

Richard C. Hanna, D.B.A.

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<http://scholar.google.com/citations?user=7OE7ViEAAAAJ>

January 2016

ACADEMIC APPOINTMENTS

Assistant Professor of Marketing, Babson College, 2014 to present

Assistant Professor of Marketing, Northeastern University, D'Amore-McKim School of Business, 2008 to 2014

Assistant Professor of Marketing, Boston College, Wallace E. Carroll School of Management, 2003 to 2008

EDUCATION

D.B.A. Boston University, School of Management (Marketing and Statistics) 2003

M.S. Boston University, College of Communication (Mass Communications: Advertising and Public Relations) 1994

B.S.B.A. Boston University, School of Management (Marketing and Statistics) 1992

JOURNAL PUBLICATIONS

Hanna, Richard C., Victoria L. Crittenden, and William F. Crittenden (2013) "Social Learning Theory: A Multicultural Study of Influences on Ethical Behavior." *Journal of Marketing Education*, 35 (1): 18-25.

Hanna, Richard C., Andrew Rohm, Victoria L. Crittenden (2011), "We're All Connected: The Power of the Social Media Ecosystem," *Business Horizons Special Issue: Web 2.0, Consumer Generated Content and Social Media*, 54(3): 265-273.

Onyemah, Vincent, Scott D. Swain, and Richard C. Hanna (2010), "A Social Learning Perspective on Sales Technology Adoption and Sales Performance," *Journal of Personal Selling & Sales Management*, 30(2): 131-142.

Crittenden, Victoria L., Richard C. Hanna, and Robert A. Peterson (2009), "The Cheating Culture: A Global Societal Phenomenon," *Business Horizons*, 52(4): 337-346.

Crittenden, Victoria L., Richard C. Hanna, and Robert A. Peterson (2009). "Business Students' Attitudes toward Unethical Behavior: A Multi-Country Comparison," *Marketing Letters*, 20 (1): 1-14.

Allen, Jennifer D., Anshu P. Mollajhee, Rachel C. Shelton, Megan K.D. Othus, Holly B. Fontenot, and Richard C. Hanna (2009). "Stage of Adoption of the Human Papillomavirus Vaccine among College Women." *Preventive Medicine*, 48 (5): 420-425.

- Hanna, Richard C., Bruce D. Weinberg, Rajiv Dant, and Paul D. Berger (2005) "Anonymity and the Internet: The Impact of Online Surveys on Personal Self-Disclosure" *Journal of Database Marketing & Customer Strategy Management*, 12(4): 342-356.
- Hanna, Richard C., Paul D. Berger, and Lisa J. Abendroth (2005), "Optimizing Time Limits in Retail Promotions: An Email Application," *Journal of the Operations Research Society* (JORS), 56 (1): 15-24.
- Weinberg, Bruce D., Paul D. Berger, and Richard C. Hanna (2004), "A Diagnostic Tool for Assessing the Relative Importance of Information in Impression Formation: Application in Order Effects," *Marketing Letters*, 15(2-3): 113-128.
- Weinberg, Bruce D., Paul D. Berger, and Richard C. Hanna (2003), "A Belief-Updating Process for Minimizing Waiting Time in Multiple Waiting-Time Events: Application in Website Design," *Journal of Interactive Marketing*, 17 (4): Autumn, 2003, p.24-37.
- Berger, Paul D., Bruce D. Weinberg, and Richard C. Hanna (2003), "Customer Lifetime Value Determination and Strategic Implications for a Cruise-ship Company," *Journal of Database Marketing & Customer Strategy Management*, 11(1): 40-52.

