, Marketing and Consumer Behaviour*.

Oakenfull, Gillian (2010), "Can One Size Fit All? Lesbian Responses To Gay-Oriented Advertising From A Social Identity Perspective," Proceedings of the *American Marketing Association Summer Educators' Conference*.

Oakenfull, Gillian, Michael McCarthy, and Timothy Greenlee (2008), "Targeting A Minority Without Alienating The Majority: Advertising to Gays and Lesbians in Mainstream Media," *Journal of Advertising Research*.

Oakenfull, Gillian (2008) "Effects of Gay Identity, Sex and Explicitness of Ad Imagery on Gay Responses Advertising Content," Journal of Homosexuality.

Oakenfull, Gillian and Timothy Greenlee (2005), "Queer Eye for a Gay Guy: Using Market-Specific Symbols in Advertising to Attract Gays and Lesbians Without Alienating the Mainstream," *Psychology and Marketing*, May, Vol. 22, Issue 5, pp. 421-439.

Oakenfull, Gillian (2005), "The Effect of Gay Identity, Gender, and Gay Imagery on Gay Consumers' Attitude Towards Advertising," *Advances in Consumer Research*, Vol. 32, pp. 641-642.

Oakenfull, Gillian and Timothy Greenlee (2004), "Three Rules of Targeting Gays and Lesbians in Mainstream Media: Lesbians, Lesbians, Lesbians," *Journal of Business Research*, November, Vol. 57, pp. 1276-1285.

Oakenfull, Gillian and Timothy Greenlee (2004), "Gayness is in the Eye of the Beholder: Using Market- Specific Symbols in Advertising to Attract Gays and Lesbians Without Alienating the Mainstream," *Advances in Consumer Research*, Vol. 31 Issue 1, pp. 633-653.

Oakenfull, Gillian (2004), "Targeting The Gay Consumer Segment: Can Marketers Swing Both Ways?" in *Diversity in Advertising*, Lee, Wei Na, Williams, J., and Haugtvedt, C.P. (eds.), Lawrence Erlbaum Associates: Mahwah, NJ

Stearns, James, Shaheen Borna and Gillian Oakenfull (2003), "Buying for Love of Country: Assessing the Ethics of Patriot Appeals in Advertising," *Business and Society Review*, (Winter) 108:4, pp. 509-521.

Oakenfull, Gillian and Timothy Greenlee (2002), "Targeting Gays and Lesbians in Mainstream Media Advertising: Issues and Empirical Evidence," Proceedings of the *Society for Consumer Psychology Conference.*

Oakenfull, Gillian and Timothy Greenlee (2001), "The Effect Of Gender On Gays' And Lesbians' Attitudes Toward Advertising Content: The Role Of Subcultural Code," Proceedings of the *Society for Consumer Psychology Conference*.

Oakenfull, Gillian (2000), "Carving A Path To Dominance While Avoiding The Graveyard: Consumers' Brand Knowledge And Genericism," in *Advertising Research: The Internet, Consumer Behavior, and Strategy*, Zinkhan, George (ed.), American Marketing Association: Chicago, IL.

Oakenfull, Gillian and Timothy Greenlee (2000), "All The Colors Of The Rainbow: The Relationship Between Gay Identity and Advertising Content," Proceedings of the *Society for Consumer Psychology Conference*.

Oakenfull, Gillian and Timothy Greenlee (2000), " It's Not What You Do, It's The Way That You Do It: The Impact of Gay-Oriented Advertising Content on Heterosexual Audiences," Proceedings of the *American Marketing Association's Winter Educators' Conference*.

Oakenfull, Gillian and Timothy Greenlee (2000), "The Significance of Corporate Policy: Targeting the Gay and Lesbian Consumer," Proceedings of the 2000 *Academy of Marketing Conference*, Derby, United Kingdom.

Oakenfull, Gillian, Edward Blair, Betsy Gelb, and Peter Dacin (2000), "A Process For Measuring Brand Meaning With Implications For Extension Decisions," *Journal of Advertising Research*, Vol. 40, (5), September/October.

Ganesh, Jaishanker and Gillian Oakenfull (1999), "Cross-Cultural Perceptions and Preferences: Implications for New Product Introduction and Positioning Strategies," *Journal of Global Marketing*, Vol.13 (2).

