

## MAURA L. SCOTT

Persis E. Rockwood Professor of Marketing  
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**EDUCATION**

Ph.D. Business Administration, (Marketing), 2008  
W. P. Carey School of Business, Arizona State University

M.S. Management (Marketing Major)  
Krannert School of Management, Purdue University

B.S. Economics (Concentration Areas: Computer Science and Psychology),  
Purdue University

### PUBLICATIONS

- Arsel, Zeynep, David Crockett, and Maura L. Scott, (2022) "Diversity, Equity, and Inclusion (DEI) in the Journal of Consumer Research: A Curation and Research Agenda," *Journal of Consumer Research*, 48(5) 920-933. (UTD, FT50)
- Grier, Sonya, Guillaume Johnson, Maura L. Scott, (2022) "From Anxious Spaces to Harmonious Relations? Interracial Marketplace Interactions through the Lens of Consumer Psychology," *Journal of Consumer Psychology*, 32(1) 97-126. (FT50)
- de Ruyter, Ko, Debbie I. Keeling, Kirk Plangger, Matteo Montecchi, Maura L. Scott, and Darren W. Dahl, (2022) "Reimagining Marketing Strategy: Driving the Debate on Grand Challenges," *Journal of the Academy of Marketing Science*, 50, 13-21. (FT50)
- Harmeling, Colleen, Martin Mende, Maura L. Scott, and Robert Palmatier, (2021) "Marketing, Through the Eyes of the Stigmatized," *Journal of Marketing Research*, 58(2) 223-45. (Lead article) (UTD, FT50)
- 2022 Finalist, Paul E. Green Award
- Mende, Martin, Linda C. Salisbury, Gergana Y. Nenkov, and Maura L. Scott, (2020) "Improving Financial Inclusion through Communal Financial Orientation: How Financial Service Providers Can Better Engage Consumers in Banking Deserts," *Journal of Consumer Psychology*, 30(2), 379-91. (FT50)
- 2022 Winner, AMA-EBSCO-RRBM Responsible Research in Marketing Award
- Hess, Nicole, Corinne M. Kelley, Maura L. Scott, Martin Mende, and Jan H. Schumann, (2020) "Getting Personal in Public!? How Consumers Respond to Public Personalized Advertising in Retail Stores," *Journal of Retailing*, 96 (3), 344-61.
- Grewal, Dhruv, Mirja Kroshke, Martin Mende, Anne L. Roggeveen, and Maura L. Scott (2020) "Frontline Cyborgs at Your Service: How Human Enhancement Technologies Affect Customer Service Experiences in Retail, Sales, and Service Settings," *Journal of Interactive Marketing*, 51, 9-25.

- Mende, Martin, Maura L. Scott, Aaron M. Garvey, and Lisa E. Bolton, (2019) "The Marketing of Love: How Attachment Styles Affect Romantic Consumption," *Journal of the Academy of Marketing Science*, 47(2) 255-73. (FT50)
- Mende, Martin, Maura L. Scott, Jenny van Doorn, Dhruv Grewal, and Ilana Shanks, (2019) "Service Robots Rising: How Humanoid Robots Influence Service Experiences and Elicit Compensatory Consumer Responses," *Journal of Marketing Research*, 56(4), 535-56. (Lead article) (UTD, FT50)
- 2020 Finalist, AMA ServSIG Best Paper Award
  - 2016 Marketing Science Institute, Customer Experience Research Grant
- Bublitz, Melissa, Tracy Rank-Christman, Luca Cian, Xavier Ignacio Cortada, Adriana Madzharov, Vanessa Patrick, Laura Peracchio, Maura L. Scott, Aparna Sundar, Ngoc Minh To, and Claudia Townsend, (2019) "Collaborative Art: A Transformational Force within Communities," *Journal of the Association for Consumer Research*, 4 (4), 313-31.
- Mead, James A., David M. Hardesty, and Maura L. Scott, (2019) "Low Detail Future Variety: Providing Affective Relief during Repetitive Music Consumption," *Psychology & Marketing*, 36 (11) 975-88.
- Mende, Martin, Maura L. Scott, and Lisa E. Bolton, (2018) "All That Glitters is Not Gold: When and Why Service Providers' Conspicuous Consumption Triggers Reward or Penalty Effects," *Journal of Service Research*, 21 (4), 405-20.
- Hüttel, Björn, Jan H. Schumann, Martin Mende, Maura L. Scott, and Christian Wagner, (2018) "How Consumers Assess Free E-Services: The Role of Benefit-Inflation and Cost-Deflation Effects," *Journal of Service Research*, 21 (3), 267-83. (Lead article)
- 2019 JSR Best Paper Award, Finalist
- Connell, Paul M., Stacey R. Finkelstein, Maura L. Scott, and Beth Vallen, (2018) "Negative Associations of Frozen Compared with Fresh Vegetables: Convergence of Evidence between Implicit and Explicit Measures," *Appetite*, 127, 296-302.
- Mende, Martin, Maura L. Scott, Mary Jo Bitner, and Amy L. Ostrom, (2017) "Activating Customers for Better Coproduction Outcomes: The Interplay of Firm-Assigned Workload, Service Literacy, Eustress, and Organizational Support," *Journal of Public Policy & Marketing*, 36 (1), 137-55.
- 2013 ACR-Sheth Foundation Transformative Consumer Research Grant
- Mandel, Naomi, Maura L. Scott, Sunghoon Kim, and Rajiv K. Sinha, (2017) "Strategies for Improving Self-Control among Naïve, Sophisticated, and Time-Consistent Consumers," *Journal of Economic Psychology*, 60, 109-25.
- Connell, Paul, Stacey Finkelstein, Maura L. Scott, and Beth Vallen, (2017) "Preventing Food Waste and Promoting Healthier Eating Among Lower Income Families in Industrialized Nations," *Handbook of Famine, Starvation, and Nutrient Deprivation: From Biology to Policy*. Ed. Victor R. Preedy and Vinood B. Patel. Springer.
- Scott, Maura L. and Gergana Y. Nenkov, (2016) "Using Consumer Responsibility Reminders to Reduce Cuteness-Induced Indulgent Consumption," *Marketing Letters*, 27(2), 323-36.