BOOKS

- Hanna, Richard C., Scott D. Swain, and Jason Smith (2015), *Email Marketing in a Digital World: The Basics & Beyond*, Business Expert Press: New York, NY, ISBN: 978-1-6064999-2-4
- Duparq, Patrick, Richard C. Hanna, and Paul D. Berger (2010), *Internet Marketing: Reaching Customers Anytime, Anyplace, Any Platform*, Marsh Publications: Lombard, Illinois, ISBN: 978-0-9713130-3-3

BOOK CHAPTERS

- Bailey, Jennifer and Richard C. Hanna (2015). "Quickfire! Entrepreneurial thought in action: increasing engagement and overcoming anxiety of complex problems," in *Evolving Entrepreneurial Education: Innovation in the Babson Classroom*, Eds., Victoria L. Crittenden, Kathy Esper, Nathaniel Karst, and Rosa Slegers, Emerald Group Publishing.
- Hanna, Richard C. and Charles Winrich (2015). "What's so wrong with student subjects? A brief guide to the ins and outs of using student subjects in research" in *Evolving Entrepreneurial Education: Innovation in the Babson Classroom*, Eds., Victoria L. Crittenden, Kathy Esper, Nathaniel Karst, and Rosa Slegers, Emerald Group Publishing.
- Berger, Paul D., Richard C. Hanna, Scott D. Swain, Jonathan D. Hibbard, (2010), "Configurators/Choiceboards: Uses, Benefits, and Analysis of Data," *Encyclopedia of E-Business Development and Management in the Global Economy*.
- Berger, Paul D., Richard C. Hanna, and Scott D. Swain (2007), "Collaborative Filtering," in *Media and Advertising Management - New Trends*, Sabyasachi Chatterjeem, ed. Hyderabad: ICFAI University Press. ISBN: 81-314-0561-3

GOOGLE SCHOLAR CITATIONS EVALUATION

<http://scholar.google.com/citations?user=7OE7ViEAAAJ&hl=en&oi=ao>

Total Citations: 757 (654 since 2011); h-index: 9, i10-index 9

PROFESSIONAL PUBLICATIONS

- Hanna, Richard C., Cathleen M. Collins, Paul D. Berger, and Bruce D. Weinberg (2008), "Optimal Quota/Bonus Plans with Explicit Consideration of the Trade-Off between Salesperson Effort and Leisure Time," *Advances in Management*, 1(1), p. 26-35.
- Berger, Paul D., Richard C. Hanna, Scott D. Swain, and Bruce D. Weinberg (2007), "The Great Potential Benefits of Vertical Cooperative Advertising," *Advertising Express*, 2 (February), 7-11.
- Berger, Paul D., Richard C. Hanna, and Scott D. Swain (2006), "Collaborative Filtering: The Potential to Increase Advertising Efficiency," *Advertising Express*, 6 (May), 11-14.
- Hanna, Richard C. and Paul D. Berger (2005), "The Benefits of 'Continuous Story-Line' Advertising," *Advertising Express*, October.
- Swain, Scott D., Richard C. Hanna, and Lisa J. Abendroth (2004), "Buying Time: The Consumer Psychology of Time Limits," *Builders & Leaders*, Fall 2004.

RESEARCH IN PROGRESS

- Hanna, Richard C., "It's Part of the Game: Common Strategies and Mistakes Students Make When Playing Simulations," Under first review.
- Hanna, Richard C., Gary Ottley, Scott D. Swain, and Daniel Qualls "An Exploratory Study of the Impact of Using In-Store Apps to Assist Wine Purchase Decisions." Current status: Under second review.
- Hanna, Richard C. and Scott D. Swain, "Don't be part of the clutter!! Timing it Right for Email Promotions." Current status: Preparing for first submission.
- Kirk, Colleen, and Richard C. Hanna, "I must be feeling it: The impact of excessive hyperlinks in blogs and native advertisements," Revising for submission.
- Hanna, Richard C. and Scott D. Swain, "Unintended Effects of Social Media Game Design on Consumer Choice." Current status: Final manuscript being prepared for submission.
- Hanna, Richard C., Gerald Smith, and Katherine Lemon, "Consumer Response to Pricing Transparency in Digital Environments." Current status: Final manuscript being prepared for submission.