Oakenfull, Gillian (1999), "A Hierarchical Categorization Model for Measuring Brand Meaning," *Advances in Consumer Research,* Vol. 27.

Oakenfull, Gillian (1997), "The Persuasive Effects Of Warranty Information in Advertising: A Consideration of Involvement," *Advances in Marketing*. Proceedings of the *Southwestern Marketing Association Conference*.

Oakenfull, Gillian and Betsy Gelb (1996), "Research-Based Advertising to Preserve Brand Equity But Avoid 'Genericide'," *Journal of Advertising Research*, September/October.

**UNDER REVIEW**

Oakenfull, Gillian (under review). "When Language Feels Like Recognition: Parasocial Mattering Resonance as a Cognitive Vulnerability in Human-LLM Interaction," submitted for the collection on Exploring the Intersection of Human Cognition and Large Language Model Interaction in *Frontiers in Computer Science.*

Oakenfull, Gillian (under review). "Beyond Ideology: A Zero-sum Mattering Theory of Brand Backlash," *Journal of Business Research.*

Oakenfull, Gillian, and Jackson Oakenfull (under review). "A Fork in the Code: Detecting Human Vulnerability as a Systematic Decision Point Between Generative Empathy and Algorithmic Extraction in Advertising," submitted to a special issue on Generative AI and Advertising of the *Journal of Advertising*

**PROFESSIONAL MEDIA PUBLICATIONS**

**Forbes.com Contributing Writer**

Oakenfull, Gillian, Nike's Breaking4: Faith Kipyegon And The Global Branding Moonshot, Jun 24, 2025
Oakenfull, Gillian, How Pride Drives Growth Amid DEI Backlash, Jun 5, 2025
Oakenfull, Gillian, Beyond DEI Fatigue: How CARES Framework Builds Authentic Brand Trust, May 28, 2025
Oakenfull, Gillian, Build Brand Trust And Prevent Backlash With Five CARES Emotions, Apr 29, 2025
Oakenfull, Gillian, How Social Threat Drives Consumer Backlash And Erodes Brand Trust, Apr 8, 2025
Oakenfull, Gillian, What Bud Light's Strategic Failure Teaches CMOs In A Post-DEI Market, Jan 27, 2025
Oakenfull, Gillian, Meta, Amazon, McDonald's: Marketing's Role In The DEI Collapse, Jan 13, 2025
Oakenfull, Gillian, How Mondelez Humanizes AI With Empathy For Powerful Marketing, Oct 1, 2024

Oakenfull, Gillian, How New Balance, Togethxr, And WNBA Are Changing The Game In Women's Sports, July 19, 2024

Oakenfull, Gillian, Winning With Women's Sports: Executing The KickGlass Marketing Playbook, July 16, 2024

Oakenfull, Gillian, Cares Social Well-Being Unlocks Brand ROI In $1 Billion Women's Sports, June 25, 2024

Oakenfull, Gillian, The Caitlyn Clark Effect Shows Why Brands Must KickGlass In Women's Sports, June 18, 2024

Oakenfull, Gillian, KickGlass Marketing Playbook For Brands Investing In Women's Sports, June 5, 2024

Oakenfull, Gillian, Beyoncé's Country Pivot Teaches Brands These 5 Marketing Moves, Mar 5, 2024

Oakenfull, Gillian, Marketing's New Power Duo: Generative AI Meets Generative Empathy, Feb 29, 2024

Oakenfull, Gillian, How Advertising Missteps Show Brands A Better Way Forward In 2024, Dec 20, 2023

Oakenfull, Gillian, How CMOs In The AI Age Can Leverage Tech, Amplify Human Insight And Drive Growth, Nov 29, 2023

Oakenfull, Gillian, Can Brands Find Common Ground Among Consumers In Divisive Times?, Nov 6, 2023

Oakenfull, Gillian, From Fast Food To 'I Do': The Brand Wedding Phenomenon, Oct 4, 2023

Oakenfull, Gillian, The Bitter Aftertaste Of Coca-Cola's 'Neutral' Marketing Strategy, Sep 12, 2023

Oakenfull, Gillian, KickGlass Connect Provides Marketers With An Actionable Roadmap To Authenticity And Growth, Sep 5, 2023

Oakenfull, Gillian, Good As Hell? Lizzo's Brand Needs Authenticity That C.A.R.E.S., Aug 10, 2023

