

# ABIGAIL B. SCHNEIDER, PH.D.

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## ACADEMIC POSITIONS

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### Regis University

*Chair, Department of Marketing & the MBA*

*Associate Professor of Marketing*

*Chair, Department of Marketing*

*Assistant Professor of Marketing*

*Denver, Colorado*

*May 2020-Present*

*April 2020-Present*

*May 2019 – May 2020*

*Aug 2014 – April 2020*

### University of Colorado at Boulder

*Instructor, Marketing*

*Boulder, Colorado*

*Spring 2012 – Fall 2013*

## EDUCATION

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### University of Colorado at Boulder

*Ph.D. Marketing, Consumer Behavior Emphasis*

*Boulder, Colorado*

*Aug 2010 – May 2014*

### Colgate University

*B.A. Psychology, Minor in Film and Media Studies*

*Phi Beta Kappa, Summa Cum Laude, High Honors in Psychology*

*Hamilton, New York*

*Aug 2004 – May 2008*

### Stockholm University

*Study Abroad*

*Stockholm, Sweden*

*Aug 2006 – Dec 2006*

## HONORS AND AWARDS

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- Best Presentation Award, Leadership Institute, Runner-Up *Regis, 2019*
- Commitment to Stewardship Award *Regis, 2019*
- Reviewer of the Year 2018, Journal of Marketing Education *Regis, 2019*
- Aspen Institute's Ideas Worth Teaching Award, Nominee for *Marketing for Social Change: The Uganda Project* *Regis, 2019*
- Unity of Heart and Mind Digital Badge *Regis, 2018*
- Aspen Institute's Ideas Worth Teaching Award, Nominee for *Marketing for Social Change: The Uganda Project* *Regis CBE, 2017*
- Sustainable Economic & Enterprise Development (SEED) Institute Regenerator Award *Regis CBE, 2016-2017*
- Sustainable Economic & Enterprise Development (SEED) Institute Fellow (\$5000 Fellowship) *Regis CBE, 2016*
- AMA Sheth Foundation Doctoral Consortium Fellow *CU Boulder, 2013*
- University Fellowship *CU Boulder, 2013*
- Marketing Ph.D. Committee Fellowship *CU Boulder, 2012*

- Gerald Hart Research Fellowship

*CU Boulder, Summer 2011, 2012*

## **GRANTS AWARDED**

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- Transformative Consumer Research (TCR) Grant for “Social Media Wisdom: Conceptualization and Scale Development” with Sunaina Chugani, Tavleen Dhandra, and Michael Luchs \$2000 *Association for Consumer Research, 2020*
- ACB Large Research Grant Award \$2000 *Regis ACB, 2019*
- University of Denver FRF Grant \$2920 *University of Denver, 2017*
- Institute on the Common Good Funding to Support Student Scholarships for Travel to Uganda \$1800 *Regis University, 2017*
- University Ministry Donation to Support Students’ Trip to Uganda \$1000 *Regis University, 2017*
- Regis Alumni Donation to Support Student Scholarships for Travel to Uganda \$2000 *Regis University, 2017*
- Regis University Student Government Association (RUSGA) Senate Funding to Support Student Scholarships for Travel to Uganda \$1800 *Regis University, 2017*
- Large Summer Research Grant Award \$1175 *Regis CBE, 2017*
- MBA Alumni Donation to Support Student Scholarships for Travel to Uganda \$2000 *Regis University, 2016*
- Regis University Student Government Association (RUSGA) Senate Funding to Support Student Scholarships for Travel to Uganda \$3000 *Regis University, 2016*
- Center for Service Learning Grant to Support Student Scholarships for Travel to Uganda \$500 *Regis University, 2016*
- Institute on the Common Good Fellowship to Support Student Scholarships for Travel to Uganda \$1500 *Regis University, 2016*
- RUSGA Sustainability Committee Grant to Support Student Scholarships for Travel to Uganda \$600 *Regis University, 2016*
- Gates Foundation Grant granted by Regis University’s Provost’s Office to Support Travel to Uganda \$3500 *Regis University, 2015*
- Office of Mission Grant to Support Travel to Uganda \$1167 *Regis University, 2015*
- Travel Learning Grant to Support Marketing for Social Change: The Uganda Project Travel \$500 *Regis University, 2016*
- Integrative Core Grant to Support Marketing for Social Change: The Uganda Project Course Development & Travel \$908.31 *Regis College, 2015-2016*
- Integrative Core Grant to Support Neuromarketing & Biological Bases of Consumer Behavior Course Development \$161.37 *Regis College, 2016*
- Faculty Development Committee Small Grant \$65.24 *Regis College, 2014*