- Connell, Paul M., Stacey R. Finkelstein, Maura L. Scott, and Beth Vallen, (2016) "Helping Lower Income Parents Reduce the Risk of Food Waste from Children's Aversion to Healthier Food Options: Comment on Daniel 2016," *Social Science & Medicine*, 150, 286-89.
- Mende, Martin, Maura L. Scott, Katherine N. Lemon, and Scott Thompson, (2015) "Consumer Judgments of Firm Integrity in Light of Firm-Initiated Relationship Ending," in *Strong Brands, Strong Relationships*, ed. Susan Fournier, Michael Breazeale, and Jill Avery. Taylor & Francis / Routledge, pages 233-49.
- Nenkov, Gergana Y. and Maura L. Scott, (2014) "So Cute I Could Eat It Up: Priming Effects of Cute Products on Indulgent Consumption," *Journal of Consumer Research*, 41(2), 326-41. (FT50)
- Hoegg, JoAndrea, Maura L. Scott, Andrea C. Morales, and Darren W. Dahl, (2014) "The Flip Side of Vanity Sizing: How Consumers Respond to and Compensate for Larger than Expected Clothing Sizes," *Journal of Consumer Psychology*, 24(1), 70-78. (FT50)
- 2010 MSI-ACR Shopper Marketing Grant
- Scott, Maura L., Martin Mende, and Lisa E. Bolton, (2013) "Are Consumers Judging the Book by Its Cover? How Consumers Decode Conspicuous Consumption Cues in Buyer-Seller Relationships," *Journal of Marketing Research*, 50(3), 334-47. (UTD, FT50)
- Scott, Maura L. and Stephen M. Nowlis, (2013) "The Effect of Goal Specificity on Consumer Goal Reengagement," *Journal of Consumer Research*, 40(3), 444-59. (UTD, FT50)
- Montoya, Detra Y. and Maura L. Scott, (2013) "The Effect of Lifestyle-Based Depletion on Teen Consumer Behavior," *Journal of Public Policy & Marketing*, 32(1), 82-96.
- 2007 University of Washington, Business and Economic Development Grant
- Bublitz, Melissa G., Laura A. Peracchio, Alan R. Andreasen, Jeremy Kees, Blair Kidwell, Elizabeth G. Miller, Carol M. Motley, Paula C. Peter, Priyali Rajagopal, Maura L. Scott, and Beth Vallen, (2013), "Food for Thought: Transforming Research into Actionable Information for Consumers," *Journal of Business Research*, 66(8), 1211-18.
- Morales, Andrea C., Maura L. Scott, and Eric A. Yorkston, (2012) "The Role of Accent Standardness in Message Preference and Recall," *Journal of Advertising*, 40(1), 33-46.
- Block, Lauren, Sonya Grier, Terry Childers, Brennan Davis, Jane Ebert, Shiriki Kumanyika, Russ Laczniak, Jane Machin, Carol Motley, Laura Peracchio, Simone Pettigrew, Maura L. Scott, and Mirjam van Ginkel Bieshaar (2011), "From Nutrients to Nurturance: A Conceptual Introduction to Food Well-Being," *Journal of Public Policy & Marketing*, 30(1), 5-13.
- 2014 JPP&M Thomas C. Kinnear Best Paper Award, Winner
- Bublitz, Melissa G., Laura A. Peracchio, Alan R. Andreasen, Jeremy Kees, Blair Kidwell, Elizabeth G. Miller, Carol M. Motley, Paula C. Peter, Priya Rajagopal, Maura L. Scott, and Beth Vallen, (2011) "The Quest for Eating Right: Advancing Food Well-Being," *Journal of Research for Consumers*, 19 (1), 1-12.
- Scott, Maura L., Stephen M. Nowlis, Naomi Mandel, and Andrea C. Morales (2008), "The Effect of Reduced Food Sizes and Packages on the Consumption Behavior of Restrained Eaters and Unrestrained Eaters," *Journal of Consumer Research*, 35(3), 391-405. (UTD, FT50)
- 2009 JCR Robert Ferber Award, Honorable Mention
  - 2006 ACR Grant for Transformative Consumer Research

## **JPP&M EDITORIALS**

- Scott, Maura L., Corinne M. K. Hassler, Kelly D. Martin (2022), "Here Comes the Sun: Present and Future Impact in Marketing and Public Policy Research," *Journal of Public Policy & Marketing*, 41 (1), 1-9.
- Mende, Martin and Maura L. Scott (2021), "May the Force Be with You: Expanding the Scope for Marketing Research as a Force for Good in a Sustainable World," *Journal of Public Policy & Marketing*, 40 (2), 116-125.
- Martin, Kelly D., Abhishek Borah, and Maura L. Scott (2021), "Journal of Public Policy & Marketing at 40: Celebrating History and Impact," *Journal of Public Policy & Marketing*.
- Martin, Kelly D. and Maura L. Scott (2021), "Journal of Public Policy & Marketing: A Strategic Vision for Rigor, Relevance, and Inclusivity," *Journal of Public Policy & Marketing*, 40 (1), 1-6.
- Scott, Maura L. and Kelly D. Martin (2021), "COVID-19 Update Editorial: Introduction to the Commentary Series. Inequalities and Divides as We Continue to Grapple with a Global Pandemic," *Journal of Public Policy & Marketing*, 40 (1), 83-88.
- Scott, Maura L., Kelly D. Martin, Josh Wiener, Pam S. Ellen, Scot Burton (2020), "The COVID-19 Pandemic at the Intersection of Marketing and Public Policy," *Journal of Public Policy & Marketing*, 39 (3), 257-65.
- Scott, Maura L. and Beth Vallen (2019), "Expanding the Lens of Food Well-Being: An Examination of Contemporary Marketing, Policy, and Practice with an Eye on the Future," *Journal of Public Policy & Marketing*, 38 (2) 127-35.

## **ADDITIONAL PUBLISHED WORK**

- Mende, Martin, Maura L. Scott, and Dhruv Grewal, (2021) "Emerging Technologies to Boost (Not Undermine) Customer-Firm Relationships," *Impact at the Journal of Marketing Research*.
- Shanks, Ilana, Mende, Martin, Maura L. Scott, Jenny van Doorn, Dhruv Grewal, (2021) "Who's the Boss? Consumer Response to Human-Robot Cobot Teams in Healthcare Service," *Marketing Science Institute Working Paper Series*, Report 21-128.
- Grewal, Dhruv, Martin Mende, Abhijit Guha, Kusum Ailawadi, Barbara Kahn, Anne Roggeveen, Maura L. Scott, Aric Rindfleisch, Koen Pauwels, (2021) "Marketing in a Crises-Laden World," *Marketing Science Institute Working Paper Series*, Report 21-116.
- Scott, Maura L. (2018) "What Factors Influence Over-Consumption and How Can Marketers Use This Information to Improve Customers' Wellbeing?" *Mapping Out Marketing: Navigation Lessons from the Ivory Trenches*, Ed. Ronald Paul Hill, Catherine M. Lamberton, Jennifer Swartz. Taylor & Francis / Routledge.
- Mende, Martin, Maura L. Scott, Jenny van Doorn, Ilana Shanks, and Dhruv Grewal, (2017) "Service Robots Rising: How Humanoid Robots Influence Service Experiences and Food Consumption," *Marketing Science Institute Working Paper Series*, Report 17-125.
- Mende, Martin, Colleen Harmeling, Maura L. Scott, and Robert Palmatier, (2017) "Effective Customer Engagement Strategies in Health Care: The Role of Stigma," *Marketing Science Institute Working Paper Series*, Report 17-105.