Oakenfull, Gillian, KickGlass Pride Over Prejudice: Authenticity, Empathy, And Resilience Key To LGBTQ+ Loyalty, June 19, 2023

Oakenfull, Gillian, KickGlass Marketing CARES About Consumers' Social Well-Being, June 13, 2023

Oakenfull, Gillian, KickGlass Identity Matrix And The 5Bs Captures The Complexity Of Consumer Identities, June 6, 2023

Oakenfull, Gillian, Bud Light Proves Inclusive Marketing Needs A [R]Evolution To KickGlass Marketing, June 1, 2023

Oakenfull, Gillian, "Corporate Authenticity Prohibits LGBTQ+ 'Pride And Divide' Spending," *Forbes.com,* June 28, 2021

Oakenfull, Gillian, "Representing Fifty Shades of Gay in the LGBTQ+ Marketplace," *Forbes.com,* June 1, 2021

Oakenfull, Gillian, "Talkin' 'Bout The Genderation Within LGBTQ+ Marketing," *Forbes.com,* June 8, 2021

Oakenfull, Gillian "Marketing with Cultural Intelligence For Growth And Good, *Forbes.com*, April 7, 2021

Oakenfull, Gillian, "Calling All Female CMOs—We Need A Shero!" *Forbes.com*, August 7, 2020

Oakenfull, Gillian, "U.S. Brands Can Save America," *Forbes.com,* July 21, 2020

Oakenfull, Gillian, "This Is The Marketing Moment Of Our Generation—Will You Check Boxes Or Act Boldly?" *Forbes.com,* June 29, 2020

Oakenfull, Gillian, "Bridging The Empathy Gap" *Forbes.com*, June 16, 2020

Oakenfull, Gillian, "Are Marketers Equipped for the New Empathy Brand Mandate?" *Forbes.com*, June 1, 2020

**ACADEMIC CONFERENCE PRESENTATIONS (not published in proceedings)**

Oakenfull, Gillian, "The CARES Systemic Model of Social Well-Being: Advancing Multicultural Marketing Through Systemic Integration" at the Multicultural Marketing: Innovations and the Road Ahead, Society for Consumer Psychology Boutique Conference, Louisville, KY, July 31 - August 1, 2025.

Oakenfull, Gillian, "Revisiting the Carnegie Paradigm: Toward the Future of the Arts and Humanities in Business Education", Academy of Management Annual Conference, Copenhagen, Denmark.

Oakenfull, Gillian, "The REAL Framework: Building Human Skills for Leadership in an AI-Driven World," Miami University AI Symposium, March 2025.

Oakenfull, Gillian, "Resisting Norms, Refusing Burnout, and Repositioning Advocacy, 2024 QT-Con, Miami University, April 2024.

Oakenfull, Gillian, "Genderation of LGBTQ+ Identity in the Digital Marketplace," 2021 Association of Consumer Research Annual Conference (Peer-reviewed)

Oakenfull, Gillian, Tarah Trueblood, and Natalie Price, "Innovative, Interactive, Evidence-Based Strategies for Anti-Racism Work in the Classroom (Preconference workshop)" 2021 Lilly Conference on College Teaching, Oxford, OH, November/ 2021.

Oakenfull, Gillian "Embrace Diversity with Cultural Intelligence in Your Business School," Women in Business Education Momentum Conference, October 2021 (Invited Presentation)

Oakenfull, Gillian, Tarah Trueblood and Natalie Price, “Introduction to Critical Whiteness/ White Privilege” Presentation at the 2021 Across the Divide Conference, Oxford, OH October 8, 2021

Oakenfull, Gillian and Timothy Greenlee “From BQ to CQ,” Invited Presentation at the American Association of AASCB Diversity and Inclusion Summit, November 12-13, 2019, New Orleans, LA.

Oakenfull, Gillian, “Gender Representations in the Media” presented at the 2016 M.I.A.M.I Women’s Leadership Symposium, Miami University, March 9, 2016.

Oakenfull, Gillian, “LGBT Market or Movement,” presented as part of *Decisions, Decisions, Decisions* @ Discovery Café, presented by the Office for the Advancement of Research and Scholarship, Miami University, November 11, 2015.

Oakenfull, Gillian and Michael S. McCarthy (2007), “What Have You Done for Me Lately? The Effect of Gender on Gay Consumers’ Perceptions of Gay-Friendliness,” *Advertising and Consumer Psychology Annual Conference*, Santa Monica, CA.