## **RESEARCH INTERESTS**

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My research focuses on consumer judgment and decision-making in relation to individual, societal, and environmental well-being. Substantive areas include: transformative consumer research, social marketing, prosocial consumer behavior, environmental sustainability, public

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health behaviors, nonprofit marketing, consumer wisdom and digital technology, mindful consumption, and product design.

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## PEER-REVIEWED JOURNAL ARTICLES

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- Schneider, Abigail B., and Bridget L. Leonard, “From Anxiety to Control: Mask-Wearing, Perceived Marketplace Influence, and Emotional Well-Being During the COVID-19 Pandemic” *Journal of Consumer Affairs* (forthcoming).
- Schneider, Abigail B. and Daniel P. Justin, (2020), “Educating for an Inclusive Economy: Cultivating Relationality Through International Immersion,” *Humanistic Management Journal*, 5(1), 133-151.
- Hamerman, Eric J., Abigail B. Schneider, and Susan G. Rozensher (2019), “Disgust Sensitivity and Kosher Food Preferences Among the Non-Jewish Population in the US,” *Appetite*, 143(12), 104413-104422.
- Evans, Crystal A. and Abigail B. Schneider (2019), “Nonprofit Reputation and Bitcoin Use,” *Journal of Ideology*, 40(1), 1-27 (Lead Article).
- Bacon, Donald R. and Abigail B. Schneider (2019), “Exploring Sources of Marketing Knowledge for Small Business Decision Makers,” *Journal for Advancement of Marketing Education*, 27(1), 1-12 (Lead Article).
- Schneider, Abigail B. (2018), “International Service Learning in the Business Curriculum: Toward an Ethic of Empathy in a Global Economy,” *Business Horizons*, 61(6), 913-923. DOI: 10.1016/j.bushor.2018.08.001
- Schneider, Abigail B. and Cheri A. Young (2018), “Bringing God into the Business: The Impact on Human Resource Management Practices and Employee Turnover at L&R Pallet,” *Case Research Journal*, 38(3), 47-56.
- Hamerman, Eric J. and Abigail B. Schneider (2018), “The Role of Disgust Sensitivity in Volunteer Recruitment and Retention,” *International Journal of Nonprofit and Voluntary Sector Marketing*, 23(2), 1597-1606. DOI: 10.1002/nvsm.1597
- Jacobson, Susan, Bill Weis, and Abigail B. Schneider (2017), “Laudato Si’ and the Consumption Challenge: Giving Students a Visceral Exercise in Saving Our Planet,” *Jesuit Higher Education*, 6(1). <http://epublications.regis.edu/jhe/vol6/iss1/12/>
- Schneider, Abigail B. (2015), “The Liberal Arts in Business Education: Perspectives of a Multi-time CEO,” *Jesuit Higher Education*, 4(2). <http://epublications.regis.edu/jhe/vol4/iss2/15/>

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## BOOK CHAPTERS

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- Schneider, Abigail B., Developing Mindfulness Through International Immersion: Transformational Learning for a Complex World. In Ekaterina Ivanova and Isabel Rimanoczy (Eds.), *Revolutionizing Sustainability Education: Stories and Tools of Mindset Transformation*. Routledge Taylor and Francis (forthcoming)
- Fox, Mairi-Jane V., Abigail B. Schneider, Marilyn Lucas, and Beth Schaefer Caniglia (2020). The Nature and Role of Business in an Ecological Economy. In Robert Costanza, Jon Erikson, Josh Farley, and Ida Kubiszewski (Eds.), *Sustainable Wellbeing Futures: A Research and Action Agenda for Ecological Economics*. Edward Elgar, 284-299.