## RESEARCH UNDER REVIEW AND WORKING PAPERS

Garbas, Janina, Sebastian A. Schubach, Martin Mende, Maura L. Scott, Jan H. Schumann, “You Want to Sell This to Me Twice? Effects that Can Undermine Internal Product Upgrades,” Revising for third review (R&R), *Journal of the Academy of Marketing Science*.

Kelley, Corinne, Martin Mende, Maura L. Scott, Lisa E. Bolton “The Ambassador Effect: How Inducing an Ambassador Role Increases Consumers’ Prosocial Marketplace Behavior,” Revising for second review (R&R), *Journal of Marketing*.

- 2018 Marketing Science Institute Grant; 2017 ACR TCR Grant

Peterson, Lane, Martin Mende, Maura L. Scott, Gergana Y. Nenkov, and Anders Gustafsson, “Friend or Foe? Can Anthropomorphizing Self-Tracking Devices Backfire on Marketers and Consumers?” Revising for second review (R&R), *Journal of the Academy of Marketing Science*.

- 2017 ACR Grant for Transformative Consumer Research

Scott, Maura L., Sterling Bone, Glenn Christensen, Annelise Lederer, Martin Mende, Brandon G. Christensen, “Mitigating the Effects of Racial Bias in Financial Services,” Under review, *Journal of Marketing Research*.

- 2021 *Journal of Marketing Research* Mitigation in Marketing Conference

Peterson, Lane R., Maura L. Scott, Martin Mende, Brennan Davis, Myla Bui, “Unitized Food Choice in Public – Understanding and Mitigating Unintended Consequences in the New Normal,” Under review, *Journal of Marketing Research*.

- 2021 *Journal of Marketing Research* Mitigation in Marketing Conference
- 2020 ACR Transformative Consumer Research Grant

Dugan, Riley, Maura L. Scott, Valentina O. Ubal, “Sales Well-Being: A Salesperson-Focused Framework for Individual, Organizational, and Societal Well-Being as a Path to Strong Customer-Firm Relationships and Better Sales Performance,” Revising for third review (R&R), *Journal of Personal Selling & Sales Management*.

Scott, Maura L. and Martin Mende, “Impact for Good: The Potential for Sustained Impact of Marketing Scholarship,” Under second review, *European Journal of Marketing*.

Kumar, Smriti, Elizabeth G. Miller, Martin Mende, Maura L. Scott, “Language Matters! Humanizing Service Robots Through the Use of Language During the COVID-19 Pandemic,” Under second review (R&R), *Marketing Letters*.

Grewal, Dhruv, Martin Mende, Abhijit Guha, Kusum Ailawadi, Anne Roggeveen, Maura L. Scott, Aric Rindfleisch, Koen Pauwels, Barbara Kahn, “Marketing in a Crises-Laden World,” Under review, *Journal of the Association for Consumer Research*.

Cozac, Marina, Martin Mende, Maura L. Scott, “Fueling Against Stress: How Fuel Snacks Affect Consumers at the Intersection of Stress and Gender,” Revising for second review (R&R), *Journal of Business Research*.

Kelley, Corinne, Poja Shams, Anders Gustafsson, Maura L. Scott and Martin Mende, “Gender-Based Scents and Status-Signaling,” Preparing for *Journal of Retailing* (Reject and Resubmit)

Shanks, Ilana, Martin Mende, Maura L. Scott, Jenny van Doorn, Dhruv Grewal, “Cobotics and Its Power Dynamics: Establishing and Mitigating Unintended Consequences of Human-Robot Collaboration in Healthcare Services,” preparing for submission, *Journal of Consumer Research*.

- 2021 *Journal of Marketing Research* Mitigation in Marketing Conference

## RESEARCH HONORS AND AWARDS

- *Journal of Marketing Research*, Paul E. Green Award, Finalist (2022)
- AMA-EBSCO-RRBM Responsible Research in Marketing Award Winner (2022)
- Williams-Qualls-Spratlen (WQS) Multicultural Mentoring Award of Excellence (2021)
- *Journal of Service Research*, Best Paper Award, Finalist (2019)
- *Journal of the Academy of Marketing Science*, Outstanding Area Editor Award (2018)
- FSU College of Business, Outstanding Senior Faculty Research Award (2017)
- Marketing Science Institute, MSI Young Scholar (2015)
- *Journal of Public Policy & Marketing* Outstanding Reviewer Award (2015)
- FSU College of Business, Dean's Emerging Scholar Award (2014 - 2017)
- AMA Marketing and Society Special Interest Group (MASSIG) Emerging Scholar Award (2014)
- *Journal of Public Policy & Marketing*, Thomas C. Kinnear Best Paper Award, Winner (2014)
- FSU University Wide Exemplary Research & Scholarship Recognition Dinner Invitee (2014)
- AMA Sheth Foundation Doctoral Consortium Faculty Presenter (2010)
- *Journal of Consumer Research*, Robert Ferber Award, Honorable Mention (2009)
- ACR-MSI Transformative Consumer Research Conference, Best Abstract Award (2007)
- American Marketing Association Foundation, Valuing Diversity Award (2006)