Oakenfull, Gillian (2004), “Gay Identity, Sex, and Imagery: Examining Gay Consumers’ Attitude Towards Advertising," presented at the *Niche Lifestyles and Branding Conference*, February 23-34, Washington, D.C.

Oakenfull, Gillian (2003), “A Virtual Key to the Closet: The Role of Cyberspace in the Formation of Homosexual Identity,” paper presented the 2003 *Interactive Media Forum: Identity & Cultures in Cyberspace*, October, 2003, Oxford, OH.

Oakenfull, Gillian, Sabrina Neeley and Michael McCarthy (2003), “The Influence of Age, Period and Cohort Effects on Perceptions of Brand Fit," presented as part a Special Session entitled “Fitting It All Together: A Look At The Fit Construct Across Brand Extension, Sponsorship And Endorsement” at the *Association for Consumer Research* Europe, June 4-7, Dublin, Ireland.

Oakenfull, Gillian, (2000), "Cross-Cultural Learning Across Cyberspace: Using Technology to Bridge the Cultural Gap: Caveats and Success Factors," presented at *Lilly Conference on Teaching*, Miami University, Oxford, OH, 2000.

Oakenfull, Gillian, (2000), "Cross-Cultural Learning Across Cyberspace: Using Technology to Bridge the Cultural Gap," presented at *Twelfth Annual Lilly Conference on Teaching* - West, Lake Arrowhead, CA, 2000.

Oakenfull, Gillian (1999), “Carving A Path To Dominance While Avoiding The Graveyard: Consumers’ Brand Knowledge And Genericism,” paper presented at 1999 *American Marketing Association’s Summer Educators' Conference*, San Francisco, CA.

Oakenfull, Gillian (1999), “Targeting The Gay Consumer Segment: Can Marketers Swing Both Ways?” paper presented at the 1999 *Advertising And Consumer Psychology* Conference on Diversity in Advertising, San Antonio, TX.

Ganesh, Jaishankar and Gillian Oakenfull (1997), "Cross-Cultural Perceptions and Preferences: Implications for New Product Introduction and Positioning Strategies," paper presented at the 1997 *American Marketing Association’s Winter Educators' Conference*, St. Petersburg, FL.

**OTHER CONFERENCE ACTIVITY**

Invited Presenter, “Gender and Misrepresentation,” invited speak at the *2016 Women’s Leadership Symposium*, Miami University, March 2016.

Invited Presenter, “Developing the BQ First-Year Integrated Core” *National Undergraduate Business Symposium*, Miami University, March 2016.

Invited Member of Panel for “Roundtable: Is It Still Worth It? Exploring Contemporary Marketplace Diversity Research” at 2014 Association of Consumer Research, Baltimore, Oct, 2014

Oakenfull, Gillian and Michael McCarthy, Co-Chairs of a symposium titled "Now I See What You Mean: Emerging Methodologies For Revealing Consumers' Brand Meanings,” at the 2011 *Society for Consumer Psychology* Conference, Atlanta, GA.

Chair of Special Session entitled “Fitting It All Together: A Look At The Fit Construct Across Brand Extension, Sponsorship

And Endorsement" at the 2003 *Association for Consumer Research* European Conference, Dublin, Ireland.

Chair of Special Session (with Tim Greenlee), "Turning the 'Dream' Into Reality: Issues In Marketing To Gay And Lesbian Consumers" at the 2000 *Society for Consumer Psychology Conference*, San Antonio, TX.

Co-chaired (with Michael McCathy) "Where Do We Go From Here: The Future of Brand Equity Research", a roundtable discussion on the future of brand equity research at the 1999 *Association of Consumer Research Conference in* Columbus, OH.

