

## **JoAnn Sciarrino**

Professor of Marketing  
Director, Master of Business Administration (MBA) Program  
Co-Director, Research Center for Virtuous Leadership  
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### **ACADEMIC EXPERIENCE**

Leader, administrator and tenured faculty member for the Masters of Business Administration (MBA) program at Franciscan University. Created and published original thought leadership research in consumer insight and marketing domains, such as digital media, brand attachment and marketing analytics in academic journals, books and trade press. Raised more than \$14 million dollars in grants and gifts for two leading public (R1) universities as either sole or co-lead for innovative university programs and projects to benefit students, faculty and industry.

- 8/24 - Present **Professor of Marketing, Department of Business** **Steubenville, OH**  
**Director, MBA Program**  
**Co-Director, Research Center for Virtuous Leadership**  
**Franciscan University**
- Published academic research, as well as trade publication thought leadership articles that advances marketing effectiveness and efficiency. Digital profile of academic publications: <https://www.researchgate.net/profile/Joann-Sciarrino>
  - Director of the MBA program, designed for students to develop advanced business skills and virtuous leadership potential in a fully online program that is affordable, accredited and flexible.
  - Co-direct the Research Center for Virtuous Leadership, created to define and identify virtuous leadership in business professionals.
- 1/21 – 7/24 **Professor of Advertising, Advertising & PR** **Austin, TX**  
**Jim & Mary Pat Nelson Chair, Business to Business Analytics**  
**Co-Director, Nelson Center for Brand & Demand Analytics**  
**University of Texas at Austin**
- Published academic research, as well as trade publication thought leadership articles that advances brand and advertising measurement, effectiveness and efficiency. Digital profile of academic publications:
  - Co-direct the Nelson Center, a \$5 million center to upskill students in brand and demand analytics for the next decade.
  - Leader in brand and advertising analytics education for higher education and professional (early career) learners.
  - Provided extensive outreach to the industry and profession for talent pipeline, consulting, and planning in brand and advertising analytics domains.
- 7/18 – 12/20 **Director and Isabella Cunningham Chair, Advertising & PR** **Austin, TX**  
**University of Texas at Austin**
- Academic leader of the nation’s leading Advertising & Public Relations School.
  - Raised more than \$9 Million dollars from two separate donors to fund The Lab (an experiential student agency) and the Nelson Center.
  - Helped launch two new undergraduate study abroad programs.
  - Helped launch Texas Immersive, a new academic sequence.
  - Published academic research that advances brand and advertising measurement, effectiveness and efficiency.
- 7/12 – 7/18 **Knight Chair, Digital Advertising and Marketing** **Chapel Hill, NC**  
**University of North Carolina at Chapel Hill**

- One of twenty endowed Knight Chairs on the faculty of the nation's leading universities.
- Produced applied research that advances our understanding of digital advertising and marketing.
- Developed innovative instruction and curriculum that trained future leaders.
- Provided extensive outreach to the industry and profession in areas of specialty, including digital advertising, native advertising, brand attachment and marketing analytics

## **PROFESSIONAL EXPERIENCE**

Experience working with more than thirty national and global brands in advertising and marketing. Work includes strategic planning, account planning and brand science, but widely known for advanced and innovative marketing evaluation and effectiveness measurement in both digital and traditional media. Professional positions range from analyst to executive vice president.

5/01 – 6/12      **BBDO**      **New York, NY; Atlanta, GA**

2/09 – 6/12      **Executive Vice President, BRAND SCIENCE**      **New York, NY; Atlanta, GA**  
**BBDO NORTH AMERICA**

- \$18MM profit center for insights generation, accountability and metrics for North American clients, including AT&T, Starbucks, FedEx, Global Hyatt, J&J, GE, Hormel, Arby's, REI, Georgia Pacific, TWC, ING, Bank of Central Asia, REI and GA Lottery.
- Responsibilities include: Voice of the Customer Research, MMM (ROI), SEM, CRM, Web Analytics, Social Media Measurement, Monitoring and Attribution Modeling, Advertising Claims, Positioning, Segmentation, Product Concept, Customer and Employee Satisfaction, Choice Modeling, Pricing and Retail Traffic Optimization.
- Generated an average >\$9 client returns for every \$1 invested in our fees.
- Grew continuous revenues at >28% YOY since 2008 and grew team to 35-person consultancy of statisticians, researchers and modelers.
- Led innovation of two new analytical approaches: (1) monitoring and measuring Social Media; and (2) measuring corporate social conscious advertising impact on sales.
- Adjunct Professor Bus542, Goizueta Business School, Emory University.

11/06 – 1/09      **Executive Vice President, RESEARCH AND CONSULTING**  
**BBDO ATLANTA**

- Insights generation, accountability and metrics for all agency clients, including AT&T, Hyatt, J&J, REI, ING, Capital One, Harrah's and Bayer.
- Responsibilities include: Brand Health, Advertising Claims, MROI, Copy Testing, Positioning, Segmentation, Consumer Trends, Product Concept, Customer and Employee Satisfaction, Choice Modeling, Pricing, Ethnography and Retail Traffic Optimization.
- Created "Fewest Dropped Calls", "Fastest 3G" and "More People Choose" advertising claims which generated >\$5 Billion in incremental sales. Developed measurement for 4 winning Effies.
- Led client teams from network engineering, legal, marketing and advertising to quantify, statistically validate and legally defend AT&T's various advertising claims.
- Sold-in to clients, then recruited, trained and managed 24-person department with responsibility for insight generation, accountability and metrics for all agency clients.
- Appointed to agency 7-person, cross functional Management Operations Board, responsible for agency vision, business plan and culture.
- Developed brand planning & research training program for BBDO University to standardize advertising evaluation and effectiveness processes, tools and metrics.
- Measured and evaluated interaction effects of promotional marketing stimuli between online (clicks) and offline (bricks) for a niche retailer, driving 2x response rate.
- Selected to lead the Accountability and Metrics portion of several new business pitches, including 2 global clients and 4 North American clients, representing over \$80 Million in agency revenues.

9/04 – 11/06

**Senior Vice President, RESEARCH AND CONSULTING**

**BBDO ATLANTA**

- Sold-in to clients, then recruited, trained and managed 12-person department with responsibility for insight generation, accountability and metrics for all agency clients.
- Responsible for positioning, concept evaluation, advertising evaluation and advertising effectiveness measurement for the “Cingular Fits You Best” campaign, which generated \$20.58 for every \$1 spent in media which solidified the Cingular brand.
- Researched and recommended optimal price of an exclusive consumer electronic (correcting an initial unsuccessful client launch) using Van Westendorf method, resulting in 118% goal attainment in 3 months.
- Innovated the application of Myers-Briggs Personality Type Indicator with classical segmentation to develop new positioning & campaign for leading non-profit organization.
- Created a complete positioning and communications strategy in 3 business days using only secondary and syndicated research for major beverage client among ‘Cowboy’ Enthusiasts.
- Launched line extension for leading CPG client, driving trial and repeat purchase of target consumers 170% versus BASES predicted levels.
- Assisted in several new business pitches, resulting in \$9 MM in agency revenue.

5/02 – 12/03

**Vice President, RESEARCH AND CONSULTING**

**BBDO ATLANTA**

- Sold-in to clients, then recruited, trained and managed 7-person department with responsibility for insight generation, accountability and metrics for all agency clients.
- Developed a 2-tiered online marketing strategy and communications plan for financial services client which increased qualified leads and decreased cost per acquisition by 31%. Statistically established the linkages between engagement and message recall for a CPG client that cleared the way for a new campaign that drove 22% lift in copy test performance and exceeded competitive norms by 8 percentage points.
- Re-positioned and created targeted messaging strategy for a CPG company, resulting in an incremental, 16% lift in unit sales versus plan.
- Assisted in 3 new business pitches, resulting in \$5 MM in agency revenue.