REFEREED CONFERENCE PRESENTATIONS, PUBLICATIONS, & ABSTRACTS

- Hanna, Richard C. (2015), "Marketing Research Projects," part of a special session on Teaching & Learning Creatively: Pedagogical Innovations to Stimulate Intellectual Curiosity, 2015 Winter Marketing Educators Conference, San Antonio, TX.

- Kirk, Colleen, Scott D. Swain, and Richard C. Hanna, (2014), "Owning the Intangible: The Roles of Motivational Orientation and Perceived Two-Way Communication in the Emergence of Psychological Ownership" in Proceedings 2014 Winter Marketing Educators Conference (Vol. 25), eds. Gary Hunter and Tom Steenburgh, Orlando, FL.
- Kirk, Colleen, and Richard C. Hanna, (2014), "Consumer Emotional Responses to Interactive Native Advertising and Their Effect on Attitude and Consumption Duration," in Proceedings 2014 Winter Marketing Educators Conference (Vol. 25), eds. Gary Hunter and Tom Steenburgh, Orlando, FL.
- Hanna, Richard C. and Scott D. Swain (2013), "Social Media Game Design: Unintended Effects in Consumer Choice" in Proceedings of the 42nd Academy of Marketing Science Conference, eds. Leyland Pitt and Constantine Katsikeas, Monterey, CA.
- Hanna, Richard C., Gerald Smith, and Katherine Lemon (2012), "What's That Plane Ticket Worth? Responding to Dynamic Pricing Strategies" in Proceedings of the 41st Academy of Marketing Science Conference, eds. Barry J. Babin and Adilson Borges, New Orleans, LA.
- Hanna, Richard C., Scott D. Swain, and Jonathan D. Hibbard (2011), "Consumer Response to Promotional Games in Social Media" in Proceedings of the 15th Biennial World Marketing Congress, Academy of Marketing Science, eds. Barry J. Babin and Adilson Borges, Reims, France.
- Rohm, Andrew, Richard C. Hanna, and Victoria Crittenden (2011), "Connecting Facebook to Your Marketing Strategy: Best & Worst Practices" in Proceedings of the 15th Biennial World Marketing Congress, Academy of Marketing Science, eds. Barry J. Babin and Adilson Borges, Reims, France.
- Crittenden, Victoria L., Richard C. Hanna, Robert A. Peterson, and William F. Crittenden (2010), "The Next Generation of Business Leaders: Influences on Unethical Standards across Multiple Cultures," in Proceedings of the 2010 Winter AMA Educators' Conference, New Orleans, LA. Winner of Best Paper in Track for Marketing Education.
- Swain, Scott D., Jonathan D. Hibbard, and Richard C. Hanna (2009), "Trademark Infringement: When is Similarity Confusing to Consumers?" in Proceedings of the 14th Biennial World Marketing Congress, Academy of Marketing Science, eds. Victoria L. Crittenden, Linda Ferrell, and Goran Svensson, Oslo, Norway.
- Hanna, Richard C. (2009), "Using Competitive Simulations in the MBA Classroom," in a special session titled "Using Simulations in Marketing," (Victoria L. Crittenden, Chair) in the Academy of marketing Science Conference, Baltimore, MD in May 2009.
- Crittenden, Victoria L., Richard C. Hanna, and Robert A. Peterson (2008), "The Cheating Culture: A Global Societal Phenomenon," Proceedings, 2008 AMS Cultural Perspectives Conference, New Orleans, Louisiana.
- Swain, Scott D., Jonathan D. Hibbard, Richard C. Hanna (2008), "Brand Name Similarity and Consumer Confusion," Proceedings for the Society for Consumer Psychology, eds. Maria L. Cronley and Dhananjay Nayakankuppam, Boston, MA, August 16, 2008.
- Swain, Scott D., Jonathan D. Hibbard, and Richard C. Hanna (2008), "A Signal Detection Approach for Assessing Response Biases in Consumer Confusion," 14th International

Conference on Industry, Engineering, and Management Systems, Cocoa Beach, FL:
California State University Press, Stanislaus.