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## POPULAR PRESS PUBLICATIONS

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- Irwin, Linda and Abigail B. Schneider (2020), “A Paradigm Shift in Marketing: Creating Value For a More Sustainable Future,” *The Solutions Journal*, 11(4, December). <https://thesolutionsjournal.com/2020/12/01/a-paradigm-shift-in-marketing-creating-value-for-a-more-sustainable-future/>
- Schneider, Abigail B. and Cheri A. Young (2017), “Finding Refuge: A True Story of How Hiring Refugees Transformed this Manufacturing Business,” *Conscious Company*, May/June. <https://consciouscompanymedia.com/workplace-culture/hiring-refugees-transformed-pallet-manufacturing-company/>
- Schneider, Abigail B. (2017), “How the ‘Curse of Oil’ Could Spill Into Uganda and What That Would Mean for Conservation, The Economy, and Community,” *The Regenerative Development Blog*, <https://regisseedinstitute.com/2017/05/02/how-the-curse-of-oil-could-spill-into-uganda-what-that-would-mean-for-conservation-the-economy-community/>

## SELECTED RESEARCH IN PROGRESS

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[REDACTED]

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## PROFESSIONAL PRESENTATIONS

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### Peer-Reviewed Competitive Conference Presentations (\*Presenter)

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- Schneider, Abigail B.\* and Bridget L. Leonard\*, “From Anxiety to Control: Mask-Wearing, Perceived Marketplace Influence, and Emotional Well-Being During the COVID-19 Pandemic,” Paper presented at the 2021 Conference of the American Council on Consumer Interests, Virtual.
- Schneider, Abigail B.\*, Isabel Rimanoczy\*, Richard Peregoy\*, and Timothy Ewest\*, “Powerful and Easy: Develop a Mindset for Sustainability,” Panel and Workshop presented at SUSTEX Summit 2019, Killeen, TX.

### *Panel and Workshop Organizer*

- Schneider, Abigail B. and Eric J. Hamerman\*, “Volunteer Motivations for Direct Versus
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Indirect Service,” Working paper presented at the 2018 Association for Consumer Research Conference, Dallas, TX.

- Schneider, Abigail B.\* and Daniel P. Justin, “International Immersion for the Common Good: Catholic Social Teaching as a Framework for International Service Learning in the Business Curriculum,” Paper presented at Building Institutions for the Common Good: The Purpose and Practice of Business in an Inclusive Economy—The Tenth International Conference on Catholic Social Thought and Business Education/The Sixth Colloquium on Christian Humanism in Business and Society 2018, Minneapolis, MN.
- Schneider, Abigail B.\*, “The Uganda Project: Advocating Social Change Through Community-Based Experiential Learning,” Paper presented at the National Communication Association 103<sup>rd</sup> Annual Convention 2017, Dallas, TX.
- Schneider, Abigail B.\* and Cheri A. Young, “A Leader’s Religious Transformation and Its Impact on Organizational Culture,” Case Study presented at the North American Case Research Association Conference 2017, Chicago, IL.
- Schneider, Abigail B.\*, “How the ‘Curse of Oil’ Could Spill Into Uganda and What That Would Mean for Conservation, the Economy, and Community,” Paper presented at the Business and Human Rights Scholars Conference 2017, Santa Clara, CA.
- Schneider, Abigail B.\*, “Marketing for Social Change: How Unmasking the Rhetoric of Poverty Can Unleash the Potential of Africa,” Panel presentation at Through the Eye of the Needle: Commitment to Justice in Jesuit Higher Education Conference 2017, Seattle, WA.