5/01 – 5/02

**Director, RESEARCH AND CONSULTING**

**BBDO ATLANTA**

- Sold-in to clients, then recruited, trained and managed 4-person department with responsibility for insight generation, accountability and metrics for all agency clients.
- Established the “BBDO Communications Research Continuum” which established standard planning & research methods, processes, tools & metrics for all agency clients.
- Conceived, wrote and led Brand Health and Copy Testing RFPS (including sample plan, recruiting specifications, performance standards, etc.) and supplier selection for various clients, including tele-communication, hotelier and financial service clients.
- Developed a churn tracing model for major utility client that identified churn predictors, which subsequently was used for a targeted marketing campaign which decreased first year churn by 4 basis points, which drove a \$17 MM increase in first quarter net income.

- 1994 - 2001      **BURKE, INC**      **Atlanta, GA**
- 1999 - 2001      **Group Practice Leader, BURKE STRATEGIC CONSULTING GROUP**
- Group leader responsible for marketing expansion consultancy that delivered classical marketing consulting engagements paired with research, including brand and product positioning, product concept testing, buyer behavior, segmentation, marketing opportunity, message development, customer relationship management and competitive war gaming.
  - Recruited and led consulting team comprised of junior and senior consultants to work on selected engagements.
  - In first 18 months, created \$3.8 Million in new group revenue. Selected clients included Home Depot, Kraft Foods, GTE, BellSouth and American Express.
- 1994-1999      **Account Executive, BURKE Marketing Research**
- Custom research and marketing consulting in all marketing areas, including positioning research, customer segmentation, tracking, communications evaluation and new product testing.
  - Selected clients include Blockbuster Entertainment, GTE, BellSouth, Home Depot, Motorola, CNL, Fortis, Hartford and American Express.
- 1992-1994      **FORTIS, INC**      **New York, NY**
- Director, Strategic Planning and Marketing Research**
- Directed all product research, customer segmentation, customer retention, forecasting and planning for whole life subsidiaries of Fortis, Inc. Repositioned the brand and co-led successful national launch.
  - Project Leader for a \$2 million client server, windows based client information system, supported by over 100 data tables for 400+ users, on time & under budget.
  - Developed the first production forecasting Time Series Analysis model using exponential smoothing methods, which resulted in determining integrated forecasts by product, by region, by month, with  $r(2)=96.3\%$  (MAPE +/- 2.6%).
- 1989-1992      **HILLENBRAND INDUSTRIES, Forethought Group**
- Senior Manager, Strategic Planning and Marketing Research**
- 1986-1989      **EASTMAN KODAK COMPANY**
- Research Analyst & Sales Representative**
- 1985-1986      **PEPSICO**
- Trade Research Analyst** (Intern)

## EDUCATION

- 1999      **MBA, Goizueta Business School, Emory University**      **Atlanta, GA**  
Marketing and Decision Science, Beta Gamma Sigma Honors
- AMA Co-Authored Conference Presentation: “*The Contingent Impact of Relational Value Disciplines on Firm Performance*” (Dr. Reshma Shah and JoAnn Sciarrino)
- 1986      **BA, Michigan State University**      **East Lansing, MI**  
Marketing and Statistics

## HONORS, AWARDS AND GRANTS

### Academic Awards and Grants

- 2021      **Nelson Center for Brand & Demand Analytics Gift**  
\$5,000,000 unrestricted gift from Nelson Family Foundation. Gift to create a center to B2B and D2C theory and practice. Played a central and leading role, including the idea, vision and proposal, working with the Moody College development team to secure the gift. The Center provides and manages brand & demand analytics student upskilling, faculty research and industry partnerships..
- 2019      **Warren Caterpillar Gift**  
\$350,000 unrestricted gift from Warren Caterpillar. Award to quantify the importance, contribution and efficiency of Warren Caterpillar Well Servicing (B2B) division through customer journey modeling.
- 2020      **Gift to establish The LAB**  
\$4,000,000 unrestricted gift to fund The LAB, a marketing services agency run by students within the Stan Richards School curriculum to work on real-world client projects. Played a central role, including the idea, vision and proposal, working with the Moody College development team to secure the gift.
- 2018      **Rackspace Gift**  
\$150,000 unrestricted gift from Rackspace. Award to quantify the importance, contribution and efficiency of message, platform and media using customer journey modeling. Worked with UT Central Corporate Relations.
- 2016      **Tanner Award for Excellence in Undergraduate Teaching**  
One of five university-wide recipients out of more than five hundred nominees for UNC’s most prestigious undergraduate teaching award. Recipients must be nominated by current and former students. Final selection in the fall semester is made by a committee of past Tanner recipients, appointed by the UNC Provost.
- 2015      **Knight Foundation and UNC: Innovation and Sustainability of Local News Grant**  
\$4,000,000 grant awarded to understand, investigate and identify business models for local news organizations struggling to adapt in the digital age. Designated recipient of \$1.2 million, shared with Knight Chair of Journalism and Digital Media Economics, Penny Muse Abernathy.
- 2014      **AT&T Inc., Digital Innovation Research Grant**  
\$500,000 grant awarded to explore, understand and measure the degree to which brand attachment may impact digital interactions, especially those for owned and earned branded media.

## Professional Awards and Grants

- 2009            **Baton, Barton, Durstine and Osborn (BBDO) Employee Performance Medal**  
Awarded BBDO's most prestigious award for employee recognition of individual contribution, attitude and performance.
- 2008            **BBDO Employee Wall of Fame**  
Awarded to BBDO's "wall of fame" for developing, and legally defending, "Fastest 3G" superlative advertising claim for AT&T (Cingular Wireless).
- 2005            **BBDO Employee Wall of Fame**  
Awarded to BBDO's "wall of fame" for developing, and legally defending, "Fewest Dropped Calls" superlative advertising claim for AT&T (Cingular Wireless).
- 2002            **BBDO Employee Wall of Fame**  
Awarded to BBDO's "wall of fame" for developing a churn tracing model that identified vulnerable customers before churning, resulting in an estimated \$51 million in retained net revenue for client.

## **PUBLICATIONS (PEER REVIEWED) AND BOOKS**

### Published & Accepted Articles

- Sciarrino, J., Prudente, J. (2025). The influence of branded, in-store infotainment on consumer perceptions of brand likeability, purchase intention, loyalty and brand attachment. *Journal of Brand Strategy*, 14(1), Spring 2025.
- Sciarrino, J., Friedman, J., Mayers, C., Kirk, W., Prudente, J. (2024). Salespersons as media channel: Making Marketing Mix Modelling work for business to business. *Journal of Digital and Social Media Marketing*, 12(3), 1-23.
- Sciarrino, J., Kirk, W., Prudente, J. (2023). Linear TV Audience Deficiency Units in marketing mix models: Tilting at windmills or misleading marketing communication spend optimization. *Journal of Marketing Communications*, 10.1080/13527266.2024.2309949.
- Sussman, K., Bright, L., Sciarrino, J., Wilcox, G. (2023). Audience response to Bud Light's transgender brand activism: A two-dimensional framework for evaluating cultural and social issue alignment. *Journal of Brand Strategy*, 13(1), 1-15.
- Sciarrino, J. & Prudente, J. (2023). A comprehensive framework to assess, research and create owned media content marketing programs. *Journal of Brand Strategy*, 12(1), 76-91.
- Sciarrino, J. & Prudente, J. (2021). A consumer-centric framework to develop insights for effective integrated marketing communications campaigns. *Journal of Brand Strategy*, 10(1), Spring 2021.
- Sciarrino, J. & Prudente, J. (2020). To market, to market: How creative treatments of in-store branded content impact sales. *Journal of Brand Strategy*, 9(1), 75-90.
- Sciarrino, J., Wilcox, G. B., & Chung, A. (2020). Measuring the effectiveness of peer-to-peer influencer marketing in an integrated brand campaign. *Journal of Digital & Social Media Marketing*, 8(1), 85-95.
- Sciarrino, J., Friedman, J., Kirk, T., Kitchings, K. S., & Prudente, J. (2019). Quantifying the importance, contribution and efficiency of Cotton Inc.'s paid, owned and earned media through customer journey modelling. *Journal of Digital & Social Media Marketing*, 6(4), 294-311.

