MAURA L. SCOTT
Dr. Persis E. and Dr. Charles E. Rockwood Eminent Scholar in Marketing
The Persis E. Rockwood School of Marketing
College of Business, Florida State University, Tallahassee, FL
Web: https://business.fsu.edu/person/maura-l-scott
Email: maura.scott@fsu.edu

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, West Lafayette, IN

PUBLICATIONS
Scott, Maura L., Sterling A. Bone, Glenn L. Christensen, Annelise Lederer, Martin Mende, Brandon G. Christensen, Marina Cozac, (2023) “Revealing and Mitigating the Effects of Racial Bias and Discrimination in Financial Services,” Journal of Marketing Research. (UTD, FT50)
• 2021 Journal of Marketing Research Mitigation in Marketing Conference
• 2017 ACR Grant for Transformative Consumer Research

1 UTD = University of Texas at Dallas Premier Journal List; FT50 = Financial Times 50 Premier Journal List.


• 2023 Finalist, AMA-EBSCO-RRBM Responsible Research in Marketing Award
• 2022 Finalist, Paul E. Green Award


• 2023 Winner, *Journal of Consumer Psychology*, Best Paper Award
• 2022 Winner, AMA-EBSCO-RRBM Responsible Research in Marketing Award


- 2020 Finalist, AMA ServSIG Best Paper Award
- 2016 Marketing Science Institute, Customer Experience Research Grant


- 2019 JSR Best Paper Award, Finalist


- 2013 ACR-Sheth Foundation Transformative Consumer Research Grant


- 2010 MSI-ACR Shopper Marketing Grant


- 2007 University of Washington, Business and Economic Development Grant


- 2014 JPP&M Thomas C. Kinnear Best Paper Award, Winner


- 2014 JPP&M Thomas C. Kinnear Best Paper Award, Winner


- 2009 JCR Robert Ferber Award, Honorable Mention
- 2006 ACR Grant for Transformative Consumer Research

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Maura L. Scott
JPP&M EDITORIALS


ADDITIONAL PUBLISHED WORK


RESEARCH UNDER REVIEW AND WORKING PAPERS


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

• 2018 Marketing Science Institute Grant; 2017 ACR TCR Grant


Hassler, Corinne M.K., Poja Shams, Anders Gustafsson, Maura L. Scott, Martin Mende, Nicole Heß, “Gender-Based Servicescape Cues and Their Effect on Spending on Status-Signaling Products in Retail and Service Settings,” Under first review, Journal of the Academy of Marketing Science.

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 / Area Editor
- *Journal of Marketing Research* (UTD, FT50), 2022 - present
- *Journal of Marketing* (UTD, FT50), 2019 – 2020, 2023 - present
- *Journal of the Academy of Marketing Science* (FT50), 2017 – present
  - 2018 Outstanding Area Editor Award
- *Journal of Consumer Research* (UTD, FT50), 2021 - 2023
- *Journal of Public Policy & Marketing*, 2017 - 2020
  - 2015 Outstanding Reviewer Award
- *Journal of Business Research*, 2023 - present

Guest Editor

Editorial Review Boards
- *Journal of Consumer Research* (UTD, FT50), 2014 - present
- *Journal of Marketing Research* (UTD, FT50), 2017 – present
- *Journal of Marketing* (UTD, FT50), 2018 - present
- *Journal of the Academy of Marketing Science* (FT50), 2017 - present
- *Journal of Consumer Psychology* (FT50), 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

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2 UTD = University of Texas at Dallas Premier Journal List; FT50 = Financial Times 50 Premier Journal List.
RESEARCH RELATED SERVICE TO THE DISCIPLINE (CONTINUED)

American Marketing Association
- AMA Academic Council
  - President (2022-2023)
  - Executive Committee, 2020 – 2024
  - Member, 2017 - 2020
- AMA Board of Directors Selection Committee, 2021-2023
- AMA Ethics Committee, 2021 - 2022
- 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
- 2022, 2018, 2016 Marketing & Public Policy Conference, Doctoral Workshop Faculty Mentor
- 2015 – present, Marketing and Society SIG Emerging Scholar Selection Committee
- AMA Sheth Doctoral Consortium
  - Invited Faculty Fellow: 2023 (BI Norwegian Business School), 2022 (University of Texas, Austin), 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 Director
- 2017 ACR Conference, Working Paper and Data Blitz Sessions Co-Chair (with Andrew Gershoff), (439 submissions)
- 2021 - 2022, ACR PhD Project Mentoring Program (Mentor to Adrienne Muldrow)
- 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