## TEACHING EXPERIENCE

**Farmer School of Business, Miami University**:

Undergraduate

- KickGlass Marketing Capstone | 2019 - Present
- Introduction to the BQ Model of Decision-making and Execution 2016-17
- Principles of Marketing | 2017-18
- Strategy Works (Experiential learning senior capstone) | 2009 – 2019
- Principles of Marketing [Online] | Summer, 2012 - 2015
- Principles of Marketing [Online – Hybrid] | Fall 2012
- SocietyWise (Experiential learning senior honors capstone) | 2010
- Careers in Marketing | 2009 – Present
- Highwire Brand Studio (Experiential learning senior capstone) | 2008 – Present
- Marketing Strategy Practicum (Experiential learning senior capstone) | 2006 - 2009
- Laws, Hall and Associates (Experiential learning senior capstone) | 2005 – 2008
- Global Marketing | 2005
- International Marketing | 1998 - 2005
- E-Commerce | 2001 – 2002

*Study-Abroad*

- KickGlass Marketing Capstone - Farmer School of Business Study-Abroad Program | Australia, Winter 2024
- KickGlass Marketing Capstone - Farmer School of Business Study-Abroad Program | Australia, Winter 2023
- KickGlass Marketing for Change - Farmer School of Business Study-Abroad Program | Spain, Winter 2022
- Principles of Marketing, Farmer School of Business Study-Abroad Program – Iceland|Luxembourg|Germany | Summer 2017
- Strategy Works, Farmer School of Business Study-Abroad Program – Australia | Winter 2016
- Principles of Marketing, Farmer School of Business Study-Abroad Program – Luxembourg|Barcelona | June 2013
- Global Marketing, Farmer School of Business Study-Abroad Program – Central and Western Europe | Summer 2010
- Highwire Brand Studio -London, United Kingdom | Summer 2009
- Laws, Hall and Associates - London, United Kingdom | Summer 2007
- Business in Russia – Moscow, Russia | Summer 2003

Graduate

- Foundations of Marketing (MBA) | 2014
- Globalization and Marketing Strategy (MBA) | 2011 - 2013
- Laws, Hall and Associates (MBA) | 2007
- E-Commerce (MBA) | 2002

**College of Business Administration, University of Houston**:

Undergraduate

International Marketing | 1998
Advertising and Promotions Management | 1995 –1997

**TEACHING INTERESTS**

- Marketing Strategy
- Marketing Research
- **Digital** & AI Marketing
- Global Marketing
- Integrated Marketing
- Branding
- Consumer Behavior

## SERVICE ACTIVITIES

**Professional Service**

- Guest Editor, Special Issue: "Humanising Marketing: Diversity, Equity, and Inclusion in Marketing", *Australasian Marketing Journal,* 2023.
- Member, Editorial Review Board, *Advertising and Society Quarterly*
- Ad hoc reviewer for *Journal of Advertising, Journal of Brand Management, Journal of Product and Brand Management, Journal of Diversity in Higher Education. Consumption, Markets and Culture*, and *Journal of Homosexuality*
- Chair, Selection Committee for 2013 *Academy of Marketing Science* Outstanding Educator Award
- Member of Advisory Board, Commercial Closet Association | 2005 – 2009.
- Reviewer for Conferences of the *Society for Consumer Psychology*, *American Marketing Association*, *Association of Consumer Research, Academy of Marketing Science.*
- Reviewer for 2002, Society for Consumer Psychology, Sheth Dissertation Award

**University-level Service**

- MiamiTHRIVE, Market and Communicate our Differentiated Value Proposition Committee Summer 2024 - Present
- Miami Brand Advisory Committee , 2024 - Present
- Member, University Athletics Policy Committee, 2019 - 2022
- Member, One Miami Climate Taskforce, 2019
- Member, Agile Faculty Learning Community – 2017
- Chair, Council on Undergraduate Curriculum, 2016-Present
- Member, LGBTQ+ Concerns Council, 2019 - Present
- Title IX Sexual Assault Administrative Hearing Panel, 2017-Present
- Member, Career Advisory Council, 2016 – Present
- Member, Miami University Harassment/Discrimination Review Panel, 2011- Present
- Member, Steering Committee, Women, Gender and Sexuality Studies Program, Miami University, 2009-Present
- Faculty Affiliate, Women, Gender and Sexuality Studies Program, Miami University, 2009-Present
- Member, LGBTQ Concerns Committee, 2004 – Present
- Member, Highwire Brand Studio Board, 2008-Present
- Miami University Branding Advisory Committee, 2010

- Lecturer, Miami University Alumni College “Classes without Quizzes,” 2008 and 2011
- Faculty Mentor, Undergraduate Summer Scholars, 2012
- Member, Search Committee, Director of Marketing, Miami University, 2010
- Member, Lesbian, Gay, Bisexual, Transgendered, Queer Concerns Committee, 2006-Present
- Member, University Search Committee for Vice President for University Communications, Miami University, 2007
- Member, Advisory Committee, Red and White Club, Miami University, 2007
- Member, Laws, Hall and Associates Taskforce, 2006 - 2007
- Member, Laws, Hall and Associates Board, 2004 - 2008
- Discussant for Interdisciplinary Studies Senior Project, 2003
- Advisor, Senior Honors Thesis, 2002