Sciarrino, J. & Roberts, P. (2018). Rethinking hero archetypal branding: Investigating the effects of authenticity and flawed archetypes on brand attachment and self-congruence. *Journal of Brand Strategy*, 7(3), 283-295.

Sciarrino, J. & Prudente, J. (2016). She's just not that into you: The mediating impact of brand attachment on digital interactions. *Journal of Digital & Social Media Marketing*, 4(2), 157-169.

Shah, R. & Sciarrino, J. (2015). Relational Value Disciplines: Added Links to the Service Profit Chain. *Global Perspectives in Marketing Science: Proceedings of the Academy of Marketing Science*. Springer, Cham. [https://doi.org/10.1007/978-3-319-17356-6\\_50](https://doi.org/10.1007/978-3-319-17356-6_50)

Sciarrino, J. (2014). Leveraging the virtuous circle of brand and the extended self. *Journal of Marketing Theory and Practice*, 22(2), 147.

#### Submitted Articles

Sciarrino, J. & Parvatiyar, A. (2024) "How Advertising & Promotion (A&P) Create Shareholder Value? A Simpler Approach to Measuring Effect of A&P on Shareholder Value." Submitted to *Journal of Business Research*. Expected publication August 2025.

#### Conference Papers

Sussman, K., Bright, L., Sciarrino, J. Wilcox, G. (2023). Audience response to Bud Light's transgender brand activism: A two-dimensional framework for evaluating cultural and social issue alignment. (Submitted September 2023 to) *AAA Winter Conference*, Portland.

Sciarrino, J. & Parvatiyar, A. (2023) "How Advertising & Promotion (A&P) Create Shareholder Value? A Simpler Approach to Measuring Effect of A&P on Shareholder Value." *AMA Summer Conference*, San Francisco, CA. August 2023.

Shah, R. & Sciarrino, J. (2012). "Relational Value Disciplines: A Contingency Approach ... Chain," *Academy of Marketing Science*, World Marketing Congress, Quara Malta.

#### Books & Book Chapters

JoAnn Sciarrino, ***Advertising Intelligence: The science behind the art of the world's best campaigns*** Publication, October 2023. This book is an accessible textbook for both professional and academic audiences based on the author's use of marketing science to shape the art of advertising, and how the combination of science and art has produced some of the world's best campaigns.

***Customer Journey Modelling: An Integrated Approach to Quantify the Importance, Contribution and Efficiency of Paid, Owned and Earned Media***, book chapter in "Handbook of Advances in Marketing in an Era of Disruptions: Essays in Honour of Jagdish N. Sheth, First edition." Publication date, January 2019. Thousand Oaks, CA: Sage Publications.

Penny Muse Abernathy and JoAnn Sciarrino, ***The Strategic Digital Media Entrepreneur***. Hoboken, NJ: Wiley Blackwell. Publication date, November 2018. This book is an accessible textbook intended for both professional and academic audiences and is based on extensive research of new media models.

***Advertising as the Art of Storytelling***, sidebar feature in "Saving Community Journalism: The Path to Profitability," Abernathy, Penelope Muse, UNC Press, 2014, pp. 167-168.

Press (non-peer reviewed) Articles, Blogs, Programs and Invited OpEds

"Generative AI won't give you insights unless you use these three techniques"; Interviewed and quoted; Fast Company October 3, 2023; <https://www.fastcompany.com/90961117/generative-ai-wont-give-you-insights-unless-you-use-these-3-techniques>

"A practitioner guide to assessing, researching and creating award-winning owned media content marketing programs" July 2023. Hearts & Science Agents of Change; <https://www.hearts-science.com/agents/owned-media-content-marketing-practitioner-guide>

"Creating a measurement mindset." Omnicom Academy Virtual Leadership and Development. On demand training to over 74,000 Omnicom worldwide employees. November 2022. Omnicom University.

"ADUs in marketing mix models: Tilting at windmills or misleading optimizations?" Advertising Age, July 2022; <https://www.adage.com/article/opinion/broken-models/>

"Is your brand living rent-free in consumers' minds? Why you should be measuring mental availability." AdWeek, November, 2021; <https://www.adweek.com/brand-marketing/is-your-brand-living-rent-free-consumers-minds/>

"Evolving Brand Building Measurement Frameworks." September, 2021, Hearts & Science Agents of Change; <https://www.hearts-science.com/agents/evolving-brand-building-measurement-frameworks/>

"Let's get emotional: Why Brand Attachment is more important than brand preference or brand loyalty." Advertising Age, June, 2021; <https://adage.com/article/opinion/why-brand-attachment-more-important-brand-loyalty/2353951>

"Selfies and hopeful messages: How the ad industry is adapting to the coronavirus age." The Washington Post, April 10, 2020, [https://www.washingtonpost.com/video/business/selfies-and-hopeful-messages-how-the-ad-industry-is-adapting-to-the-coronavirus-age/2020/04/10/3fc4fa72-efaa-458d-817f-226ad02dee61\\_video.html](https://www.washingtonpost.com/video/business/selfies-and-hopeful-messages-how-the-ad-industry-is-adapting-to-the-coronavirus-age/2020/04/10/3fc4fa72-efaa-458d-817f-226ad02dee61_video.html)

"In-House Digital Ad Agencies in Community Newspapers: An Adaptive Approach to a Changing Business Environment." JoAnn Sciarrino, John Prudente, David Bockino. Center for Innovation and Sustainability in Local Media, February 7, 2017, <http://newspaperownership.com/wp-content/uploads/2017/01/SciarrinoJoAnn-DigitalAdAgency.pdf>

"Can Small Community Newspapers Successfully Launch Digital Advertising Agencies?" Center for Innovation and Sustainability in Local Media, February 7, 2017, <http://newspaperownership.com/four-questions-joann-sciarrino/>

"Can Small Community Newspapers Successfully Launch Digital Advertising Agencies?" Southern Newspaper Publisher Association, February 7, 2017, <http://snpa.org/stories/Research,4124865>

"Creating a Value Proposition: Digital Strategy Guide" Center for Innovation and Sustainability in Local Media, Based on the book: *The Strategic Digital Media Entrepreneur*, John Wiley & Sons, 2019, <https://www.cislm.org/digitalstrategy/sdme-chapter-6-defining-a-unique-value-proposition/>

"Video Presentation of Creating a Value Proposition" Center for Innovation and Sustainability in Local Media, Based on the book: *The Strategic Digital Media Entrepreneur*, John Wiley & Sons, 2019, <https://www.cislm.org/digitalstrategy/sdme-chapter-6-defining-a-unique-value-proposition/sdme-video-defining-a-unique-value-proposition/>

"Netflix Case Study" Center for Innovation and Sustainability in Local Media, Based on the book: *The Strategic Digital Media Entrepreneur*, John Wiley & Sons, 2019, <https://www.cislm.org/digitalstrategy/sdme-chapter-6-defining-a-unique-value-proposition/sdme-case-study-netflix/>

“Understanding Customer Relationships in a Digital World: Digital Strategy Guide” Center for Innovation and Sustainability in Local Media, Based on the book: *The Strategic Digital Media Entrepreneur*, John Wiley & Sons, 2019,  
<https://www.cislm.org/digitalstrategy/sdme-chapter-7-understanding-customer-relationships-in-a-digital-world/>

“Video Presentation on Understanding Customer Relationships in a Digital World” Center for Innovation and Sustainability in Local Media, Based on the book: *The Strategic Digital Media Entrepreneur*, John Wiley & Sons, 2019,  
<https://www.cislm.org/digitalstrategy/sdme-chapter-7-understanding-customer-relationships-in-a-digital-world/sdme-video-understanding-customer-relationships-in-a-digital-world/>