## RESEARCH GRANTS, FELLOWSHIPS, AND RECOGNITION

- FSU College of Business, We Choose Excellence Award (7/2020)
- ACR Transformative Consumer Research Grant (2006, 2013, 2015, 2017, 2019, 2020)
- FSU Leadership Development Program (2019-2020)
- FSU College of Business, Summer Research Grant (2015 - 2020)
- FSU Provost's Faculty Travel Grant (2015, 2016, 2017, 2019)
- Marketing Science Institute, MSI Customer Experience Research Grant (2016)
- Marketing Science Institute, MSI-ACR Shopper Marketing Grant (2010)
- Von Allmen Center for Green Marketing, Research Grant (2009)
- Boston College, Food and Consumption Research Camp, Ph.D. Student Travel Grant (2007)
- National Black MBA Association, F. Naylor Fitzhugh Doctoral Fellowship (2005 – 2006)
- ASU Center for Services Leadership, Doctoral Research Fellowship (2005)
- National Black MBA Association, Doctoral Research Fellowship (2004 – 2005)

## RESEARCH RELATED SERVICE TO THE DISCIPLINE – SCHOLARLY JOURNALS

### Joint Editor-in-Chief, *Journal of Public Policy & Marketing*

- Editorial Term: July 2020 - June 2023

### Associate Editor

- *Journal of Marketing Research*, 2022 - present

### Associate Editor

- *Journal of Consumer Research*, 2021 - present

### Associate Editor

- *Journal of Marketing*, 2019 - 2020

### Associate Editor

- *Journal of Public Policy & Marketing*, 2017 - 2020
  - 2015 Outstanding Reviewer Award

### Area Editor

- *Journal of the Academy of Marketing Science*, 2017 – present
  - 2018 Outstanding Area Editor Award

### Guest Editor

- *Journal of Public Policy & Marketing*, 2019 – 2021, Special Issue: May the Force Be with You: Expanding the Scope for Marketing Research as a Force for Good in a Sustainable World (co-edited with Martin Mende) Volume 40, Issue 2, April 2021
- *Journal of Public Policy & Marketing*, 2017 – 2019, Special Issue on Food Well-Being (co-edited with Beth Vallen) Volume 38, Issue 2, April 2019

### Editorial Review Boards

- *Journal of Consumer Research*, 2014 - present
- *Journal of Marketing Research*, 2017 – present
- *Journal of the Academy of Marketing Science*, 2017 - present
- *Journal of Marketing*, 2018 - present
- *Journal of Consumer Psychology*, 2018 - present
- *Journal of Public Policy & Marketing*, 2013 - present
- *Journal of Business Research*, 2016 - present
- *Journal of Retailing*, 2018 - present
- *Journal of Consumer Affairs*, 2018 – present
- *Psychology & Marketing* (Editorial Advisory Board), 2021 - present

## **RESEARCH RELATED SERVICE TO THE DISCIPLINE (CONTINUED)**

### **American Marketing Association**

- AMA Academic Council, President (2022-2023)
  - Executive Committee, 2020 – 2023
  - Member, 2017 - 2020
- AMA Board of Directors Selection Committee, 2021-2022
- AMA Ethics Committee, 2021 - 2022
- AMA-EBSCO-RRBM Awards
  - 2019-2020, Co-Chair, Inaugural Awards Committee
  - 2019–2022, Awards Committee Member
- 2017 Marketing & Public Policy Conference, Co-Chair (with Sterling Bone and Jerome Williams). Theme: Promoting Solutions for Quality of Life and Consumer Well-Being
- 2020, 2018 V. Kumar Award for Service to Marketing Scholarship, Committee Member
- 2018, 2016 Marketing & Public Policy Conference, Planning Committee
- 2018, 2016 Marketing & Public Policy Conference, Doctoral Workshop Faculty Mentor
- 2015 – present, Marketing and Society SIG Emerging Scholar Selection Committee
- AMA Sheth Doctoral Consortium
  - Faculty Fellow: 2019 (New York University), 2010 (Texas Christian University)
  - 2007 Co-Chair: Social Program Committee, Arizona State University (with Martin Mende)
- AMA Foundation Williams, Qualls, Spratlen (WQS) Award, Reviewer
- AMA Foundation Valuing Diversity Scholarship, Reviewer

### **Association for Consumer Research**

- 2020 - 2022, ACR Board of Directors, Industry Perspectives
- 2017 ACR Conference, Working Paper and Data Blitz Sessions Co-Chair (with Andrew Gershoff), (439 submissions)
- 2021 – present, ACR – PhD Project Mentoring Program, Faculty-to-Faculty mentor
- 2016 ACR, Berlin, Associate Editor (44 full length papers, 10 sessions)
- 2014 - 2017, ACR Doctoral Consortium, Invited Faculty
- 2010 - 2014, Reviewer, ACR Transformative Consumer Research Grants
- 2009 - 2014, ACR Transformative Consumer Research Advisory Board
- 2009, TCR Database Development Committee, Grant Resources Database Committee
- ACR Asia Pacific, Program Committee Member (2015, 2019)
- ACR Sheth Foundation Dissertation Grant Competition Reviewer



### **Transformative Consumer Research**

- 2019 Co-Chair, Transformative Consumer Research Conference, Florida State University (with Martin Mende)
- TCR Conference Participant (competitive application process)
  - 2021 University of Virginia; 2017 Cornell University (session co-chair with Martin Mende); 2015 Villanova University; 2011 Baylor University; 2009 Villanova University; 2007 Dartmouth College (award winning paper)

### **PhD Project and Marketing Ethnic Faculty Association**

- 2022 Tenure Project, Senior Planning Committee Member
- 2021 Williams-Qualls-Spratlen (WQS) Multicultural Mentoring Award of Excellence (recipient)
- 2020, MEFA Annual Conference, Invited Speaker, Research Productivity and Well Being
- 2020 – present, Faculty-to-Student Mentor Program
- 2019, Panelist, Marketing PhD Programs, Annual PhD Project Conference
- 2015 - 2018, Faculty Advisor, PhD Project, Marketing Doctoral Student Association
- 2014, 2009 PhD Project – PhD Project Mock Interviewer, AMA Job Market
- 2006 PhD Project – PhD Project Presentation, Preparing for Comprehensive Exams

### **RRBM**

- 2021 RRBM Academic Summit. Roundtable Discussion Facilitator, Journal Editors
- AMA-EBSCO-RRBM Awards
  - 2019-2020, Co-Chair, Inaugural Awards Committee
  - 2020 – Present, Awards Committee Member

### **Frontiers in Service**

- 2024, Co-Chair, Frontiers in Service Conference, with Michael Brady and Martin Mende, Hosted by Florida State University at Amelia Island, Florida
- 2019, Doctoral Consortium, Faculty Mentor, National University of Singapore, Singapore