Hanna, Richard C. and Scott D. Swain (2008), "Emulating Research Firms in the Classroom: Research Practicum Days," with Scott D. Swain in special session titled "Creating Value in Marketing Courses," (Richard C. Hanna, chair) in Proceedings of the Academy of Marketing Science, eds. Steven P. Brown and Peter A. Dacin, Vancouver, British Columbia, Canada: Academy of Marketing Science.

Hanna, Richard C. and Katherine Lemon (2007), "Consumers' Love/Hate Relationship with Yield management Pricing," at the Winter AMA Educators Conference February 16th, 2007, San Diego, CA.

Swain, Scott D., Richard C. Hanna, S. Adam Brasel (2006), "Lost in Translation: Consumers' Difficulty in Estimating Expiration Time with Redemption Caps," in Advances in Consumer Research, Vol. 34, eds. Gavan Fitzsimons and Vicki Morwitz, Orlando, FL: Association for Consumer Research, 470-472.

Swain, Scott D., Richard C. Hanna, and Lisa J. Abendroth (2006), "How Time Restrictions Work: The Roles Of Urgency, Anticipated Regret, and Deal Evaluations," in Advances in Consumer Research, Vol. 33, eds. Cornelia Pechmann and Linda Price, San Antonio, TX: Association for Consumer Research, 523-525.

Abendroth, Lisa J., Richard C. Hanna, and Scott D. Swain (2005), "Does the Past Matter? Emotional and Behavioral Responses to Missing Part of a Promotion," in Proceedings of the Society for Consumer Psychology, eds. Anne M. Brumbaugh and Geraldine R. Henderson, St. Pete Beach, FL: Society for Consumer Psychology, 30-31.

Hanna, Richard C., Scott D. Swain, and Lisa J. Abendroth (2004) "The Roles of Anticipated Regret and Urgency in Explaining How Discount Level and Time Restriction Affect Purchase Intentions," in Proceedings of the American Marketing Association's Summer Educators' Conference, ed. Kenneth L. Bernhardt, James S. Boles, and Pam Scholder Ellen, Boston, MA: American Marketing Association, 78-79.

Hanna, Richard C. (2003), "The Optimization of Time Limits and Discount Size in Promotions: An Email Application," in Current Dissertation Topics in Marketing at the 26th Annual Conference of the Academy of Marketing Science May 28-31st, 2003 Washington, DC.

Hanna, Richard C., Paul D. Berger, and Lisa J. Abendroth (2003), "Email Promotions: The Impact of Time Limits, Discount Size, and their Interaction on Response and Profit," with Paul Berger and Lisa Abendroth at the 25th INFORMS: Marketing Science Conference June 12-15th 2003 College Park, MD.

Weinberg, Bruce D., Paul D. Berger, and Richard C. Hanna (2003), "New Perspective on Order Effects," at the 25th INFORMS: Marketing Science Conference June 12-15th 2003 College Park, MD.

INVITED PRESENTATIONS

“Projects and Assignments for Digital Marketing” invited presentation for Internet Marketing Boot Camp sponsored by Stukent, Inc. at the Summer AMA Educators Conference, in Chicago, IL, August 14, 2015.

“Getting started teaching a digital marketing course: Structure and project ideas” invited presentation for Internet Marketing Boot Camp sponsored by Stukent, Inc. at the Winter AMA Educators Conference, in San Antonio, TX, February 12, 2015.

“My Journey with Qualtrics” invited keynote at the Qualtrics Roundtable Event, in Boston, MA October 26th, 2014.

“Promoting Technology Adoption Through Social Media” presented to Verizon Foundation/Thinkfinity Educational Consortium, in Washington, DC, June 29th, 2011.