*Panel Organizer for the panel: Global Engagement and Field-Based Justice Projects in Latin America and Africa.*

- Schneider, Abigail B.\* and Rebecca L. Shiner, “Effect of Social Exclusion on Desire for Consumption of Limited Resources and Status-Signaling Items,” Paper presented at the 2016 American Psychological Association Annual Convention, Division 23: The Society for Consumer Psychology (focus on consumer welfare and well-being), Denver, CO.
- Hamerman, Eric J. and Abigail B. Schneider\*, “Target Marketing Volunteers High in Sensitivity to Disgust: How to Effectively Apply Business Principles to the Ethical Social Missions of Nonprofit Organizations,” Full Paper presented at Sustainability, Ethics, and Entrepreneurship Academic Research Conference 2016, Denver, CO (acceptance rate < 32/100).
- Schneider, Abigail B.\*, Charlee Riggio\*, Estefania Ayala\*, and Brittany Lane\*, “An Unreasonable Partnership That’s Changing the World,” Teaching, Curriculum and Pedagogy innovation presented at The Third Annual Internationalization Summit (2016), University of Denver, Denver, CO.
- Schneider, Abigail B.\* and C. Page Moreau, “Message in a Bottle: What a Product’s Shape Tells Us About the Product and Ourselves,” Poster presented at Annual Conference 2013, Association for Consumer Research, Chicago, IL.
- Schneider, Abigail B.\*, Ethan Pew, Susan Jung Grant, and Denise Buhrau, “Don’t Hate Me Because I’m Beautiful: Mating-Motives Elicit Inspirational Comparisons with Sexy Advertisement Models,” Paper presented at Annual Conference 2013, Society for Personality and Social Psychology, New Orleans, LA.

*Co-chair for the session: Beyond the Bedroom: The Effect of Mating Motivations on Behaviors that Have (Almost) Nothing to do with Sex.*

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- Schneider, Abigail B.\*, Ethan Pew, and Susan Jung Grant, “Dressed to Impress: When Images of Financial Success in Advertising Have an Inspirational Versus Detrimental Effect on Men,” Poster presented at Annual Conference 2012, Association for Consumer Research, Vancouver, Canada.
  - Schneider, Abigail B.\*, Ethan Pew, Susan Jung Grant, and Denise Buhray, “Don’t Hate Me Because I’m Beautiful: Mating-Motives Elicit Inspirational Comparisons with Sexy Advertisement Models,” Poster presented at Annual Conference 2012, Human Behavior and Evolution Society Conference, Albuquerque, NM.
  - Schneider, Abigail B.\* and Susan Jung Grant, “The Two-Sided Mirror: How Correcting for Diagnosticity Impacts Social Comparisons with Advertisement Models,” Poster presented at Annual Conference 2011, Association for Consumer Research, St. Louis, MO.

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### **Conference Participation** (\*Competitive, otherwise Invited)

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- \*Track Co-Chair with Sunaina Chugani and Tavleen Dhandra. Consumer Wisdom in a Digital World. 2021 Transformative Consumer Research (TCR) Conference, Virtual hosted by University of Virginia.
- \*Member. Consumer Wisdom Track. 2019 Transformative Consumer Research (TCR) Conference, Tallahassee, FL.
- Panelist. “Funding,” Regis College 2018 Fall Faculty Conference: Research, Scholarship, and Creative Work with Students, Denver, CO.
- \*Roundtable Participant. North American Case Research Association Conference 2017, Chicago, IL.
- \*Paper Discussant. Rivera Juaristi, Francisco, “The Duty of States to Protect Against Business-Related Human Rights Violations,” Business and Human Rights Scholars Conference 2017, Santa Clara, CA.
- Panel Facilitator. “Business Schools Panel,” United Nations Principles for Responsible Management Education Regional Summit on Refugee Issues, October 2016, Boulder, CO.
- Schneider, Abigail B. and Jack Strader, “Regis College Division of Business Alumni Survey,” Research presented at The University Research and Scholarship Council (URSC)’s 2015 Symposium, Regis University, Denver, CO.