### **Marketing Science Institute**

- 2017, 2016, 2015, Reviewer, MSI Clayton Doctoral Dissertation Award
- 2016 MSI Trustees Meeting, Priorities Discussion Leader, Healthcare
- 2011, MSI 50<sup>th</sup> Anniversary Celebration, ACR, Co-Presenter (with Punam A. Keller)

### **Society for Consumer Psychology**

- 2022 Moderator for SCP Webinar “AI, Race, Gender, and Intersectionality: Risks and Opportunities” featuring Meredith Broussard
- 2021 – 2022, Committee Member: JCP Best Paper Award and JCP Junior Contributor Award
- 2014 - 2017 SCP Main Conference, Program Committee Member
- 2015 SCP International Conference, Vienna, Program Committee Member
- 2011 Co-Chair, SCP Doctoral Consortium (with Naomi Mandel and David Silvera)
- 2009 - 2012, Chair, Ethnic Minority Affairs Committee

## TEACHING

### Doctoral Dissertation Committees

- Valentina Ortiz-Ubal (co-chair, Florida State University, PhD Student, planed 2025)
- Marina Cozac (co-chair, Florida State University, PhD student, planned 2024)
- Lane Peterson (co-chair, Florida State University, 2021; Placement: Georgia State University)
- Tessa Garcia-Collart (member, Florida International University, 2020; Placement: University of Missouri, St. Louis)
- Corinne Kelley (co-chair, Florida State University, 2019; Placement: University of Kentucky)
- Ilana Shanks (co-chair, Florida State University, 2019; Placement: Stony Brook University)
- Annika Abell (member, Univ. of South Florida, 2019; Placement: University of Tennessee)
- Diane Lawong (member, Florida State University, 2019; Placement: University of Alabama)
- Liwen Zhang (member, Florida State University, 2019; Placement: University of New South Wales, Australia)
- Carrie Absher (co-chair, Florida State University, 2018)
- William Montford (member, Florida State Univ., 2016; Placement: Jacksonville University)
- James Mead (co-chair, Univ. of Kentucky, 2015; Placement: Univ. of Houston, Clearlake)

### Courses Taught

#### Florida State University

<u>Courses</u>	<u>Dates</u>	<u>Rating Range*</u>
Consumer Behavior Methodology (PhD)	2017 – present	--
Consumer Behavior Theory (PhD)	2014 – 2016	--
Consumer Behavior (live, undergraduate)	2013 – 2019	4.32 – 4.84
Consumer Behavior (online, undergraduate)	2019 – present	4.41 – 4.77

\* "Overall Instructor Rating" 1 = Poor, 5 = Excellent

#### University of Kentucky

<u>Courses (Undergraduate)</u>	<u>Dates</u>	<u>Average Rating*</u>
Marketing Strategy	2012	3.70
Consumer Behavior	2008 – 2013	3.70

\* "Overall Quality of Teaching" 1 = Poor, 4 = Excellent

#### Arizona State University

<u>Courses (Undergraduate)</u>	<u>Dates</u>	<u>Average Rating*</u>
Consumer Behavior	2005 - 2007 (4 sections)	1.27
Marketing Management	2004 - 2007 (4 sections)	1.64
Marketing Principles	2004 (2 sections)	1.07

\* "Which rating best describes this instructor?" 1 = Very Good, 5 = Very Poor

## **TEACHING (continued)**

### **Honors Projects and Directed Independent Study (DIS)**

- Allison Bowden, Personalized Advertisements, Undergraduate DIS (2018)
- Dominique Guttierrez, Gender and Cuteness, Undergraduate DIS (2017)
- Danielle Silvera-Dias, Consumer Spending Behaviors, Undergraduate DIS (2017)
- Colleen Koubek, Consumer Environmental Responsibility, Honors DIS (2016)
- Jaime Eads, Olfaction and Consumer Behavior, Undergraduate DIS (2016)
- Lane Peterson, Eating Disorders and Food Innovation, Master's DIS (2015)

### **Teaching and Mentorship Awards**

- 2021 Williams-Qualls-Spratlen (WQS) Multicultural Mentoring Award of Excellence
- 2018, Nominee, FSU College of Business Graduate Teaching Award
- 2011 Alpha Kappa Psi Professor of the Month (March)
- 2010 Alpha Kappa Psi Professor of the Month (October)
- 2007 ASU W. P. Carey School of Business, Kenneth A. Coney Award
- 2006 ASU Department of Marketing, Doctoral Student Teaching Excellence Award
- 2005 Arizona State University, Sun Devil Alumni Award

## **UNIVERSITY SERVICE**

### **Florida State University**

#### ***University Level Service***

- FSU Office of Faculty Development and Advancement
  - Discussion Leader "Path to Full Professor: The Power of Self-Reflection" (2/2020)
  - FSU Connections Faculty Mentor Network, Mentor (2017 – present)
  - Committee on Faculty Research Support (COFRS) Awards, Reviewer (2015)
- FSU Presidential Scholars (Honors College)
  - Discussion Leader: Social Media for Nonprofit Organizations (Mar 2019)
  - Faculty Roundtable, Scholar Recruitment and Selection Meeting (Mar 2016)
  - Discussion Leader: Race, Identity, and Consumption (Feb 2016)

#### ***Florida State University, College of Business***

- FSU College of Business, PhD Program Open House, Faculty Presenter (2021, 2022)
- FSU College of Business Faculty Research Awards Committee (2018, member; 2019, co-chair)
- FSU College of Business Cross-Discipline Mentor Program, Mentor (2017 – 2018)
- FSU College of Business PhD Professional Development Seminar, "Presenting Your Scholarly Research," Guest presenter with Martin Mende (2018, 2019)
- FSU College of Business, Women in Business Conference, Welcome Speaker (Feb 2014)

### ***Florida State University, Marketing Department***

- Marketing Doctoral Program
  - Co-Director Doctoral Program in Marketing (2018 – present)
  - Doctoral Policy Committee (2014 – present)
  - Doctoral Student Behavioral Research Training (2013 – present)
  - Mock Interviewer, Academic Placement (2015 – present)
  - Doctoral Student Brown Bag: “Preparing for the Job Market” (2019, 2015)
- Marketing Faculty Evaluation Committee (2020 -present)
- Marketing Department Student Subject Pool, Coordinator (2014 – present)
- Marketing Department Hiring Committee (2014, 2017)
- American Marketing Association, FSU Chapter, Guest Speaker (Mar 2014)
- Distinguished Scholar Series Co-Organizer (with Martin Mende) (2013 – 2018)