- Project Society: Co-Founder & Co-Director, 1999 - 2001
- Member of Masters Committee for Programs outside of the School of Business Administration
    - Masters in Technical and Scientific Communication, 2003
    - Institute of Environmental Studies, 2002

**Division-level Service**

- Leader, Pre-departure Cultural Intelligence Assessment and Workshop, FSB Study-Abroad program Spring 2025 - Present
- Member, Farmer School of Business Strategic Planning Committee - Fall 2024
- Member, Marcum Center for Business Innovation Planning Committee 2025 - Present
- Member, FSB Technology Committee, Fall 2025 - Present
- Member, BUS 420 Taskforce, 2025
- Member, FSB E-Learning Committee, Fall 2024
- Founding Director, Center for KickGlass Skills 2021- Present
- Faculty Director, Diversity, Equity, and inclusion, 2019 - 2022
- Member, FSB Diversity Committee 2017 - Present
- Member, FSB Undergraduate Studies Committee, 2015 - Present
- Course Lead, FSB BQ First-Year Integrated Core, 2015-2017
- Program Development Lead, FSB BQ First-Year Integrated Core, 2014-2016
- Faculty Advisor, Women in Business, Student Organization, 2011 – Present
- Faculty Lead, Center for Analytics and Data Science, Farmer School of Business 2015-2017
- Member, FSB Core Curriculum Committee, Farmer School of Business, 2014 – Present
- Chair, Diversity Committee, Farmer School of Business, 2007 – 2012
- Chief Advisor, International Business Minor, 2009 – 2012
- Chief Advisor, Interdisciplinary Business Management, International track, 2009 – 2012
- Member, Diversity Committee, Farmer School of Business, 2006 – Present
- Member, International Studies Committee, 2010 – 2011
- Member, Board of Advisors, AIESEC, 2004 – 2010
- Member, “Early Adopters” Group to disseminate usefulness of technological innovations to teaching among faculty at the Richard T. Farmer School of Business, 2005 – 2006.
- Member, Technology Standards and Policy Committee, Richard T. Farmer School of Business, 2001 – 2004.
- Member, International Studies Committee, Richard T. Farmer School of Business, 1998 - 2006
- Member, Technology Committee, Richard T. Farmer School of Business, 2000 - 2001

**Department-level Service**

- Member, Curriculum Committee, 2025-Present

- Member Digital Marketing Track Committee, 2022-Present
- Member, External Relations Committee, 2022-Present
- Chair, Diversity, Equity, and Inclusion Strategic Plan taskforce, 2022-Present
- Chair, Digital Marketing Joint Major Taskforce, 2022
- Chair, Departmental Curriculum Committee, 2017 – 2022.
- Member, Departmental Chair Search Committee, 2016-Present
- Director, Corporate Partnerships, Department of Marketing, 2015 - Present
- Member, Departmental Curriculum Committee, 2010 - Present
- Member, Departmental Recruiting Committee, 2016-2017
- Director of Experiential Learning, 2009 – 2015
- Member, Department Chair and Siebert Chair Search Committee, 2008 and 2010
- Member, Department Chair Search Committee, 2008
- Chair, Departmental Recruiting Committee, 2006
- Member, Departmental Recruiting Committee, 1999 - 2003, 2005 - 2007
- Member, Committee for Faculty Interaction, 1999 - 2004
- Judge, Page Center for Entrepreneurship, Business Plan Competition, 2000 - 2001
- Member, Department Chair Search Committee, 1999
- Faculty Advisor, Department of Marketing, 1998 -- Present

## PROFESSIONAL ACTIVITIES

### PROFESSIONAL DEVELOPMENT

- Certified Practitioner, *Belbin Team Roles* - 2020
- Certified Practitioner, *Cultural Intelligence and Unconscious Bias*, Cultural Intelligence Center - 2019
- Member, Agile Faculty Learning Community - 2017
- Certified Professional, ICAgile August 2017
- Certified Practitioner, Kepner-Tregoe Approach to Problem-solving and Decision-making, March 2017
- Certified Practitioner, Herrmann Brain Dominance Index, January 2017
- Member, Technology Learning Community – University-wide learning community designed to enhance use of technology in teaching, 2000-2001.
- Participant, Advertising Educational Foundation's "Visiting Professor Program" at Saatchi & Saatchi, New York, 1999.
- Member, Alumni Scholars Teaching Program – Intensive one-year program of workshops and projects designed to enhance teaching skills and effectiveness, 1999-2000.
- Participant, Learning Technologies Summer Institute, Miami University, 1999.