RRBM
- 2022 RRBM Academic Summit, Panelist
- 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
PhD Project, Tenure Project, and Marketing Ethnic Faculty Association
- 2022 - 2024, Inaugural PhD Project Advisory Committee (PAC-15)
- 2022 – 2023, Tenure Project, Inaugural Senior Faculty Planning Committee Member
- 2022, 2023, PhD Project Conference, Plenary Session Presenter
- 2021 - present, Co-Founder and Co-Chair, Dr. Ilana Shanks Emerging Scholar Award
- 2021 Williams-Qualls-Spratlen (WQS) Multicultural Mentoring Award of Excellence (winner)
- 2020, MEFA Annual Conference, Invited Speaker, Research Productivity and Well Being
- 2020 - present, Faculty-to-Student Mentor Program
- 2019, 2022, 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

Transformative Consumer Research
- 2019 Conference Co-Chair, Transformative Consumer Research Conference, Florida State University (with Martin Mende)
- TCR Conference, Track Chair or Participant (competitive application process). 2023 Royal Holloway University; 2021 University of Virginia; 2017 Cornell University (track co-chair with Martin Mende); 2015 Villanova University; 2011 Baylor University; 2009 Villanova University; 2007 Dartmouth College.

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
- 2023, MSI Scholar
- 2023, MSI Young Scholars Selection Committee
- 2016 MSI Trustees Meeting, Priorities Discussion Leader, Healthcare
- 2015 - present, Reviewer, MSI Clayton Doctoral Dissertation Award
- 2013, MSI Young Scholar
- 2011, MSI 50th Anniversary Celebration, ACR, Co-Presenter (with Punam A. Keller)

Society for Consumer Psychology
- 2022 SCP Mentoring Program (Mentor to Elicia John, American University)
- 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
RESEARCH HONORS AND AWARDS

- Marketing Science Institute, MSI Scholar (2023)
- *Journal of Consumer Psychology*, Best Paper Award, Winner (2023)
- AMA-EBSCO-RRBM Responsible Research in Marketing Award, Finalist (2023)
- AMA-EBSCO-RRBM Responsible Research in Marketing Award, Winner (2022)
- *Journal of Marketing Research*, Paul E. Green Award, Finalist (2022)
- FSU College of Business, Core Values 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)
- FSU University Wide Exemplary Research & Scholarship Recognition Dinner Invitee (2014)
- AMA Sheth Foundation Doctoral Consortium Faculty Presenter (2010)
- American Marketing Association Foundation, Valuing Diversity Award (2006)

RESEARCH GRANTS, FELLOWSHIPS, AND RECOGNITION

- FSU Leadership Development Program (2019 - 2020)
- FSU College of Business, Summer Research Grant (2015 - 2021)
- FSU Provost’s Faculty Travel Grant (2015, 2016, 2017, 2019, 2022)
- FSU College of Business, We Choose Excellence Award (7/2020)
- 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)
- ASU Center for Services Leadership, Doctoral Research Fellowship (2005)
TEACHING

Teaching and Mentorship Awards

- 2023 Mathew Joseph – AMA DocSIG Mentorship Award (Winner)
- 2021 Williams-Qualls-Spratlen (WQS) Multicultural Mentoring Award of Excellence (Winner)
- 2018 FSU College of Business Graduate Teaching Award (Nominee)
- 2011 Alpha Kappa Psi Professor of the Month (March, Winner)
- 2010 Alpha Kappa Psi Professor of the Month (October, Winner)
- 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

Doctoral Dissertation Committees

- Valentina Ortiz-Ubal (co-chair, Florida State University, PhD Student, planned 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)

Honors Projects and Directed Independent Study (DIS)

- Sami Joslin, Online Advertising, Undergraduate DIS (2022)
- Giada Johnson, Consumer Cosmetics Usage, Undergraduate DIS (2022)
- Allison Bowden, Personalized Advertisements, Undergraduate DIS (2018)
- Dominique Gutierrez, 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)
Courses Taught

**Florida State University**

<table>
<thead>
<tr>
<th>Courses</th>
<th>Dates</th>
<th>Rating Range*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Consumer Behavior Methodology (PhD)</td>
<td>2017 – present</td>
<td>--</td>
</tr>
<tr>
<td>Consumer Behavior Theory (PhD)</td>
<td>2014 – 2016</td>
<td>--</td>
</tr>
<tr>
<td>Consumer Behavior (live, undergraduate)</td>
<td>2013 – 2019</td>
<td>4.32 – 4.84</td>
</tr>
<tr>
<td>Consumer Behavior (online, undergraduate)</td>
<td>2019 – present</td>
<td>4.33 – 4.77</td>
</tr>
</tbody>
</table>