“Sling TV Case Study” Center for Innovation and Sustainability in Local Media, Based on the book: *The Strategic Digital Media Entrepreneur*, John Wiley & Sons, 2019,  
<https://www.cislm.org/digitalstrategy/sdme-chapter-7-understanding-customer-relationships-in-a-digital-world/sdme-case-study-sling-tv/>

“Presentation on Reaching Current and New Customers: Digital Strategy Guide” Center for Innovation and Sustainability in Local Media, Based on the book: *The Strategic Digital Media Entrepreneur*, John Wiley & Sons, 2019,  
<https://www.cislm.org/digitalstrategy/sdme-chapter-8-reaching-current-and-new-customers/>

“Video Presentation on Reaching Current and New Customers” Center for Innovation and Sustainability in Local Media, Based on the book: *The Strategic Digital Media Entrepreneur*, John Wiley & Sons, 2019,  
<https://www.cislm.org/digitalstrategy/sdme-chapter-8-reaching-current-and-new-customers/sdme-video-reaching-current-and-new-customers/>

“NFL Case Study” Center for Innovation and Sustainability in Local Media, Based on the book: *The Strategic Digital Media Entrepreneur*, John Wiley & Sons, 2019,  
<https://www.cislm.org/digitalstrategy/sdme-chapter-8-reaching-current-and-new-customers/sdme-case-study-nfl/>

“Competing in a Networked World: Digital Strategy Guide (Chapter 9)” Center for Innovation and Sustainability in Local Media, August 7, 2019,  
<https://www.cislm.org/digitalstrategy/sdme-chapter-9-competing-in-a-networked-world/>

“Video Presentation on Competing in a Networked World with Frenemies” Center for Innovation and Sustainability in Local Media, Based on the book: *The Strategic Digital Media Entrepreneur*, John Wiley & Sons, 2019,  
<https://www.cislm.org/digitalstrategy/sdme-chapter-9-competing-in-a-networked-world/sdme-video-competing-in-a-networked-world-with-frenemies/>

“Sesame Street Case Study” Center for Innovation and Sustainability in Local Media, Based on the book: *The Strategic Digital Media Entrepreneur*, John Wiley & Sons, 2019,  
<https://www.cislm.org/digitalstrategy/sdme-chapter-9-competing-in-a-networked-world/sdme-case-study-sesame-street/>

“A Newsletter Case Study: The Daily Press.” JoAnn Sciarrino, John Prudente. Center for Innovation and Sustainability in Local Media, May 18, 2018,  
<https://www.cislm.org/a-newsletter-case-study-the-daily-press/>

“Many Roads To Rome: Customer Journey Mapping In A Digital World” Center for Innovation and Sustainability in Local Media, April 3, 2018,  
<https://www.cislm.org/resources/report/many-roads-to-rome-customer-journey-mapping-in-a-digital-world/>

“In-House Digital Ad Agencies in Community Newspapers: An Adaptive Approach to a Changing Business Environment.” JoAnn Sciarrino, John Prudente, David Bockino. Center for Innovation and Sustainability in Local Media, February 7, 2017, <http://newspaperownership.com/wp->

<content/uploads/2017/01/SciarrinoJoAnn-DigitalAdAgency.pdf>

"Can Small Community Newspapers Successfully Launch Digital Advertising Agencies?" Center for Innovation and Sustainability in Local Media, February 7, 2017, <http://newspaperownership.com/four-questions-joann-sciarrino/>

"Can Small Community Newspapers Successfully Launch Digital Advertising Agencies?" Southern Newspaper Publisher Association, February 7, 2017, <http://snpa.org/stories/Research,4124865>

## **SPEAKING ENGAGEMENTS**

### Invited (Formal) Speaking Engagements

"How to measure Creative Effectiveness," Omnicom University Online Training Course. 2022. New York, New York.

"Shaping Brand Experience With Mental Availability," Distinguished Carlton J. Whitehead Leadership Speaker, Texas Tech University. 2022. Lubbock, Texas.

"Incorporating Brand Attachment Into Marketing Mix Models," BankRate Marketing Group. 2021. New York, New York.

"How Good Are Mental Availability Proxies from AAU Surveys," AT&T Brand & Advertising Group. 2021. Dallas, Texas and New York, New York.

"Brand Attachment in Sports Marketing." University of North Carolina at Chapel Hill Sports Marketing Program. 2021. Chapel Hill, NC.

"She's Just Not That Into You: The Mediating Effect of Brand Attachment on Firm Performance." Southwest Airlines Global Marketing Meeting, Dallas, TX.

"Customer Journey Modeling: An Integrated Approach to Quantify the Importance, Contribution, and Efficiency of Paid, Owned, and Earned Media." Emory University's Goizueta Business School, Atlanta, GA.

"She's Just Not That Into You: The Mediating Effect of Brand Attachment on Firm Performance." Red Fan Annual Strategic Planning Meeting, Austin, TX.

"Quantifying the Importance, Contribution, and Efficiency of Paid, Owned, and Earned Media Through Customer Journey Modeling." BBDO Worldwide, New York, NY.

"Sustainability through Value Creation: Developing a Digital Strategy Map and Framework for Media Organizations." Association for Education in Journalism and Mass Communication (AEJMC), Washington, DC.

"She's Just Not That into You: Why Brand Attachment is the Most Important Metric You Aren't Measuring." The Gathering, Banff, AB, Canada

"How to Tie and Trace Owned Media (Branded Content Marketing) to Revenue and Profitability." Association of National Advertisers (ANA), Naples, FL

"How to Tie and Trace Owned Media (Branded Content Marketing) to Revenue and Profitability." Content Marketing World, Cleveland, OH

"She's Just Not That into You: The Mediating Impact of Brand Attachment on Digital Interactions." Digital Innovation Summit, New York, NY

"The Virtuous Circle of Advertising and Brand Attachment on Firm Financial Performance." University of

Kentucky (Irwin Warren Lecture), Lexington, KY

NBC Universal Global Marketing Summit: "She's Just Not That into You: The Mediating Impact of Brand Attachment on Digital Interactions." Orlando, FL

Advertising Research Foundation: "The Virtuous Circle of Advertising and Brand Attachment on Firm Financial Performance." New York, NY

"She's Just Not That into You: The Mediating Impact of Brand Attachment on Digital Interactions." TBWA Worldwide, New York, NY

"She's Just Not That into You: The Mediating Impact of Brand Attachment on Digital Interactions." Mediacom, New York, NY

"She's Just Not That into You: The Mediating Impact of Brand Attachment on Digital Interactions." BBDO Worldwide, New York, NY

"She's Just Not That into You: The Mediating Impact of Brand Attachment on Digital Interactions." Young & Rubicam, New York, NY

"She's Just Not That into You: The Mediating Impact of Brand Attachment on Digital Interactions." Canadian Marketing Association, Toronto, Canada

"She's Just Not That into You: The Mediating Impact of Brand Attachment on Digital Interactions." Goizueta Business School, Atlanta, GA

"The Virtuous Circle of Advertising and Brand Attachment on Firm Financial Performance." Content Marketing World, Cleveland, OH

"The Virtuous Circle of Advertising and Brand Attachment on Firm Financial Performance." Goizueta Business School, Atlanta, GA

"The Virtuous Circle of Advertising and Brand Attachment on Firm Financial Performance." Nationwide Insurance Marketing Team, Columbus, OH

"The Virtuous Circle of Advertising and Brand Attachment on Firm Financial Performance." Travelocity Marketing Team, Dallas, TX

"The Virtuous Circle of Advertising and Brand Attachment on Firm Financial Performance." McKinney, Durham, NC

"She's Just Not That into You: The Mediating Impact of Brand Attachment on Digital Interactions." SapientNitro, Atlanta, GA

"The Virtuous Circle of Advertising and Brand Attachment on Firm Financial Performance." Content + Conference, Greensboro, NC

"Data Science Storytelling for Marketers." Content + Conference, Greensboro, NC

"She's Just Not That into You: The Mediating Impact of Brand Attachment on Digital Interactions." AT&T Global Brand and Advertising Team, Atlanta, GA

"Can Branded Storytelling Be Measured?" Content Marketing World, Cleveland, OH

"She's Just Not That into You: The Mediating Impact of Brand Attachment on Digital Interactions." Wunderman, New York, NY

### Informal Speaking Engagements

"Data science storytelling: How data scientists can tell better stories, influence stakeholders and inspire action." Duke University, Durham, NC.