### PROFESSIONAL ACTIVITIES

- Brand-Building Consulting for Procter and Gamble with a specialty in brand-building within multicultural

consumer markets

- Cognitive Diversity and Whole-Brain Thinking to Embrace Difference – workshop delivered to various companies and organizations.
- In partnership with Dr. Michael McCarthy, in 2003, formed a research and consulting practice to provide strategic research services to consumer package goods companies. Co-developed BrandDNA, a new qualitative methodology for identifying the key associations that underlie a brand's equity. Clients include several P&G brands
- Presentation on "Issues Relating to Marketing to Gays and Lesbian Consumers" as part of a workshop at Procter & Gamble, July 2002.
- Consulting for Saatchi & Saatchi, New York, 2000. Conducted research to examine the influence of socio-cultural factors in defining gender roles in children.
- Consulting for Saatchi & Saatchi, New York, 1999. Provided background research for client – sponsored study on Mother's as Gatekeepers.
- "Issues in Branding and Brand Equity: A Review," presented to NPD Research Group, Houston, TX, 1998.
- "International Marketing Research in India," presentation at Workshop for Executives of Monsanto Chemicals, St. Louis, MO, April, 1996.

**PROFESSIONAL AFFILIATIONS**

- American Marketing Association
- American Marketing Association, Sports and Event Marketing SIG
- Sports Marketing Association
- Society for Marketing Science
- Association for Consumer Research
- Society for Consumer Psychology
- Academy of Marketing Science

**HONORS AND AWARDS**

- 2025 - Student Technology Fee Grant ($19,500)
- 2024 - Dolibois Professional Development Grant ($4,300)
- 2023 – Meta and BodySwaps Immersive Soft Skills Training Grant ($21,000 in-kind)
- 2023 - Dolibois Professional Development Grant ($4,500)
- 2022 – Bronze Telly Award as part of team that created and delivered Miami University's DEI series
- 2022– Dolibois Professional Development Grant ($10,000)
- 2021 - M.I.A.M.I. WOMEN Grant Award for KICKGLASS Scholarships ($20,000).
- 2019 - Farmer School of Business Excellence in Service Award
- 2019 - Miami University Student Technology Fee grant ($55, 000)
- 2019 – FSB Strategic Initiatives Grant ($5,400)
- 2019 – Dolibois Professional Development Grant ($10,000)
- 2019 - Higgin Kim Asia Research Grant ($5, 000)
- 2018 - Miami University Student Technology Grant ($29,000)
- 2018 - M.I.A.M.I. WOMEN Grant Award for KICKGLASS marketing.
- 2018 - Farmer School of Business Summer Research Grant.
- 2017 – Best Paper Award, 2017 *Academy of Business Research* Annual Conference, New Orleans.
- 2012 - *Carnegie Foundation for the Advancement of Teaching Ohio Professor of the Year.*