### **University of Kentucky**

- Fall Gatton Welcome Event: Welcoming Incoming Business Freshmen (2012, 2011)
- Doctoral Comprehensive Exam Committee, Department of Marketing (2011-2012)
- University-Wide New Faculty Orientation, Presenter (2011, 2010)
- University-Wide Wellness Conference, “Food, Self-Control, and Well-Being.” (2011)
- TEDx at Gatton College, “Can Diet Foods Make You Fat?” (2011)
- Gatton College of Business Hall of Fame, research presentation, (2011)
- Doctoral Summer Paper Committee, Department of Marketing (2010 – 2011)
- Marketing Area Research Presentation, “Conspicuous Consumption.” (2010)
- Southern Association of Colleges and Schools (SACS) University-Wide QEP Re-Accreditation Committee (2010)
- UK Marketing Doctoral Student Brown Bag Session. Preparing for the Job Market. (2009)
- University-Wide Anna J. Cooper Address: “Consumption, Self-Control and Well-Being.” (2009)
- Doctoral Student Behavioral Research Training (2008 – 2013)

## **SELECTED WORKSHOPS AND RESEARCH PRESENTATIONS** (\*denotes presenting author)

- \*Meredith Broussard (presenter), \*Maura L. Scott (moderator), "AI, Race, Gender, and Intersectionality: Risks and Opportunities," (3/2022), *Society for Consumer Psychology, DEI Committee Webinar Series*.
- \*Scott, Maura L., "Leveraging Marketing Research to Promote Consumer and Societal Well Being: A DEI Lens," (3/2022), *HEC Montreal, Canada*.
- \*Scott, Maura L., "Leveraging Marketing Research to Promote Consumer and Societal Well Being Can Be Good for Business," (3/2022), *Hong Kong University of Science and Technology*.
- \*Scott, Maura L., Meet the Editors and Mentorship Sessions with Doctoral Students (3/2022), *Society for Consumer Psychology Doctoral Symposium*.
- \*Martin, Kelly and \*Maura L. Scott, "Distinguished Scholar Workshop: Contributions to Marketing and Public Policy from Notable Scholars," (2/2022) *Winter AMA, Las Vegas, NV*
- \*Martin, Kelly D. and \*Maura L. Scott, "Leveraging Marketing and Society Research to Promote Consumer, Societal, and Environmental Well Being," (2/2022), *University of North Florida*.
- \*Mende, Martin and \*Maura L. Scott (12/2021), Podcast: "Visions for the Future of Patient Experiences in the Technoverse," *ARF-MSI Podcast Series*.
- \*Scott, Maura L., "Leveraging Marketing and Society Research to Promote Consumer, Societal, and Environmental Well Being," (11/2021), *King's College, London, UK*.
- \*Mende, Martin, \*Maura L. Scott, and \*Kalinda Ukanwa (10/2021), Keynote Address, "Societal Well-Being Implications of Technology," *Interactive Marketing Research Conference, Fordham University*.
- \*Peterson, Lane, Maura L. Scott, Martin Mende, Brennan Davis, Myla Bui (9/2021) "When the Number of Food Units Is More Important Than Their Size: Mitigating Overconsumption and the Social Units Effect in Food Choice" *JMR Mitigation in Marketing Conference*.
- Shanks, Ilana, \*Martin Mende, Maura L. Scott, Jenny van Doorn, Dhruv Grewal (9/2021), "Cobotics and Its Power Dynamics" *JMR Mitigation in Marketing Conference*.
- \*Scott, Maura, Sterling Bone, Glenn Christensen, \*Ali Lederer (9/2021), "Mitigating the Effects of Racial Bias in Financial Services," *JMR Mitigation in Marketing Conference*.
- Scott, Maura, Usha Haley, Andrew Jack, Renate Meyer, Mike Taylor (panelists) (9/2021) "Measuring Societal Impact in Business Research: From Challenges to Change," *SAGE*.
- Scott, Maura, Phillip Kotler, Christine Moorman, J. Walker Smith (panelists) (9/2021), "CMO Survey Webinar: Marketers and National Unity," *American Marketing Association*.
- \*Mende, Martin and \*Maura L. Scott, "Marketing and Public Policy Research to Promote Consumer, Societal, and Environmental Well Being," (9/2021), *University of Ghent, Belgium*.
- \*Scott, Maura L. (8/2021) "Keynote Address: Marketing Research to Help Promote Consumer and Societal Well-Being" *China Marketing International Conference*.
- \*Scott, Maura L. (8/2021) "WQS Award for Multicultural Mentorship: The Value of Diverse Perspectives in Heightening the Rigor and Relevance of Marketing Scholarship," *PhD Project MDSA Conference*.
- Mende, Martin and \*Maura L. Scott (6/2021) "TCR and the United Nations 2030 Agenda for Sustainable Development," *AMA Marketing & Public Policy Conference*.
- Carlos Bauer, David Crockett, Vanessa Perry, Maura Scott, and Rhonda Sharpe (panelists), (6/2021) "Panel: Where Do We Go from Here? Action!" *ISMS Webinar on DEI*.