"The Virtuous Circle of Advertising and Brand Attachment on Firm Financial Performance." Carhartt, Detroit, MI

"She's Just Not That into You: The Mediating Impact of Brand Attachment on Digital Interactions." Best Friends Animal Society, New York, NY.

"The Virtuous Circle of Advertising and Brand Attachment on Firm Financial Performance." News & Observer Management Team, Raleigh, NC

"Data Science Storytelling." SAS Strategic Planning and Education Division, Cary, NC

"Digital Marketing Secret Sauce: Customer Journey Mapping." Johnson & Johnson, Camden, NJ

"The Virtuous Circle of Advertising and Brand Attachment on Firm Financial Performance." US Bancorp, San Francisco, CA

"She's Just Not That into You: The Mediating Impact of Brand Attachment on Digital Interactions." The Home Depot, Atlanta, GA

"She's Just Not That into You: The Mediating Impact of Brand Attachment on Digital Interactions." MediaLink, New York, NY

"The Virtuous Circle of Advertising and Brand Attachment on Firm Financial Performance." Scripps Media, New York, NY

"The Virtuous Circle of Advertising and Brand Attachment on Firm Financial Performance." Nielsen Digital, New York, NY

"The Virtuous Circle of Advertising and Brand Attachment on Firm Financial Performance." MSW Research, Port Washington, NY

"The Virtuous Circle of Advertising and Brand Attachment on Firm Financial Performance." Visa Inc., Foster City, CA

"Data Science Storytelling." Omnicom, New York, NY

"The Virtuous Circle of Advertising and Brand Attachment on Firm Financial Performance." Cotton, Inc, Cary, NC

"The Virtuous Circle of Advertising and Brand Attachment on Firm Financial Performance." Hyatt Hotels Inc., Chicago, IL

"She's Just Not That into You: The Mediating Impact of Brand Attachment on Digital Interactions." Three Ships Media, Raleigh, NC

"She's Just Not That into You: The Mediating Impact of Brand Attachment on Digital Interactions." Capstrat LLC, Cary, NC

"She's Just Not That into You: The Mediating Impact of Brand Attachment on Digital Interactions." KFBS Executive Education: Chapel Hill, NC

"Nervertising: The Science Behind the World's Most Effective Advertising Campaigns," UNC Ad Club, Chapel Hill, NC

"Nervertising: The Science Behind the World's Most Effective Advertising Campaigns," Goizueta Marketing Strategy Competition Participants, Atlanta, GA

## **INDUSTRY WORKSHOPS**

"The new advertising intelligence toolkit: Selecting, monitoring, measuring and modeling metrics to evaluate paid, owned and earned media." Creator and presenter for one-day workshop for marketing science and media planning professionals. Omnicom, May 11, 2023. New York, NY.

"A consumer-centric framework to develop insights for effective integrated marketing communications campaigns." Creator, presenter and moderator at one-day workshop for advertising professionals. Omnicom Media Group, January 21, 2021, New York, NY.

"Creating a Value Proposition: How Customer Value Creation and Value Offering Align for Product Market Fit." Creator, presenter and moderator at one-day workshop for social media technology marketing professionals. Facebook Product Marketing Group, December 6, 2019, Austin, TX.

"Creating a Value Proposition: How Customer Value Creation and Value Offering Align for Product Market Fit." Creator, presenter and moderator at one-day workshop for 21 entrepreneurs and early stage industry practitioners. Duke Innovation & Entrepreneurship, October 6, 2017, Durham, NC.

"From Disruption to Transformation: New Strategies for Prosperity in a Digital Age." Moderator and presenter at a three-day strategy workshop for 50 CEOs, publishers, editors and owners of community news organizations/papers, co-sponsored with the Southern Newspaper Association. UNC School of Media and Journalism, May 18-20, 2015, Chapel Hill, NC:

- "How much is each reader worth? A simple way to calculate the lifetime value (LTV) of your audience."
- "Totally rethinking the advertising sales effort: Is an in-house digital agency feasible for your organization?"

Knight News Challenge Winners Workshop. More than 80 Knight News Challenge winners, Knight Staff and a team of advisers meet to help winners advance in their projects. Creator, presenter and moderator. Knight Foundation, August 25, 2014, Kansas City, MO:

- "Business Models and Scaling to Revenue."
- "Value Creation through Product Market Fit."

## **INDUSTRY CONSULTING CLIENTS**

Hearts & Science (a division of Omnicom Media Group)  
BBDO Worldwide  
AT&T Inc.  
Starbucks Corporation  
Hyatt Hotels Corporation  
FedEx Corporation  
PepsiCo Inc.  
Recreational Equipment Inc.  
Arby's  
Barbie, Inc.  
Georgia Lottery  
California Lottery  
Mars, Inc.  
Harrah's  
Goya Foods International  
The Gillette Company  
Johnson & Johnson  
L'Oréal

Bank of Southeast Asia  
Visa Inc.  
Cotton Inc.  
Pace Communications  
Bank of America  
McKinney (Cheil Worldwide)  
Nugget Inc.  
Carolina Tiger Rescue  
The Looma Project  
The News Reporter

## **PUBLIC SERVICE**

### Industry Service

- 2023-present **Advertising Research Foundation (ARF) Creative Research Council – Member**  
Invited committee member for ARF Creative Research Council to research, write and publish white papers to assist industry.
- 2023-present **American Marketing Association (AMA) – Academic Reviewer**  
Invited reviewer for the AMA Summer and Winter Conferences. Reviewed marketing effectiveness and brand manuscripts and provide feedback to AMA Conference Director.
- 2022-present **Journal of Brand Strategy (JBS) – Academic Reviewer**  
Invited reviewer for the academic Journal of Brand Strategy. Reviewed manuscripts and provide feedback to editor and publisher, based on best practices peer-review process.
- 2021-present **Association of National Advertisers (ANA) – ECHO Awards Judge**  
Invited judge for the ECHO Awards. Winners are selected based on the world’s greatest data-driven brand and advertising campaigns.
- 2021-present **Advertising Research Foundation (ARF) – Creative Council Committee**  
Creative council committee member to research, review, synthesize and write white paper for industry and academia on new methods and approaches in creative advertising research.
- 2018-present **American Advertising Foundation – Institute for Advertising Ethics**  
Advisory board member, advisor and content contributor to educate industry and academia on important advertising ethics topics.
- 2015-2018 **Journal of Branded Content Marketing**  
Founding member, advisor and content contributor for new journal (and association) to research, understand and promote the burgeoning new field of branded content marketing among both academics and practitioners.
- 2014-2018 **Content Marketing World**  
Recurring judge for Content Marketing Awards (three years judging entries: 2014, 2015, 2016). The Content Marketing Awards are presented and owned by the Content Marketing Institute to recognize and award the best content marketing projects, agencies and marketers in the industry each year. The Content Marketing Awards is the largest international content marketing awards program. Categories I have judged: Retail, Financial Services, Travel & Tourism and Technology.