* “Overall Instructor Rating” 1 = Poor, 5 = Excellent

**University of Kentucky**

<table>
<thead>
<tr>
<th>Courses (Undergraduate)</th>
<th>Dates</th>
<th>Average Rating*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Marketing Strategy</td>
<td>2012</td>
<td>3.70</td>
</tr>
<tr>
<td>Consumer Behavior</td>
<td>2008 – 2013</td>
<td>3.70</td>
</tr>
</tbody>
</table>

* “Overall Quality of Teaching” 1 = Poor, 4 = Excellent

**Arizona State University**

<table>
<thead>
<tr>
<th>Courses (Undergraduate)</th>
<th>Dates</th>
<th>Average Rating*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Consumer Behavior</td>
<td>2005 - 2007 (4 sections)</td>
<td>1.27</td>
</tr>
<tr>
<td>Marketing Management</td>
<td>2004 - 2007 (4 sections)</td>
<td>1.64</td>
</tr>
<tr>
<td>Marketing Principles</td>
<td>2004 (2 sections)</td>
<td>1.07</td>
</tr>
</tbody>
</table>

* “Which rating best describes this instructor?” 1 = Very Good, 5 = Very Poor
UNIVERSITY SERVICE

Florida State University

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 – 2019)
  - Committee on Faculty Research Support (COFRS) Awards, Reviewer (2015)
- FSU Presidential Scholars (Honors College)
  - Discussion Leader: Social Media for Nonprofit Organizations (3/2019)
  - Faculty Roundtable, Scholar Recruitment and Selection Meeting (3/2016)
  - Discussion Leader: Race, Identity, and Consumption (2/2016)

Florida State University, College of Business

- PhD Project Conference: Plenary Session Presenter, Panelist, Recruiter, 2022, 2023
- FSU College of Business, PhD Program Open House, Faculty Presenter (2021, 2022, 2023)
- FSU Diversity in Leadership Week, PhD Program in Marketing (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, 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)
- 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

- 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)
- Southern Association of Colleges and Schools (SACS) University-Wide QEP Re-Accreditation Committee (2010)
- University-Wide Anna J. Cooper Address: “Consumption, Self-Control and Well-Being.” (2009)

SELECTED WORKSHOPS AND RESEARCH PRESENTATIONS


Scott, Maura L., Sterling Bone, Glenn Christensen, Anneliese Lederer, and Martin Mende, “Revealing and Mitigating the Effects of Racial Bias and Discrimination in Financial Services,” (6/2023) *U.S. Department of Justice (DOJ) and the United States Consumer Financial Protection Bureau (CFPB), 78 people in attendance.*


Scott, Maura L. and Jose A. Rosa (3/2023), “Characteristics of a Successful Doctoral Program Applicant,” *The PhD Project, Chicago, IL.*


Scott, Maura L., (1/2023) “Marketing Research as a Positive Force to Advance Individual, Societal, and Environmental Well-Being,” *University of Portsmouth, U.K.*
Scott, Maura L., (1/2023) “Marketing Research as a Positive Force to Advance Individual, Societal, and Environmental Well-Being,” MSI Scholars Conference, Charleston SC.


Scott, Maura L. and Jay Thibodeau (11/2022), “Characteristics of a Successful Doctoral Program Applicant,” The PhD Project, Chicago, IL.


Martin, Kelly D., Maura L. Scott, Courtney Azzari, Christopher Berry, Jessica Vredenberg (8/2022), “Impact beyond the Journal Pages,” (Summer AMA Conference, Chicago, IL).


Kelly D. Martin, Maura L. Scott, Courtney Azzari, Christopher Berry, Jessica Vredenberg (6/2022), Impact at JPP&M (Marketing & Public Policy Conference, Austin, TX).

Scott, Maura L. (6/2022), Panel Member: Publishing Impactful Work (MPPC Doctoral Symposium, Baylor University, Waco, TX)

Scott, Maura L. (6/2022), Panel Member: The Role of Journal Editors in Advancing RRBM (RRBM Summit, Wharton School, Philadelphia, PA)


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 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.*


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.*


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.*


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, Vanessa Perry, Cinthia Satornino, “Connecting with the Journal of Public Policy & Marketing,” (8/2020) JPP&M Workshop for PhD Project and MEFA.


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Maura L. Scott


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.


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.


ACADEMIC APPOINTMENTS

Florida State University, 2013 - present
• 2022 - present: Dr. Persis E. and Dr. Charles E. Rockwood Eminent Scholar in Marketing
• 2020 - 2022: 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)
• The PhD Project
• Society for Consumer Psychology (SCP)
• The Tenure Project

Centers
• Affiliated Faculty Member – BI Norwegian Business School (2022 – present)
• 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.