“Promoting Corporate Social Responsibility Through Technology Adoption” presented to Verizon Corporate Relations and Verizon Foundation Management Team Basking Ridge, NJ via Tele-presence on May 23rd, 2011.

“Corporate Social Responsibility and Technology Integration in Services” at the Verizon Foundation Annual Consortium Meeting, in New York, NY, December 15th, 2010.

RECENT POPULAR PRESS QUOTES OR APPEARANCES

Interviews:

news@Northeastern, “3Q’s: Fishing for customers through deep online discounts,” by Samantha Fodrowski, March 2nd, 2011 (link: <http://www.northeastern.edu/news/stories/2011/03/hanna.html>)

Press Quotes:

SmartPlanet, “Roundtable: How Lego became the world's biggest toymaker” by David Worthington, March 3, 2014.

(Link: <http://www.smartplanet.com/blog/bulletin/roundtable-how-lego-became-the-worlds-biggest-toymaker/>)

DM Confidential, “What’s in Store for Daily Deals in 2013? 10 Trends to Watch for” by Jason Hahn, December 6, 2012.

(link: <http://www.dmconfidential.com/whats-in-store-for-daily-deals-in-2013-10-trends-to-watch-for/>)

news@Northeastern, “Endless tools for teaching,” by Gregory St. Martin, August 24th, 2010 (link: <http://www.northeastern.edu/news/stories/2010/08/Verizon.html>)

Huntington News, “Procrastinating Pleasure” by Quinn Bott, January 14th, 2010 (link: <http://www.huntington-news.com/2.6296/procrastinating-pleasure-1.2135568>)

TEACHING EXPERIENCE AND TEACHING SERVICE

Faculty, Babson College, 2014 to present

Faculty, Northeastern University, College of Business Administration, 2008 to 2014

Faculty, Boston College, Wallace Carroll School of management, 2003-2008
Invited Faculty, American College of Greece, Winter 2005
Lecturer, Boston University, School of Management, 1998 to 2003

Courses Taught:

MBA: Marketing Communication (Babson)
MBA: Marketing Research (NU & BC)
MBA: Digital Marketing (NU, Babson)
MBA: Marketing Strategy (BC)
MBA: International Marketing (ACG)
MBA: Seminar in Pricing Strategy for Services (NU)
MBA: Seminar in Social Media (NU)
Online MBA: Brand and Advertising Management (NU)
Undergrad: Marketing Communications (Babson)
Undergrad: Digital Marketing (Babson)
Undergrad: Marketing Research (NU, BC, & BU)
Undergrad: Intro to Marketing (NU)
Undergrad: International Marketing (BC)
Undergrad: Probability & Statistics (BU)

Executive Training and Invited Lectures:

University of Ulster and Irish Times Management. MSc in Executive Leadership Program,
Seminar in Pricing Strategy, Boston College, March 2007
LIMAK (Internationale Management Academie, Austria) - Boston College Joint Executive
Education Program, August 2004, 2005
MCI (Management Center Innsbruck, Austria) - Boston College Joint Executive Education
Program, August 2004, 2005
Introduction to Measurement and Survey Design to 1st year MBA's at Boston College Carroll
School of Management, Fall 2004, 2005
Advanced Multivariate Methods Seminar: (as part of Boston University's School of
Management Doctoral Seminar on Multivariate Analysis), Fall 2001, 2002
Statistics and Regression Analysis Training Seminar for Strategic Pricing Group, Fall 2001

Independent Studies:

Michael Ferrigno (MBA), Babson College, The Peaks & Perils of Gamification Applied to
Business, 2015 (1-Cr)
Raina Chrobak (MBA), Northeastern University, Big Data and Social Media, 2014 (3-cr)
Omeed Aminipour, Northeastern University, Social Media and Small Business Strategy, 2014
(3-cr)
Julie Fitzgerald (MBA), Northeastern University, Email Marketing, 2013 (3-cr)
Nicole Kearin, Northeastern University, Best Practices using Social Media for a New Product
Launch, 2013 (1-cr)
T. Ryan Carney, Northeastern University, Defining Luxury Goods in a Global Environment,
2012 (2-cr)
Evan Gallivan (MBA), Northeastern University, Measuring Engagement in Social Media
Marketing, 2011 (3-cr)