### University and School Service

- 2022-Present **Co-Director, Nelson Center for Brand & Demand Analytics. The University of Texas at Austin.**

- 2023 **Stan Richards School PhD Program Research Awards Committee, The University of Texas at Austin.**
- 2023 **Stan Richards School Assessment Review Committee, The University of Texas at Austin.**
- 2023 **Member: American Association of University Professors, The University of Texas at Austin.**
- 2021-2022 **Committee Member: Executive Budget Council (EBC), The University of Texas at Austin.**
- 2020 **Committee Chair: Search for Managing Director of Stan Richards School The Lab, The University of Texas at Austin.**
- 2019-2023 **Advisory Member: Stickell Program, The University of Texas at Austin.**
- 2019-2020 **Committee Member: Holistic Teaching Evaluation at UT, The University of Texas at Austin.**
- 2019-2020 **Committee Chair: Stan Richards School The Lab creation and curriculum reform, The University of Texas at Austin.**
- 2019-2020 **Committee Chair: Stan Richards School Texas Immersive sequence creation and curriculum, The University of Texas at Austin.**
- 2019-2020 **Committee Chair: Stan Richards School Texas Global Brand & Advertising Analytics Study Abroad India Proposal, The University of Texas at Austin.**
- 2019-2020 **Committee Chair: Stan Richards School Texas Global Brand & Advertising Analytics Study Abroad China Proposal, The University of Texas at Austin.**
- 2018-2020 **Committee Member: Hiring Committee, Stan Richards School, The University of Texas at Austin.**
- 2018-2020 **Committee Member: GA/TA Course Assignment Committee, Stan Richards School, The University of Texas at Austin.**
- 2018-2019 **Committee Member: Moody College UTLA Committee, The University of Texas at Austin.**
- 2018-2020 **Committee Member: Scheduling Committee, Stan Richards School, The University of Texas at Austin.**
- 2018-2019 **Committee Member: The "Why" Task Force, School of Advertising and Public Relations in the Moody College of Communication, The University of Texas at Austin.**
- 2018-2020 **Director: Stan Richards School of Advertising and Public Relations in the Moody College of Communication, The University of Texas at Austin.**
- 2018-2019 **Committee Chair: Public Relations Task Force, The University of Texas at Austin.**
- 2018-current **Committee Chair: Executive Masters in Sports Media, The University of Texas at Austin.**
- 2019 **Retail Industry Consumer Insights Collaboration**  
Designed and coordinated the research collaboration between HEB, Looma, faculty, and a PhD student.

- 2019 **"Executive in Residence" Program**  
Created and led a program designed to bring in leaders from advertising and public relations so students can learn from some of the best and most respected practitioners in the industry. Recruited Aba Blankson, NAACP.
- 2019 **Omnicom Partnership**  
Designed and led the acquisition of a three-year partnership with Omnicom Group. This venture includes talent, faculty fellowships, The LAB membership, guest lectures, executives in residence and research collaboration.
- 2019 **"Executive in Residence" Program**  
Created and led a program designed to bring in leaders from advertising and public relations so students can learn from some of the best and most respected practitioners in the industry. Recruited Troy Ruhanen, TBWA Worldwide.
- 2018 **"Executive in Residence" Program**  
Created and led a program designed to bring in leaders from advertising and public relations so students can learn from some of the best and most respected practitioners in the industry. Recruited Jason Sperling and Amy Mooreman (R/GA).
- 2018 **Study Abroad Amedabad, India**  
Co-lead to create an undergraduate, interdisciplinary study abroad program "Brand & Advertising Analytics in India." The proposal was accepted and funded by ISO, but put on hold due to Covid.
- 2018 **Study Abroad Amsterdam, Netherlands**  
Co-lead to create an undergraduate, interdisciplinary study abroad program "Advanced Public Relations Strategies in Amsterdam." The proposal was accepted and funded by ISO, but put on hold due to Covid.
- 2018 **Study Abroad Shanghai, China**  
Co-lead to create an undergraduate, interdisciplinary study abroad program "Brand & Advertising Analytics in China." The proposal was accepted and funded by ISO, but put on hold due to Covid.
- 2018-2022 **Career Coaching, Mentorship and Placement Program**  
Facilitated the placement of more than two-dozen students at leading advertising, public relations, consumer packaged goods, technology and digital firms via either extensive networking or one-on-one coaching through the interview process.
- 2018-2019 **Consumer Packaged Goods Consumer Insights Collaboration**  
Designed, proposed, and facilitated the creation of research with PurPics – a web app that connects Instagram users with businesses to raise money for non-profit organizations – for faculty and PhD students.
- 2018 - 2022 **"Executive in Residence" Program**  
Created and led a program designed to bring in leaders from advertising and public relations so students can learn from some of the best and most respected practitioners in the industry. Recruited Jim Lesser, BBDO.
- 2018-2023 **Resume and Career Workshops – UT Austin**  
Created, led and recruited high profile advertising executives to deliver the popular resume and career workshop "Hired: Creating a Kick-@\$\$ Resume for a Killer Advertising and Marketing Job"

Spring 2023  
Fall 2022  
Spring 2022  
Fall 2018  
Spring, 2019  
Fall, 2019  
Spring, 2020  
Fall, 2020  
Spring, 2021  
Fall, 2021

- 2012 – 2018 **Knight Chair, Digital Advertising and Marketing Chapel Hill, NC University of Chapel Hill, NC**
- 2017-2015 **Judge: Best Honors Thesis Award, School of Media & Journalism, UNC Chapel Hill.**
- 2017-2015 **Workshop Lead Presenter on Digital Marketing: Innovate@Carolina Launch**
- 2017-2012 **Advisor: UNC (Entrepreneurial Incubator) 1789**
- 2016-2017 **Co-Chair: DataSpace@UNC**
- 2012-2017 **Resume and Career Workshops – UNC Chapel Hill**  
Created, led and recruited high profile advertising executives to deliver the popular resume and career workshop “Hired: Creating a Kick-@\$\$ Resume for a Killer Advertising and Marketing Job”
- Spring 2017  
Fall, 2016 (1)  
Spring, 2016 (2)  
Fall, 2015 (1)  
Spring, 2015 (2)  
Fall, 2014 (1)  
Spring, 2014 (2)  
Fall, 2013 (1)  
Spring, 2013 (1)  
Fall, 2012 (1)
- 2013-2017 **Next World Media Symposiums**  
Co-Director, convener and moderator for Next World Media Symposium, an annual ½ day event for students, faculty and alumni interested in media to learn from highly curated, practicing industry luminaries in a “Ted-Talk” presentation format. Past symposium areas of focus:
- Fall 2017: “Will Tech Kill Creativity”  
Fall 2016: “V is for Video”  
Fall 2015: “All the Mad Men are Dead”  
Fall 2014: “Small is Brilliant”  
Fall 2013: “Everything Old is New Again”
- 2014-2018 **Value Proposition Design for Media Start-Ups**  
Created and led student media entrepreneurship workshops at UNC Venture 1789 and UNC Launch (incubator), a joint initiative supported by Kenan-Flagler Business School and Innovate Carolina:

Spring 2018  
Spring 2017  
Spring 2016  
Spring 2015  
Spring 2014

- 2013-2017 **BBDO/UNC Summer Internship Program**  
Co-Director, curator and organizer to facilitate selection of between five and six of our top advertising students annually for paid internships with BBDO in Account Management, Account Planning or Creative.
- 2014-2017 **Facts Versus Insights Workshops**  
"Shakespeare Would Have Been A Great Brand Planner: Facts versus Insights Workshop."  
Created and led workshop to teach undergraduate and graduate students the difference between facts versus insights in marketing research:  
  
Spring 2017  
Spring 2016  
Spring 2015  
Spring 2014
- 2012-2016 **Career Coaching, Mentorship and Placement Program**  
Facilitated the placement of more than fifty students at leading advertising, public relations, consumer packaged goods, technology and digital firms via either extensive networking or one-on-one coaching through the interview process.
- 2015-2018 **PWC Case Competition (KFBS)**  
Selected and served as judge for the highly competitive Price Waterhouse Coopers KFBS Case Competition, hosted by Fuqua School of Business.