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### **Invited Talks**

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- “The Effect of Perceived Marketplace Influence (PMI) on Mask-Wearing During the COVID-19 Pandemic” Annual NY Regional Marketing Colloquium, Iona College, October 2020
- “Marketing and Disseminating Your Intervention,” Posner Center for International Development, Regis University’s Master of Development Practice Program, September 2019
- “Immersion Learning for Sustainable Development,” United Nations Principles for Responsible Management Education Working Group on the Sustainability Mindset Storytelling Circle, September 2019
- “What Drives Our Consumption Behavior? Cultivating Awareness Through Mindful Consumption,” Regis University, The Search for Meaning: Chaos and Order class, April 2019
- “Marketing and Disseminating Your Intervention,” Posner Center for International Development, Regis University’s Master of Development Practice Program, April 2019

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- “Student Motivation,” Panel at The Learning Commons, Regis University, January 2019
  - “Qualtrics Tutorial,” School of Physical Therapy, Regis University, November 2018
  - “Mindful Consumption: A Marketing Perspective,” Regis University, The Search for Meaning: Experiments in Mindful Consumption class, October 2018
  - “Affiliation Goals Lead to Enhanced Memory for Information From a Human Versus Nonhuman Source,” Regis University, CBE Lunchtime Workshop, April 2018
  - “Qualtrics Workshop,” RHCHP, Regis University, March 2018
  - Innovation Challenge Marketing Session, Regis University, February 2018
  - “Two Sides of the Same Coin: How Accepting Bitcoin Enhances Perceived Nonprofit Effectiveness But May Be Considered a Poor Investment Option,” with Crystal Evans, Ph.D., Regis University, CBE Lunchtime Workshop, February 2018
  - “Mindful Consumption: A Marketing Perspective,” Regis University, The Search for Meaning: Experiments in Mindful Consumption class, October 2017
  - “Qualtrics Tutorial,” Regis University, Marketing Research Class, September 2017
  - “Marketing for Social Change,” Posner Center for International Development, Regis University’s Master of Development Practice Program, February 2017 (\$50 honorarium)
  - “Marketing for Social Change,” Posner Center for International Development, Regis University’s Master of Development Practice Program, February 2016 (\$200 honorarium)
  - “Consumer Behavior and Values-Based Marketing,” University of Colorado at Boulder, November 2015
  - “Quant: Using Big Data to Change the World,” University of Colorado at Boulder, April 2014
  - “The Road to Retail: Channels of Distribution, Supply Chain Management, Logistics, and Retail,” Regis College, November 2013.
  - “Message in a Bottle: What a Product’s Shape Tells Us About the Product and Ourselves,” Iowa State University, September 2013
  - “Message in a Bottle: What a Product’s Shape Tells Us About the Product and Ourselves,” Quinnipiac University, September 2013

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## TEACHING EXPERIENCE

### **Regis University**

*Denver, Colorado*

*Assistant/ Associate Professor of Marketing*

- Marketing/Marketing Principles *Fall 2014, Spring 2015, Fall 2015, Spring 2016, Fall 2016, Spring 2017, Fall 2017, Spring 2018, Fall 2018, Spring 2019, Fall 2019, Fall 2020*
- Consumer Behavior *Fall 2014, Fall 2015*
- Values-Centered Marketing *Spring 2015, Spring 2016*
- The Search for Meaning: Neuromarketing & Buyer Biology *Fall 2016, Fall 2017, Spring 2019*
- Justice and the Common Good: Marketing for Social Change—The Uganda Project *Spring 2017, Spring 2018*
- Marketing Research (online) *Fall 2018*
- Leading for a Sustainable World *Spring 2021*

### **University of Colorado at Boulder**

*Boulder, Colorado*

*Instructor, Marketing*

- Marketing Research *Spring 2012, Fall 2012, Fall 2013*  
*Teaching Assistant, Marketing*
- Pricing Strategies and Channel Management *Spring 2014*  
(Professor Yacheng Sun)
- Advertising and Promotion Management (Professor *Fall 2011*  
Meg Campbell)
- Market Intelligence (MBA – Professor John Lynch) *Spring 2011*  
*Guest Speaker, Marketing*
- Buyer Behavior (Professor Lawrence Williams) *Spring 2011*

### **Cases and Teaching Materials**

*Schneider, Abigail B., Kremena Platikanova-Gross, Dan Fogarty, and Dave Boennighausen (2013), "Your World Kitchen Making a Better World: The Case of Noodles & Co."* Students analyze survey data from 1,037 Noodles & Co. customers and make recommendations regarding which Corporate Social Responsibility and sustainability initiatives Noodles should prioritize and how Noodles should market its involvement in those initiatives.