- \*Scott, Maura L., \*Kelly D. Martin, "Connecting with the Journal of Public Policy & Marketing," (5/2021) Consumer Behavior Doctoral Seminar: Consumer Behavior Outside the (2x2) Box, hosted by Lauren Block, *Hong Kong Polytechnic University*.
- \*Mende, Martin and \*Maura L. Scott, "TCR and United Nations Sustainable Development Goals," (5/2021) Consumer Behavior Doctoral Seminar: Consumer Behavior Outside the (2x2) Box, hosted by Lauren Block, *Hong Kong Polytechnic University*.
- \*Scott, Maura L., "Transformative Consumer Research and Public Policy," (3/2021), Special Topic Forum: Transformative Supply Chain Research, *Journal of Business Logistics*.
- \*Scott, Maura L., "Inclusivity in Marketing: Managerial, Societal, and Policy Implications," (2/2021), *Oregon State University*.
- \*Scott, Maura L., "Consumer and Societal Well-Being," (2/2021) New Business + Retail Insights Webcast Series, *Center for Retailing Studies, Texas A&M University, Mays Business School*.
- \*Scott, Maura L., "Inclusivity in Marketing: Managerial, Societal, and Policy Implications," (12/2020) Inaugural EDII Research & Thought Leadership Speaker Series, *Queen's University, Smith College of Business, Canada*.
- \*Scott, Maura L., \*Kelly D. Martin, "Connecting with the Journal of Public Policy & Marketing," (12/2020) *JPP&M Workshop for the Association of African Business Schools*.
- Kelley, Corinne, Martin Mende, \*Maura L. Scott, and Lisa E. Bolton "The Ambassador Effect: How Inducing an Ambassador Role Increases Consumers' Prosocial Behavior," (11/2020) *West Virginia University, John Chambers College of Business and Economics*.
- Kelley, Corinne, Martin Mende, \*Maura L. Scott, and Lisa E. Bolton "The Ambassador Effect: How Inducing an Ambassador Role Increases Consumers' Prosocial Behavior," (10/2020) *University of Illinois, Gies College of Business*.
- \*Scott, Maura L., "Stigma and Vulnerability in Healthcare: Solutions through Technology?!" (8/2020), *Journal of Marketing, Special Session on Healthcare Marketing, Summer AMA*.
- \*Scott, Maura, "Research and Well-Being during Covid-19," (8/2020) *Marketing Ethnic Faculty Association, Annual Conference*.
- Scott, Maura L., Kelly D. Martin, Vanessa Perry, Cinthia Satornino, "Connecting with the Journal of Public Policy & Marketing," (8/2020) *JPP&M Workshop for PhD Project and MEFA*.
- Kelley, Corinne, Martin Mende, \*Maura L. Scott, and Lisa E. Bolton "The Ambassador Effect: How Inducing an Ambassador Role Increases Consumers' Prosocial Behavior," (2/2020) *American University, Washington, D.C.*
- Kelley, Corinne, Martin Mende, \*Maura L. Scott, and Lisa E. Bolton "The Ambassador Effect: How Inducing an Ambassador Role Increases Consumers' Prosocial Behavior," (2/2020) *Colorado State University, Ft. Collins, CO*.
- \*Mende, Martin and \*Maura Scott, "Keynote Address: Interdisciplinary Research: Bridging Consumer Psychology, Consumer Based Strategy and Public Policy to Create New Service Knowledge," (12/2019) *Let's Talk About Service Conference, Fordham University, NYC*.
- Kelley, Corinne, Martin Mende, \*Maura L. Scott, and Lisa E. Bolton "The Ambassador Effect: How Inducing an Ambassador Role Increases Consumers' Prosocial Behavior," (11/2019) *University of California, Irvine*.
- Heß, Nicole, Corinne Kelley, \*Maura L. Scott, Martin Mende, and Jan H. Schumann, "Consumers' Perceptions of Personalized Advertising in Public Environments," (9/2019) *BI, The Norwegian Business School, Oslo, Norway*.

- Heß, Nicole, Corinne Kelley, \*Maura L. Scott, Martin Mende, and Jan H. Schumann, "Consumers' Perceptions of Personalized Advertising in Public Environments," (6/2019) *Journal of Retailing Thought Leaders Conference on Consumer Privacy*, Florence, Italy.
- \*Scott, Maura, "Field Experiments in Transformative Consumer Research," (2/2019) *Florida International University*, Miami FL.
- \*Scott, Maura, "Advanced Research Methods: Using Field Experiments in Your Research," (8/2018) *PhD Project*, Boston MA.
- \*Scott, Maura, "Experimental Methods in Marketing and Public Policy Research," (6/2018) *MPPC Doctoral Symposium, Ohio State University*, Columbus, OH
- \*Scott, Maura, "Experimental Methods in Consumer Behavior," (5/2018) *University of Augsburg*, Germany.
- Absher, Carrie, \*Maura L. Scott, Martin Mende, Stephen M. Nowlis, and Michael Brady (5/2018) "Cash or Credit? How Consumers Pay Can Influence How Others Judge Them," *University of Augsburg*, Germany.
- Absher, Carrie, \*Maura L. Scott, Martin Mende, Stephen M. Nowlis, and Michael Brady (5/2018) "Cash or Credit? How Consumers Pay Can Influence How Others Judge Them," *University of California, Riverside*.
- Absher, Carrie, \*Maura L. Scott, Martin Mende, Stephen M. Nowlis, and Michael Brady (12/2017) "Cash or Credit? The Interplay of Form of Payment and Consumer Physical Appearance in Social Judgment," *University of Neuchâtel*, Switzerland.
- Absher, Carrie, \*Maura L. Scott, Martin Mende, Stephen M. Nowlis, and Michael Brady (10/2017) "Cash or Credit? The Interplay of Form of Payment and Consumer Physical Appearance in Social Judgment," *University of Wisconsin, Milwaukee, Lubar School of Business*, Milwaukee, WI.
- \*Scott, Maura, "Advanced Research Methods: Experimental Methods," (8/2017) *PhD Project*, San Francisco, CA.
- \*Mende, Martin, \*Maura L. Scott, Jenny van Doorn, Dhruv Grewal, and Ilana Shanks, "Robots Rising: How Humanoid Robots Influence Customers' Service Experiences and Food Consumption," (7/2017) *HEC Montreal*, Montreal, Canada.
- \*Mende, Martin, \*Maura L. Scott, Aaron M. Garvey, and Lisa E. Bolton, (5/2017) "Attachment Styles and Romantic Consumption," *MSI-JAMS Thought Leaders Conference*, Amsterdam.
- Skinner, Carrie, \*Maura L. Scott, Martin Mende, Stephen M. Nowlis, and Michael Brady (3/2017) "Cash or Credit? The Interplay of Form of Payment and Consumer Physical Appearance in Social Judgment," *University of South Florida, Muma College of Business*, Tampa, FL.
- Skinner, Carrie, \*Maura L. Scott, Martin Mende, Stephen M. Nowlis, and Michael Brady (12/2016) "Cash or Credit? The Interplay of Form of Payment and Consumer Physical Appearance in Social Judgment," *Arizona State University, W. P. Carey School of Business*, Tempe, AZ.
- Bui, Myla (My), Brennan Davis, Collin Payne, and \*Maura L. Scott (10/2016), "The Fixed Unit Effect," *Baruch College, Zicklin School of Business*, New York City.
- Bui, Myla (My), Brennan Davis, Collin Payne, and \*Maura L. Scott (7/2016), "The Fixed Unit Effect," *University of Bayreuth*, Germany.
- \*Scott, Maura L. (6/2016), "Experimental Research and Public Policy," *2016 Marketing & Public Policy Preconference Workshop, Invited Faculty Presenter*, San Luis Obispo, CA.