***Dissertation and Thesis Committees:***

- Sussman, Kristen. PhD Dissertation Committee. The University of Texas at Austin. Spring 2021. **Committee Member.**
- Kang, Jay. PhD Dissertation Committee. The University of Texas at Austin. Spring 2019. **Committee Member.**
- Chuang, Arnold. PhD Dissertation Committee. The University of Texas at Austin. Spring 2019. **Committee Member.**
- Northfelt, Peter. Master's Thesis Committee. The University of Texas at Austin. Spring 2019. **Reader.**
- Rodriguez, Hayley. Master's Thesis Committee. The University of Texas at Austin. Spring 2019. **Reader.**
- Rand, Kate. *Tribes, Millennials and Apparel.* The University of North Carolina at Chapel Hill. Honors Thesis/Project. 2017. **Chair.**
- Victor, Alexia. *Understanding Consumer Perceptions of BarkBox: A Digital Advertising and Marketing Campaign.* The University of North Carolina at Chapel Hill. Master's Thesis/Project, 2016. **Chair.**
- Grady, Lauren. *Adding a New Dimension to Advertising: The Effects of Branded Augmented Reality on Brand Attachment and Purchase Intent.* The University of North Carolina at Chapel Hill. Honors Thesis/Project, 2016. **Chair.**

- Noor, Sophia. *Motivate Me: A Market Positioning Analysis*. The University of North Carolina at Chapel Hill. Master's Thesis/Project, 2016. **Chair.**
- Kipphut, Darlene. *Engaging Progressive Voices: Lilian's List Communication and Branding*. The University of North Carolina at Chapel Hill. Master's Thesis/Project, 2016. **Committee Member.**
- Frevort, Tanner. *Exploring the Changes of Perception Associated with Native Advertising and Online Sponsored Content*. The University of North Carolina at Chapel Hill. Master's Thesis/Project, 2015. **Chair.**
- Fosdal, Victoria. *The Walking Classroom: Pathway for Success*. The University of North Carolina at Chapel Hill. Master's Thesis/Project, 2015. **Committee Member.**
- Joyner, Andrew. *Exploring the Viability of an Online Sports and Entertainment Research and Insights Digital Storefront*. The University of North Carolina at Chapel Hill. Master's Thesis/Project, 2015. **Chair.**
- Passingham, Daniel. *Understanding Bobble's Primary Target Audience: Consumer Beliefs and Behaviors in the Filtration and Reusable Water Bottle Market*. The University of North Carolina at Chapel Hill. Master's Thesis/Project, 2015. **Committee Member.**
- DeFranza, David. *Thoughtful, Involved and Engaged: Using the Elaboration Likelihood Model to Evaluate Native Advertising*. The University of North Carolina at Chapel Hill. Master's Thesis/Project, 2015. **Chair.**
- Rogers, Emery. *Keeping A Breast: A Qualitative Study of Motivations for Selecting, Downloading and Using a Breast Cancer Self-Exam Mobile App*. The University of North Carolina at Chapel Hill. Master's Thesis/Project, 2014. **Committee Member.**
- Graban, Emily. *Mobile advertising sucks, but doesn't have to – will branded content save the day?* The University of North Carolina at Chapel Hill. Master's Thesis/Project, 2014. **Chair.**
- Seidler, Kelsey. *Job Seeker Perceptions in Online Recruitment*. The University of North Carolina at Chapel Hill. Master's Thesis/Project, 2014. **Committee Member.**
- Alexander, Lex. *Effect of a Redesigned Website on Web Traffic at Greensboro College*. The University of North Carolina at Chapel Hill. Master's Thesis/Project, 2013. **Chair.**

### **Other Committees and Service**

- |           |   |
|-----------|---|
| Recurring | <b>Content Marketing Institute Content Marketing Awards, Judge</b>  |
| 2021–2023 | <b>ARF Audience x Science, Judge.</b>   |
| 2020      | <b>Invited External Reviewer for Assessment, Temple University</b>  |
| 2020      | <b>Webby Awards, Judge</b>  |
| 2019      | <b>External Review, Syracuse University tenure/promotion</b>  |
| 2018–2019 | <b>Search Committee: Texas Creative faculty – Assistant Professor Rohitesh Rao, Committee Member</b>  |
| 2018–2019 | <b>Academic Sequence Texas Immersive, Committee Chair and Co-Creator</b>  |
| 2018–2019 | <b>Search Committee: Texas Creative &amp; Texas Immersive faculty – Assistant Processor of Practice Octavio Kano-Galvan, Committee Member</b> |

- 2018–2019 **Search Committee: Open-rank media faculty – Associate Professor Laura Bright, Committee Member**
- 2018 **Invited External Reviewer for Assessment, University of Kentucky**
- 2018 **Interdisciplinary UT Study Abroad Advertising & Public Relations, Committee Member**
- 2016-2017 **CISLM Senior Researcher Search, Chair**
- 2016 **Student Job Program Organizer**  
Coordinated placement of two students in intern positions at CP+B NY and six students as interns at BBDO, NY
- 2016-current **Journal of Branded Content Marketing, Founding Member, Advisor & Contributor**
- 2016 **Promotion & Tenure Committee, Member**
- 2016 **Masters’ Program Committee, Member**  
Fall, 2016  
Spring, 2016
- 2016 **Name Change Committee. The University of North Carolina at Chapel Hill**  
Worked with the committee on the renaming and rebranding of the “School of Media and Journalism” to the “Hussman School of Journalism and Media.”
- 2016 **Price Waterhouse Coopers Case Competition Judge (Kenan-Flagler).**
- 2016 **CISLM Program Director Search, Committee Member**
- 2015 **CISLM Research Associate Search, Committee Member**
- 2014-2018 **Faculty Mentor**  
Faculty teaching mentor to Assistant Professor and to a Professor of the Practice.
- 2014-2015 **School Name Change Committee, Co-Chair**  
Researched and assisted John Sweeney in a broad exploration and initiative to change the name of our School. Research included six key segments: undergraduate students, graduate students, faculty, alumni and donors. Successful name change to “School of Media and Journalism” in 2015.
- 2013-2014 **School of Media and Journalism Brand Architecture Project, Chair**  
The School of Media and Journalism Brand Architecture Project is to create a contemporary brand architecture to identify and delineate the School central value, spirit of the brand, domains of brand distinction and the values of our graduates.
- 2013-2016 **Promotion & Tenure Committee, Member**
- 2014-2016 **Master’s Program Committee, Member**
- 2013-2015 **Scholarship Committee, Member**
- 2013-2015 **Curriculum Committee, Member**
- 2014 **Assistant Advertising Professor Search, Chair**
- 2012-2018 **Guest Lecturer in the School of Media and Journalism**  
Guest lectures to undergraduate and graduate students in the School of Media and Journalism, including: Introduction to Media, PR Campaigns, Intro to Advertising and Public Relations Research, Research Methods, Concepts of Marketing and Account Planning.
- 2010–2020 **Goizueta Business School Marketing Strategy Competition, Advisor & Judge.**

## TEACHING RECORD

### Courses Developed and Taught

#### ***Department of Business, Franciscan University of Steubenville***

- 2025      **Data-Driven Decision Making in Business, MBA 620 (3 credit hours)**  
This course equips MBA students with the statistical and analytical tools necessary to interpret data and inform strategic business decisions. Key topics include descriptive and inferential statistics, predictive analytics, data visualization, and the use of statistical software. Through case studies and practical applications, students will learn to analyze complex data sets, develop predictive models, and effectively communicate insights to stakeholders. Emphasis is placed on virtuous leadership considerations and the strategic implementation of data-driven solutions in various business contexts.
- 2024      **Content Marketing, BUS 478 (3 credit hours; Gaming, Austria)**  
This course teaches undergraduate and graduate students the fundamentals of owned media content marketing for brands. It is designed to teach early-career business professional the fundamentals of content marketing, and how those fundamentals can serve other business domains.