Andrew Richards (MBA), Northeastern University, Evaluating Pricing Strategies for Small Business Ventures, 2011 (1-Cr)

Drew Pollick (MBA), Boston College, Assessing Employee Satisfaction, 2007 (3-Cr)

Undergraduate Thesis Advisor:

Jonathan Ostrowsky, Boston College, Effectiveness of Sports Sponsorship at Conte Forum, 2008

John McInnes, Boston College, Entertaining versus Informative Advertising, 2004

Instructional Material Development

- Guidebook: Review of Descriptive Statistics & Probability
- Guidebook: Review of Inferential Statistics & Hypothesis Testing
- Guidebook: Using SPSS for Marketing Research
- Cases, simulations, and software for marketing research applications

SERVICE TO THE DISCIPLINE

Editorial Board

- *Journal of Business Research* (2016 to present)
- *Journal of Marketing Analytics* (2014 to present)

Journal Reviewing

- *AMS Review* (2012)
- *International Marketing Review* (2014)
- *Journal of Business Research* (2015)
- *Journal of Consumer Marketing* (2015)
- *Journal of General Management* (2015)
- *Journal of Marketing Analytics* (2014-2015)
- *Journal of Marketing Education* (2014-2015)
- *Journal of Retailing* (2010)
- *Journal of Services Research* (2010-2015)

Special Interest Groups

- *Vice president/President-elect, Teaching and Learning SIG for the American Marketing Association* (Aug 2014 to Aug 2016, expected)
- *Communications Chair, Teaching and Learning SIG for the American Marketing Association* (Aug 2008 to Aug 2011)

Conference Reviewing

- Academy of Marketing Science, 2014, 2013, 2012, 2011, 2007
- Academy of Marketing Science Cultural Perspectives, 2012
- Academy of Marketing Science World Congress 2014, 2011, 2009
- AMA Winter Educators Conferences 2008, 2005
- AMA Summer Educators Conferences 2006
- Australian New Zealand Marketing Academy Conference (ANZMAC) 2009

- Hawaii International Conference on System Sciences (HICSS) 2004, 2003
- Society for Marketing Advances, 2012

Administrative:

- Track Chair, B2B, Academy of Marketing Science World Congress Conference, 2014
- Track Chair, Pricing, Academy of Marketing Science Annual Conference, 2012
- Track Chair, Marketing Research, Academy of Marketing Science Cultural Perspectives Conference, 2012
- Track Chair, Integrated Marketing Communications, Academy of Marketing Science World Congress, 2011
- Teaching and Learning SIG Vice Chair of Communications, 2008 to 2012
- Co-Track Chair, Marketing Research Methods, Academy of Marketing Science World Congress, 2009
- Special Session Chair, Academy of Marketing Science 2008

Books Reviewed:

- McDaniel, Carl Jr. and Roger Gates (2009), *Marketing Research*, Instructors Manual, 8th edition, Wiley, Hoboken, NJ
- Berger, Paul D. and Robert E. Maurer (2001), *Experimental Design*, Duxbury Press-Thompson Learning (Reviewed mathematics of the pre-print edition)
- Hair, Joseph, F., Robert P. Bush, and David J. Ortinau (2000), *Marketing Research* 1st Edition, McGraw-Hill.

Teaching Tools Reviewed:

- MyMarketingLab* website (2010-11) for Introduction to Marketing course created by Pearson-Prentice Hall.
- Introduction to Marketing Online Course* (2010) created by Pearson-Prentice Hall to accompany their textbook by Solomon, Marshall, and Stuart.