- Bui, Myla (My), Brennan Davis, Collin Payne, and \*Maura L. Scott (12/2015), "The Fixed Unit Effect," *Nanyang Technological University*, Singapore.
- Bui, Myla (My), Brennan Davis, Collin Payne, and \*Maura L. Scott (10/2015), "The Fixed Unit Effect," *University of Arkansas, Walton College of Business*, Fayetteville, AR.
- \*Baker, Stacey M., \*Punam A. Keller, \*David G. Mick, \*Maura L. Scott (9/2015), "Transformative Consumer Research," *ACR Doctoral Symposium*, New Orleans, LA.
- Mende, Martin, \*Maura L. Scott, and Lisa Bolton (5/2015), "When and Why Service Providers' Conspicuous Consumption Triggers Rewards or Penalties," *University of Passau*, Germany.
- \*Scott, Maura and \*Martin Mende (5/2015), Doctoral Workshop: Experimental Design. Workshop for marketing and management doctoral students. *University of Passau*, Germany.
- \*Scott, Maura (1/2015), Marketing Science Institute Young Scholars, Invited Presenter.
- \*Scott, Maura (10/2014), "Transitioning into Your Assistant Professor Position," *ACR Doctoral Consortium, Faculty Presenter*.
- \*Scott, Maura and Gergana Y. Nenkov (9/2014), "Using Responsibility Reminders to Reduce Cuteness-Induced Indulgent Consumption," *Iowa State University, Ivy College of Business*.
- \*Scott, Maura and \*Martin Mende (5/2014), Doctoral Workshop: Defining the Research Contribution. Developed and led workshop for marketing and management doctoral students. *University of Passau*, Germany.
- \*Scott, Maura and Stephen M. Nowlis, (11/2012), "The Effect of Consumer Goal Specificity on Goal Reengagement," *Florida State University*.
- \*Scott, Maura and \*Punam A. Keller, (10/2011), "The Role of the First MSI-Transformative Consumer Research Conference and Social Marketing," *MSI 50<sup>th</sup> Anniversary Celebratory Session at ACR 2011*.
- Hoegg, JoAndrea, \*Maura L. Scott, Darren W. Dahl, and Andrea C. Morales, (5/2011) "The Effect of Vanity Sizing on Product Evaluations," *Boston College, Carroll School of Management*.
- Hoegg, JoAndrea, \*Maura L. Scott, Darren W. Dahl, and Andrea C. Morales, (3/2011) "The Effect of Vanity Sizing on Product Evaluations," *Penn State University, Smeal College of Business*.
- Hoegg, JoAndrea, \*Maura L. Scott, Darren W. Dahl, and Andrea C. Morales, (3/2011) "The Effect of Vanity Sizing on Product Evaluations," *SUNY, Stony Brook*.
- \*Scott, Maura (8/2009) "Insights into the Marketing Academic Job Market" *AMA DocSIG*
- \*Mende, Martin, \*Maura L. Scott, and Katherine N. Lemon, (2009) "Transitional Customer-Firm Relationships: An Attribution Perspective," *Boston College, Carroll School of Management*.
- \*Scott, Maura L., Stephen M. Nowlis, Naomi Mandel, and Andrea C. Morales (2007) "Do Diet Foods Make Consumers Heavier? The Effect of Reduced Calorie Packages on Consumption Behavior of Dieters and Non-Dieters," *Mittelstaedt Doctoral Symposium, University of Nebraska*.
- \*Scott, Maura L., Stephen M. Nowlis, and Naomi Mandel, (2006) "Consumer Preference between Price and Feature Changes," *Southwest Doctoral Consortium, University of Houston*.
- \*Scott, Maura L., Stephen M. Nowlis, and Naomi Mandel, (2006) "Consumer Preference between Price and Feature Changes," *University of Notre Dame, Mendoza College of Business*.



## **ACADEMIC APPOINTMENTS**

### **Florida State University, 2013 - present**

- 2020 – present: Persis E. Rockwood Professor of Marketing
- 2019 – 2020: Madeline Duncan Rolland Professor of Marketing
- 2015 - 2019: Madeline Duncan Rolland Associate Professor of Marketing
- 2014 - 2016: Dean’s Emerging Scholar
- 2013 - 2015: Assistant Professor of Marketing

### **University of Kentucky, 2008 - 2013**

- Assistant Professor of Marketing

### **Arizona State University, 2003 - 2008**

- Research Assistant to Stephen Nowlis, Naomi Mandel, and Andrea Morales
- Instructor (Consumer Behavior, Marketing Management, Marketing Principles)

### **Purdue University, 1993 - 1995**

- Graduate Assistant to Carolyn Woo
- Teaching Assistant to Cornell Bell

## **AFFILIATIONS AND MEMBERSHIPS IN PROFESSIONAL ORGANIZATIONS**

### *Associations*

- American Marketing Association (AMA)
- Association for Consumer Research (ACR)
- European Marketing Academy (EMAC)
- Marketing Ethnic Faculty Association (MEFA)
- PhD Project
- Society for Consumer Psychology (SCP)

### *Centers*

- Affiliated Faculty – University of Washington, Foster School of Business, Center for Sales and Marketing Strategy (2015 - present)
- Affiliated Faculty – Sales and Marketing Strategy (SAMS) Institute (2019 – present)
- Academic Advisory Council Member – University of Pittsburgh Center for Sustainable Business (2021 – present)

## **INDUSTRY EMPLOYMENT HISTORY**

### **Motorola, 1999 - 2002**

#### *Marketing Manager*

- Developed and managed the integrated marketing communications plan for new products.
- Conducted marketing research and analysis for new software and service offerings.

### **Dial Corporation, 1997 - 1999**

#### *Brand Manager, International*

- Managed new product development and introduction of brands for Asia and Europe.
- Developed global merchandising and promotion programs for Freeman brand products.
- Coordinated with 20 Asia-Pacific distributors for Dial, Armour, Freeman product lines.

#### *Assistant Brand Manager*

- Developed a new line of Liquid Dial soap with decorative product positioning. Vase shaped bottle design was implemented across the entire product line and was used 1998 - 2011.
- Analyzed sales, competitive, and profit and loss data for Liquid Dial soap, Liquid Dial for Kids soap, and Purex and Baby Soft powder laundry detergent product lines. Analyses focused on weekly, monthly, quarterly, and annual product performance, and ranged from the item level to the brand level.
- Re-launched Liquid Dial for Kids using licensed characters.

### **3M Company, 1995 - 1997**

#### *New Product Marketer, Post-it Products*

- Marketing tactics lead for the global development and launch of a new Post-it product.
- Developed and led global training initiative for new Post-it products.