*Lynch, John G. and Abigail B. Schneider (2011) "Navigating Insurance Policies: Trimble Guidance Systems."* Students design a quantitative concept test that aims to accelerate sales of Trimble extended warranties. The case illustrates backward market research and requires students to propose a sampling plan, survey mode, draft questionnaire or experimental design, and key dummy tables.

*Schneider, Abigail B. and Ken Barber.* mShopper Mini-Case. Students collect and analyze secondary data and then follow up with focus groups. Students learn how to critically evaluate the quality of secondary data and learn when primary research is necessary. Students submit findings to local tech startup, mShopper.

*Schneider, Abigail B., Kremena Platikanova-Gross, and Philip Fernbach.* P90 Excel (Workshop) Students learn how to analyze data using Microsoft Excel and a real grocery data set.

### **SERVICE**

#### **Professional**

- Journal of Marketing Education, Editorial Review Board Member, 2019-2021
- International Journal of Research in Marketing, Ad hoc reviewer, 2017-present
- Journal of Marketing Education, Ad hoc reviewer, 2017-2019
- Journal for Advancement of Marketing Education, Ad hoc reviewer, 2019-present
- Case Research Journal, Ad hoc reviewer, 2019-present
- Nonprofit Management & Leadership, Ad hoc reviewer, 2020-present
- North American Case Research Association Annual Conference, Ad hoc reviewer, 2017-present
- Conference Session Co-Chair, Society for Personality and Social Psychology Annual Conference, New Orleans, LA, 2013

#### **University, College, and Departmental (select activities)**

- Provost Search Committee 2020-2021
- Chair, Department of Marketing & the MBA 2020-present
- Chair, Department of Marketing 2019-2020
- Center for Scholarship and Research Engagement Advisory Board (2018-2019)



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- University Research and Scholarship Council, 2016-2019 (Chair 2018-2019, Vice Chair 2017-2018)
  - Anderson College of Business/CBE Academic Council, 2016-2019 (Chair, Spring 2019)
  - Qualtrics Brand Administrator, 2016-present
  - Master of Development Practice Dean's Group of 5, 2016
  - College of Business and Economics Interim Academic Council, 2015-2016; CBE Academic Council representative to the RHCHP Academic Council
  - College of Business and Economics representative to the Regis College Senate, 2015-2016
  - College of Business and Economics Portfolio Optimization Work Group, *Chair*, 2015
  - Organized Guest Speaker and Book Signing Event with Jane Miller, Former President and CEO of Rudi's Organic Bakery, 2015
  - Women's and Gender Studies Advisory Committee, 2015
  - Fall Prospective Student Visit Day Presenter, College of Business and Economics, 2015
  - Spring Visit Day Prospective Student Event Presenter, Regis College of Business and Economics, 2015, 2016
  - Regis University task force to evaluate the impact of changing credit requirements for a baccalaureate degree from 128 SH to 120 SH member, 2015
  - Mission, Vision, and Values Committee Member, Regis College of Business and Economics, 2014-2015
  - Psychology and Neuroscience Student Research Poster Presentation Judge, Regis College, Spring 2015, Fall 2015, Spring 2016, Spring 2018, Fall 2018
  - Regis College Psychology and Neuroscience Department Job Candidate Hiring Committee, Nondepartmental Member, 2016
  - Regis College Communications Department Job Candidate Hiring Committee, Nondepartmental Member, 2015
  - Covered colleague's classes, Regis College Division of Business, 2014, 2015
  - Assisted Regis Nursing faculty with data analysis, 2014
  - Academic Advisor, Undergraduate Level, Regis University, 2014-2016
  - Organized prospective Ph.D. student visits, CU Boulder, 2011-2013

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### **Community (select activities)**