#### ***Stan Richards School of Advertising and Public Relations, The University of Texas at Austin.***

- 2023      **Advertising Intelligence, ADV 379, 471, 479 (3 credit hours)**  
Advertising Intelligence is the science behind the art of the world's best creative campaigns. Advertising Intelligence will help you make better business decisions by giving you contemporary analytical tools to solve brand and advertising problems by uncovering insights. The course provides knowledge, skills and tools for future agency account executives, planners and brand-side marketing communications managers who will be the ultimate users of the data. Possessing the skills to gather and use Advertising Intelligence is valuable for students planning careers in branding, marketing, or in consulting, and is a fundamental function in industries like consumer-packaged goods, entertainment, and financial services and sports management.
- 2022      **Advertising Intelligence, ADV 379, 471, 479 (3 credit hours)**  
Advertising Intelligence is the science behind the art of the world's best creative campaigns. Advertising Intelligence will help you make better business decisions by giving you contemporary analytical tools to solve brand and advertising problems by uncovering insights. The course provides knowledge, skills and tools for future agency account executives, planners and brand-side marketing communications managers who will be the ultimate users of the data. Possessing the skills to gather and use Advertising Intelligence is valuable for students planning careers in branding, marketing, or in consulting, and is a fundamental function in industries like consumer-packaged goods, entertainment, and financial services and sports management.
- 2021      **Advertising Intelligence, ADV 379, 471, 479 (3 credit hours)**  
Advertising Intelligence is the science behind the art of the world's best creative campaigns. Advertising Intelligence will help you make better business decisions by giving you contemporary analytical tools to solve brand and advertising problems by uncovering insights. The course provides knowledge, skills and tools for future agency account executives, planners and brand-side marketing communications managers who will be the ultimate users of the data. Possessing the skills to gather and use Advertising Intelligence is valuable for students planning careers in branding, marketing, or in consulting, and is a fundamental function in industries like consumer-packaged goods, entertainment, and financial services and sports management.

2020 **Advertising Intelligence, ADV 379, 471, 479 (3 credit hours)**  
Advertising Intelligence is the science behind the art of the world's best creative campaigns. Advertising Intelligence will help you make better business decisions by giving you contemporary analytical tools to solve brand and advertising problems by uncovering insights. The course provides knowledge, skills and tools for future agency account executives, planners and brand-side marketing communications managers who will be the ultimate users of the data. Possessing the skills to gather and use Advertising Intelligence is valuable for students planning careers in branding, marketing, or in consulting, and is a fundamental function in industries like consumer-packaged goods, entertainment, and financial services and sports management.

2023 **Content Marketing, ADV 379, 471, 479 (3 credit hours)**  
This course teaches undergraduate and graduate students the fundamentals of owned media content marketing for brands. It is aimed at the advertising or marketing early-career professional who is responsible for creating and activating content marketing strategies and plans.

2022 **Content Marketing, ADV 379, 471, 479 (3 credit hours)**  
This course teaches undergraduate and graduate students the fundamentals of owned media content marketing for brands. It is aimed at the advertising or marketing early-career professional who is responsible for creating and activating content marketing strategies and plans.

**School of Media and Journalism, University of North Carolina at Chapel Hill.** (Teaching awards listed under the Honors, Grants and Awards section above.)

2012-2018 **Market Intelligence, MEJO 479 (3 credit hours)**  
This course teaches undergraduate and graduate students how to use data to make advertising and marketing decisions. It is aimed at the advertising or marketing executive who is the ultimate user of the data and who is responsible for determining the scope and direction of research conducted to solve a marketing problem. It is valuable for students planning careers in account planning, account management, marketing communications and brand management for both profit and not-for-profit firms. The course teaches the difference between facts and insights, whilst also providing advanced data analysis skills honed through real-world cases and data-sets, such as: univariate and bivariate data analysis, factor analysis, key driver analysis, ordinary least squares regression, correspondence analysis, cluster analysis, multiple discriminant analysis, social media measurement and attribution modeling.

2013-2018 **Digital Advertising and Marketing, MEJO 470 (3 credit hours)**  
This course examines how digital tools, such as search (SEO and SEM), mobile, video, web and social media are revolutionizing the world of marketing by shifting the balance of power from firms to consumers. Contemporary Digital Advertising comprises paid, earned and owned media, with the growth in earned media representing the most significant change in consumer media behavior in history. These seismic shifts have created new opportunities for marketers to communicate with and engage consumers. This course provides practical frameworks to effectively create digital advertising and marketing strategies and plans, properly select the media platforms, and monitor and measure the results of those efforts.

2012-2018 **Intro to Advertising and Public Relations Research, MEJO 279 (3 credit hours)**  
This course teaches how to understand, evaluate and conduct communication research. It provides students with a fundamental understanding of the relationship between problem identification and research methods. The course primarily focuses on qualitative research methods, which can aid in the exploration, assessment and evaluation of advertising and public relations campaigns.

***Kenan-Flagler Business School, University of North Carolina at Chapel Hill***

- 2016-2018     **Digital Marketing, MBA 755, MBA@UNC (2 credit hours)**  
This course examines how digital tools, such as search (SEO and SEM), mobile, video, web, social media and attribution modeling are revolutionizing the world of marketing by shifting the balance of power from firms to consumers. Contemporary Digital Advertising comprises paid, earned and owned media, with the growth in earned media representing the most significant change in consumer media behavior in history. These seismic shifts have created new opportunities for marketers to communicate with and engage consumers. This course provides practical frameworks and case to effectively create digital advertising and marketing strategies and plans, properly select the earned and paid media platforms, and monitor and measure the results of those efforts.
- 2015           **Digital Marketing, MBA 755, Residential MBAs (2 credit hours)**  
This course examines how digital tools, such as search (SEO and SEM), mobile, video, web, social media and attribution modeling are revolutionizing the world of marketing by shifting the balance of power from firms to consumers. Contemporary Digital Advertising comprises paid, earned and owned media, with the growth in earned media representing the most significant change in consumer media behavior in history. These seismic shifts have created new opportunities for marketers to communicate with and engage consumers. This course provides practical frameworks and case to effectively create digital advertising and marketing strategies and plans, properly select the earned and paid media platforms, and monitor and measure the results of those efforts.

***Goizueta Business School, Emory University***

- 2010-2012     **Market Intelligence, MBA (3 credit hours)**  
This course teaches graduate students how to use data to make advertising and marketing decisions based on a consumer insight. It is aimed at the marketing or brand management executive who is the ultimate user of the data and who is responsible for determining the scope and direction of research conducted to solve a marketing problem. It is valuable for students planning careers in account planning, account management, marketing management and brand management for both profit and not-for-profit firms. The course teaches the difference between facts and insights, whilst also providing advanced data analysis skills honed through real-world cases and data-sets, such as: univariate and bivariate data analysis, factor analysis, key driver analysis, ordinary least squares regression, correspondence analysis, cluster analysis, multiple discriminant analysis, social media measurement and attribution modeling.

Supervised Undergraduate Independent Studies

***Stan Richards School of Advertising & Public Relations, The University of Texas at Austin***

- Lu, Yunran. A brand repositioning analysis and recommendation for Urban Outfitter in Mainland China, using the five phase Brand Positioning Strategic Marketing Planning Framework. The analysis includes primary research of the target audience in three Tier One cities in Mainland China. The University of Texas at Austin. Honors Thesis Fall 2023.
- Ma, Yucong. An analysis of online educational platform consumer attitudes in USA and China, including awareness, willingness to recommend and brand attachment. The University of Texas at Austin. Honors Thesis Spring 2023.
- Daly, Mignon. A content analysis of La Colombe earned and owned media to determine congruence between brand archetypes, brand messaging and brand attachment. The University of Texas at Austin. Independent Study Spring 2022.

Northfelt, Peter. A content analysis of travel and tourism earned and owned media to determine congruence between brand archetypes and brand messaging. The University of Texas at Austin. Independent Study Spring 2019.

***School of Media and Journalism, University of North Carolina at Chapel Hill***

Roberts, Paige. *Rethinking Hero Archetypal Branding: Authenticity and Flawed Archetypes on Brand Attachment*. The University of North Carolina at Chapel Hill. Independent Study Fall 2017.

Victor, Alexia. *The Mediating Impact of Brand Attachment on Digital Interactions*. The University of North Carolina at Chapel Hill. Independent Study Fall 2015.

Greer, Sara. *The Mediating Impact of Brand Attachment on Digital Interactions*. The University of North Carolina at Chapel Hill. Independent Study Fall 2015.

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