

DOUGLAS OLSEN

Associate Professor

Arizona State University

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EDUCATION

Ph.D. Business Administration (Marketing), University of Alberta, 1992

M.B.A., University of Alberta, 1988

B.Sc. (Psychology), University of Alberta, 1986

AWARDS

- 2018 Nominated for W.P. Carey Graduate Student Teaching Award
- 2014 W.P. Carey Graduate Student Teaching Award
- 2006 University of Alberta, Faculty of Business,
Donald and Margaret MacKenzie *MBA* Teaching Award
- 2005 University of Alberta, Faculty of Business,
Donald and Margaret MacKenzie *Faculty* Teaching Award
- 2002 University of Alberta, Faculty of Business,
Donald and Margaret MacKenzie *MBA* Teaching Award
- 2002 University of Alberta, Faculty of Business,
Donald and Margaret MacKenzie *Faculty* Teaching Award
- 2000 University of Alberta, Faculty of Business,
Donald and Margaret MacKenzie *Undergraduate* Teaching Award
- 1996 The University of Calgary, Faculty of Management, New Scholar Award
- 1995 The University of Calgary, Faculty of Management, Superior Service Award
- 1995 The University of Calgary Students' Union Teaching Excellence Award
- 1993 The University of Calgary, Faculty of Management, Superior Service Award
- 1992 University of Alberta, Faculty of Business Sessional Lecturer Award
- 1991 Graduate Student Teaching Award
- 1991 University of Alberta, Faculty of Business Sessional Lecturer Award

RESEARCH

Published Articles

Dominic Thomas, Douglas Olsen, Kyle Murray, (Forthcoming) "Evaluations of a Sequence of Affective Events Presented Simultaneously: An Investigation of the Peak-End Rule", *European Journal of Marketing*.

Pracejus, John W., Qian (Claire) Deng, Paul R. Messinger, G. Douglas Olsen (Forthcoming), "Fit in Cause Related Marketing: An Integrative Retrospective." *Journal of Global Scholars of Marketing Science*.

Pracejus, John W., Thomas C. O'Guinn, and G. Douglas Olsen (2013). "When White Space is More than Burning Money: Economic Signaling Meets Visual Rhetoric." *International Journal of Research in Marketing*, 30, 211-218.

Chowdhury, Rafi, G. Douglas Olsen and John W. Pracejus (2011). "How Many Pictures Should Your Print Ad Have? The Effects of Increasing the Number of Images in Print Advertisements on Affective and Cognitive Resources," in press *Journal of Business Research*.

Chowdhury, Rafi, G. Douglas Olsen, and John W. Pracejus (2008). "Integration of Same and Oppositely Valenced Affective Stimuli Under Simultaneous Presentation Conditions." *Journal of Advertising*, 37 (3), 7-18.

Pracejus, John W., G. Douglas Olsen and Thomas C. O'Guinn (2006). "When Nothing Became Something: White Space, Rhetoric, History and Meaning," *Journal of Consumer Research*, 33 (1), 82-90.

Olsen, G. Douglas and John W. Pracejus (2004). "Integration of Positive and Negative Affective Stimuli," *Journal of Consumer Psychology*. 14(4), 374-384.

Pracejus, John W. and G. Douglas Olsen (2004). "The Role of Brand/Cause Fit in the Effectiveness of Cause-Related Marketing Campaigns," *Journal of Business Research*, 57 (6), 635-640 .

Olsen, G. Douglas, John W. Pracejus and Norman Brown (2003). "When Profit Equals Price: Consumer Confusion about Donation Amounts in Cause Related Marketing," *Journal of Public Policy and Marketing*, 22 (2), 170-180.

Pracejus, John W., G. Douglas Olsen and Norman Brown (2003). "On the Prevalence and Impact of Vague Quantifiers in the Advertising of Cause Related Marketing," *Journal of Advertising*, 32 (4), 19-28.

Olsen, G. Douglas (2002). "Salient Stimuli in Advertising: The Effect of Contrast Interval Length and Type on Recall," *Journal of Experimental Psychology: Applied*, Vol. 8, No. 3, 168-179.

- Olsen, G. Douglas (1997). "The Impact of Interstimulus Interval and Background Silence on Recall," *Journal of Consumer Research*, 23 (4), pp. 295-304.
- Olsen, G. Douglas (1995). "Creating the Contrast: The Influence of the Presence and Position of Silence on Information Recall and Attribute Importance," *Journal of Advertising*, 24 (4), 29-44.
- Olsen, G. Douglas (1994). "The Sounds of Silence: The Use and Influence of Silence in Television Advertising," *The Journal of Advertising Research*, 34 (September/October), 89-95.
- Olsen, G. Douglas (1994). "Enhancing Learning in Consumer Behavior by Incorporating Course Material into Radio Scripts," *The Journal of Marketing Education*, 16 (Spring), 59-64.
- Olsen, G. Douglas (1993). "The Influence of Method of Deal Expression on Deal Attractiveness and Behavioral Intentions," *Administrative Sciences Association of Canada, 1993 Conference Proceedings*, June, 221-231.
- Olsen, G. Douglas (1990). "A New Method to Study Outcomes of Judgment and Choice Processes," In J. Liefield (ed.) *Proceedings of the Annual Conference of the Administrative Sciences Association of Canada*, Marketing Division, Whistler, British Columbia, June, pp. 259-265.