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- 5<sup>th</sup> Annual Africa Summit in Colorado, Table Leader facilitating discussion on "how can we contribute to address big health issues holistically?" 2019
  - 4<sup>th</sup> Annual Africa Summit in Colorado, Table Leader facilitating discussion on "effective alternatives to 'Poverty Porn' to stimulate interest and engagement in Africa," 2018
  - Pro Bono Marketing Consulting for SPOUTS of Water/Purifaaya, Kampala, Uganda, 2016
  - Volunteered at ThereWithCare's Red Carpet Adventure Fundraiser with two Regis students (6 hours), 2015
  - Crohn's and Colitis Foundation of America Team Challenge, raised over \$4,261.95 for research and patient support services, 2015
  - Held Regis Celebration of (Poverty) Eradication Marketplace and raised \$708.98 for BeadforLife, 2015
  - ThereWithCare, Regis Marketing class students raised \$19,020.51 for families with children facing critical illness, 2015-2018.
  - Regis University Peace Market, Marketing class students sold Fair Trade chocolate, 2014
  - BeadforLife, Regis Consumer Behavior class students raised \$482.33 to help lift communities in Uganda out of poverty, 2014
  - The Gathering Place, made and served breakfast for homeless women, 2014

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### **PROFESSIONAL EXPERIENCE**

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**Unilever, Trumbull, CT***October 2012-February 2015**Consultant, Marketing Research*

- Design marketing research projects to test new product concepts

**mShopper, Boulder, CO***January 2012-February 2014**Consultant, Marketing Research*

- Directed focus groups, directed collection of secondary data, created surveys, analyzed data

**Greenhouse Partners, Boulder, CO***June 2013**Invited to give a presentation on Marketing Research***Columbia University Graduate School of Business, New York, NY** *March 2009-April 2010**Research Assistant, Marketing, Management, & Finance Depts.*

- Developed independent research ideas and designs, ran experiments, and coded, entered, analyzed, and reported data.

**Inspirica, New York, NY***August 2008-April 2010**Expert Tutor*

- Designed and tutored customized SAT-prep curricula to high school students.

**ABC Network News, New York, NY***June 2008-March 2009**Production Assistant*

- Organized and executed the production of episodes of the show, What Would You Do?

**FreeCause, Inc., Boston, MA***Summer 2007**Marketing Intern*

- Conducted marketing research and produced a promotional video for startup that made toolbars to raise money and awareness for nonprofit organizations.

**Marketing Drive Worldwide, Boston, MA***Summer 2006, Winter 2007**Copywriting Intern*

- Wrote web, radio, print, and television ads, as well as newsletters and taglines for clients such as Eastern Mountain Sports, Gillette, Energy Start and the EPA, and New Balance.

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**PROFESSIONAL MEMBERSHIPS**

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LEAP! United Nations PRME Working Group on the Sustainability Mindset  
One Planet Education Networks (OPEN), Associate (nominated and confirmed)  
AJCU Migration Research Directory  
Association for Consumer Research  
Society for Consumer Psychology  
Society for Personality and Social Psychology  
American Psychological Association  
North American Case Research Association

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**PROFESSIONAL DEVELOPMENT OPPORTUNITIES**

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- Crucial Conversation Training, VitalSmarts (Spring 2021)

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- Implicit bias training (October 2020)
  - Sustainability Mindset Fast Track Course through UN PRME Working Group on the Sustainability Mindset (Spring 2019)
  - Leadership Institute (Denver, September 2018-May 2019)
  - Anti-Defamation League's Anti-bias training (March 2019)
  - Brave Space Safe Zone Training (Denver, September 2018)
  - Integrative Teaching Institute (Denver, May 2018)
  - North American Case Research Association Newcomer's Workshop (Chicago, October 2017)
  - JCamp/Ignatian Summer Institute II (Denver, May 2017)
  - Engaged Faculty Institute Participant (Denver, September 2016)
  - Conscious Capitalism Conference on Impact Investing (Boulder, November 2015)
  - Western Conversations Conference (San Francisco, October 2015)
  - Ignatian Summer Institute (Denver, May 2015)
  - New Faculty Learning Community (Denver, Fall 2014-Spring 2015)
  - New Faculty Retreat (Colorado Springs, August 2014)

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## **MEDIA MENTIONS**

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- Kiernan, John S. 2019 Valentine's Day Spending Survey. WalletHub, February 5, 2019: <https://wallethub.com/blog/valentines-day-survey/57387/#>
-