- 2012 - Nominee, Selected to represent Miami University in the 2012 US Professor of the Year award program sponsored by the *Carnegie Foundation* and the *Council for Advancement and Support of Education*.
- 2012 - Recipient, *Academy of Marketing Science* Outstanding Marketing Educator Award.
- 2012 - Recipient, *Marketing Management Association's* Hormel Meritorious Teaching Award
- 2011 - Faculty recipient, Women's Leadership Award given by Miami's Women's Center recognizing those who have distinguished themselves in their respective communities and organizations as advocates for equality and models of leadership.
- 2010 - Nominee, E. Phillips Knox Teaching Award, recognizing excellence and innovation in undergraduate teaching at Miami University.
- 2009 - Recipient, Richard T. Farmer Teaching Excellence Award, Farmer School of Business, Miami University.
- 2009 - Recipient, $10,000 grant from Procter and Gamble Higher Education Fund for development of SocietyWise.
- 2008 and 2009 - Finalist, E. Phillips Knox Teaching Award, recognizing excellence and innovation in undergraduate teaching at Miami University,
- 2008 - Recipient, CELT (Center for the Enhancement of Learning and Teaching) Teaching Excellence Award, Miami University.
- 2008 - Recipient, $12,000 Armstrong Interactive Media Studies grant for innovative use of technology use SocietyWise, an interdisciplinary experiential learning capstone that provides students with a real-world immersion into various multicultural consumer markets and the social causes that provide a benefit to their community.
- 2008 - Finalist, Richard T. Farmer Teaching Effectiveness Award, Farmer School of Business, Miami University.
- 2004 and 2006 - Nominee, Women Breaking Barriers Award as part of university-wide Women's Leadership Celebration.
- Recognized for Effective Teaching by several student organizations: including Alpha Xi Delta, Miami Business Enterprises.
- 2006 - Recipient, $6,000 grant in support of research from the Richard T. Farmer School of Business, Miami University.
- 2004 - Recipient, $12,000 grant in support of research from Richard T. Farmer School of Business, Miami University.
- 2002 - Nominee, Associated Student Government's Outstanding Professor of the Year Award.
- 2001 - Recipient, $100,000 grant from Richard T. Farmer School of Business Advisory Team for continuation and growth of Project Society.
- 2001 - Recipient, $3, 000 grant from the Miami University Committee on Faculty Research
- 2001 - Recipient, $3, 000 grant from the Richard T. Farmer School of Business Committee on Faculty Research to fund a study on "Homosexuality and Entrepreneurship: The Experiences of Gays and Lesbians as Venture Owners." To fund exploratory data collection in Amsterdam and San Francisco, Summer, 2001.
- 2001 - Recipient, $2, 000 Richard T. Farmer School of Business Administration Faculty Development Grant to teach in Russia, ~~in~~ Summer.
- 2001 - Recipient, $1,500, Learning Technologies Grant, Miami University, to enhance use of technology in teaching.
- 1999 - Recipient, $65,000 grant from Richard T. Farmer School of Business Advisory Team for development of Project Society, a project focused on gathering and disseminating knowledge on socio-cultural influences on

marketing to students, academicians, and corporations.

- 1999 - Recipient, $5,000 Shoupp Award from Miami University for research in collaboration with industry. Used to examine the transfer of customer loyalty in brand extensions in collaboration with NPD Research Group.
- 1999 - Recipient, $1,000, Learning Technologies Grant, Miami University to enhance use of technology in teaching.
- 1998 - Recipient, $800 Dolibois Faculty Development Grant, Richard T. Farmer School of Business, Miami University, to participate in the Advertising Education Foundation's Visiting Professor Program.
- 1998 - Recipient, Presidents' Academic Excellence Award, University of Houston.
- 1998 - Recipient, Dean's Academic Excellence Award, University of Houston.
- 1997 - Fellow, American Marketing Association Doctoral Consortium, University of Cincinnati.
- 1997 - Departmental Commendation for Teaching Excellence, Department of Marketing, University of Houston.
- 1996 - Fellow, Southwest Doctoral Consortium, University of Houston.
- 1994-1998 - University of Houston, College of Business Administration, Doctoral Fellowship,

**HOBBIES AND INTERESTS**

- Member, MUSE – Cincinnati's Women's Choir committed to musical excellence and social change.
- Gold Medalist in 2012 World Choir Games' Champions Division of Women's Chorus with MUSE.
- Member, Multicultural Choir – "Shanti: A Journey of Peace."
- Sports Activities: Currently participate in tennis, running, and biking.
- Completed the Houston Tenneco Marathon, 1995 and 1996.
- Coach, Lamar University NCAA Division I Women's Tennis Team, 1990 - 1992.
- Played on the United States Tennis Association's Professional Satellite Circuit, 1989.
- Tournament Director of a USTA Professional Men's Tennis Event, Beaumont, TX, 1989.
- NCAA Division I Track and Field, Lamar University, 1987 – 1988.
- Received Babe Zaharias Award as Female Athlete of the Year, Lamar University, 1987.
- Southland Conference Champion for Lamar University, 1985, 1988.
- NCAA Division I Tennis, Lamar University, 1984 - 1988.
- Competed in British National Tennis and Table Tennis Championships.
- Competed in Irish National Track and Field Championships as a junior.