UNIVERSITY SERVICE

Babson College

- Faculty Senate Alternate (Spring 2016)
- Academic Master Plan Committee (Fall 2015)
- Present research on educational scholarship and facilitate team discussions on educational scholarship for the CELT Faculty Learn & Share (August 2014)

Northeastern University

- Faculty advisor to *NUMA*, 2010 to 2014
- Qualtrics Online Survey System Administrator, 2008 to present
- Marketing Group Faculty Search Committee, 2012, 2009
- Faculty Judge, Sales Management MBA class, Summer 2012, Summer 2011
- Guest lecturer, NU Case Competition Team, Spring 2012
- Faculty Judge, Ray Kinnunen Case Competition Class, Spring 2011, Spring 2010
- Guest Speaker, High Tech MBA, Spring 2011
- Welcome Day Presentation, February 2011, April 2009

- Phone-a-thon for prospective students, Spring 2010, 2009
- Faculty Marshall, MBA Commencement 2009

Boston College

- Qualtrics Online Survey System Administrator, 2005 to 2008
- Advisor, Marketing Club, 2008
- Advisor and Research Consultant for Dianne Weiss MBA Consulting Project, 2004-2008
- Student Advisor, 2004-2008
- Fulbright Scholarship Reviewer, 2007, 2005, 2004
- Co-Chair, Work-In-Progress Seminars, 2005-2007
- Panel Moderator for MBA Consulting Club 2006
- Judge Dianne Weiss MBA Consulting Project 2004, 2003

ACADEMIC HONORS AND AWARDS

- Nominated for best student organization advisor for 2010-2011 at Northeastern University
- Received \$200,000 grant from the Verizon Foundation in July of 2010 to investigate technology adoption and usage behaviors among teachers and parents of children K-12
- Awarded 2006-07 Research Incentive Grant of \$15,000 from Boston College for the Investigation of Yield Management Pricing Practices
- Faculty Fellowship Award for Fall 2005 Carroll School of Management, Boston College
- Awarded 2004-05 Winter Research Expense Grant from Boston College
- Inducted into Beta Gamma Sigma (National Honor Society for Management, Boston University)

PROFESSIONAL AFFILIATIONS

American Marketing Association
 Academy of Marketing Science
 Marketing Research Association
 Beta Gamma Sigma

OTHER SIGNIFICANT WORK EXPERIENCE

Independent Consulting

Fisher College—advised on current best practices in marketing education and curriculum development with a focus on quantitative analysis, branding, and digital marketing.

Northeast Utilities—analyzed employee satisfaction and organizational commitment

Verizon Foundation—national segmentation study of teachers and parents for using technology in education and conduct a usability study of their own site, Thinkfinity.org

MC-Communications/PriMed —developed value model and presentation for their Access Event product

HSBC—revise and develop a survey to measure customer equity and commitment

Holden Advisors—survey development, model validation, and statistical analysis

Boston College Alumni Association—qualitative study to better understand election process

Interaction Associates—survey development and statistical analysis
Boston Cybertech—develop marketing plan and advise on opening of retail outlet
Global Fitness—created a customer satisfaction survey
Iconpower, Inc.— sales & marketing strategy and training
Thoughtbridge, Inc.—developed marketing plan for an Internet negotiations project

Strategic Pricing Group (SPG), Waltham, MA (2001-2002)

Senior Pricer and Quantitative Specialist

- Developed pricing models for Fortune 100 clients
- Trained consultants in advanced statistics and use of SPSS

OFFTECH, Inc., Wilmington, MA (1994-1998)

Mailing and Shipping Software Sales

Major Account Representative and Software Specialist

NEVA Group, Cambridge, MA (1993-1994)

Public Relations and Marketing Communications for High Technology Firms

Assistant Account Executive

PERSONAL ACTIVITIES

Backgammon, Travel, Competitive Ballroom Dancing, Hockey, Soccer and Hockey Coach (ages 5-10), Avid Sports Fan, Strategy Games, Science Fiction & Fantasy, and Sketching.