Conference Presentations

- Olsen, G. Douglas and John W. Pracejus. "How Surprise Can Lead to Customer Delight in a Retail Context." 25th International Conference on Recent Advances in Retailing and Consumer Services Science, Madeira, Spain, July 2018.
- Wang, Helen Si, Mary Jo Bitner, Amy Ostrom and G. Douglas Olsen (2014) "Dynamics of Customer Participation in Service Conversations," Paper presented at the 2014 American Marketing Association Winter Conference, Orlando, FL.
- Chowdhury, Rafi, G. Douglas Olsen, and John W. Pracejus (2009), "How Many Pictures Should Your Print Ad Have? The Effects of Increasing the Number of Images in Print Advertisements on Affective and Cognitive Resources," Presented at *the 2009 La Londe Consumer Behavior and Communication Conference*, La Londe, France.
- Olsen, G. Douglas, Christopher Lynch, Jennifer Argo (2007) "Hurting Those We Love The Most: The Negative Impact of Self Comparative Advertising." *European Association for Consumer Research Conference*, Milan, Italy.
- Chowdhury, Olsen, G. Douglas, John W. Pracejus (2005) "Integration of Same and Oppositely Valenced Affective Stimuli Under Simultaneous Presentation Conditions." *Sixth International Seminar on Marketing Communications and Consumer Behavior*, Lalonde, France.

- Chowdhury, Rafi M. M., Adam Finn, G. Douglas Olsen (2005) "Investigating the Simultaneous Presentation of Advertising and TV Programming." *Annual Meetings of the Administrative Sciences Association of Canada*, Toronto.
- Chowdhury, Rafi, Adam Finn, G. Douglas Olsen (2004). "Investigating the Simultaneous Presentation of Advertising and Television Programming." *INFORMS Conference*, Banff, Alberta.
- Chowdhury, Olsen, G. Douglas, John W. Pracejus and Moira Mireault (2004) "Integration of Oppositely Valenced Affective Stimuli." *Annual Meeting of the Association for Consumer Research*, Portland, Oregon.
- Pracejus, John and G. Douglas Olsen (2003). "On the Prevalence and Impact of Vague Quantifiers in Cause Related Marketing," *Fifth International Seminar on Marketing Communications and Consumer Behavior*, La Londe, France.
- Pracejus, John and G. Douglas Olsen (2002). "Brand Fit in Cause Related Marketing," *Association for Consumer Research Annual Meeting*, Atlanta, Georgia.
- Olsen, G. Douglas and John W. Pracejus (2002). "Donation Amounts in Cause Related Marketing: An Assessment of the Potential for Consumer Deception Under Estimable, Calculable and Abstract Formats," *Association for Consumer Research Annual Meeting*, Atlanta, Georgia.
- Pracejus, John W., G. Douglas Olsen and Thomas C. O'Guinn (2002). "Nothing Is Something: A Figure of Commercial Speech," *Association for Consumer Research Annual Meeting*, Atlanta, Georgia.
- Olsen, G. Douglas and John W. Pracejus (2002). "Donation Amounts in Cause Related Marketing: An Assessment of the Potential for Consumer Deception Under Estimable, Calculable and Abstract Formats," *Marketing Science Conference*, Edmonton, Alberta.
- Olsen, G. Douglas and John W. Pracejus (2002). "Objectives and Factors Moderating the Success of White-Space in Print Advertising: A Survey of Advertising Agency Creative Directors," *European Marketing Academy Annual Conference*, Spain.
- Olsen, G. Douglas and Richard D. Johnson (2001). "The Impact of Background Lyrics on Recall and Recognition of Concurrently Presented Verbal Information in an Advertising Context," *Association for Consumer Research Annual Conference*, Austin, October.
- Olsen, G. Douglas and Richard D. Johnson (2001). "The Impact of Background Lyrics on Recall and Recognition of Concurrently Presented Verbal Information in an Advertising Context" *Association for Consumer Research Annual Conference*, Austin, October.

- Olsen, G. Douglas (2001). "The Impact of Contrast Interval Length and Type on Information Retention: Are Silence and Music Equivalent?" *European Association for Consumer Research Annual Conference*, Berlin.
- Pracejus, John and G. Douglas Olsen (2001). "The Importance of Brand Fit in Cause Related Marketing," *European Association for Consumer Research Annual Conference*, Berlin.
- Pracejus, John and G. Douglas Olsen (2001). "The Role of Brand/Cause Fit in the Effectiveness of Cause Related Marketing Campaigns," *Fourth International Seminar on Marketing Communications and Consumer Behavior*, La Londe, France.
- Olsen, G. Douglas (1999). "Attention and Habituation in the Auditory Domain," Presentation at the Association for Consumer Research Annual Meeting, Columbus, Ohio, October.
- Olsen, G. Douglas, Joffre Swait, Richard D. Johnson, and Jordan J. Louviere (1997). "Predictive Abilities of Judgment and Choice When Models are Not Guaranteed to be Robust," *Association for Consumer Research Annual Conference*, Denver, Colorado.
- Olsen, G. Douglas and D. Todd Ferguson (1996). "Question Classification and Use in Current Advertising Practice," *Administrative Sciences Association of Canada Annual Conference*, Montreal, Quebec.
- Olsen, G. Douglas (1995). "The Inter-Stimulus Interval: Can You Have Too Much of a Good Thing?" *Association for Consumer Research Annual Conference*, Minneapolis, Minnesota.
- Olsen, G. Douglas and Joffre Swait (1994). "The Importance of Nothing: Selected Findings," *AMA Summer Educators' Conference*, San Francisco, California.
- Olsen, G. Douglas (1994). "The Influence of Silence on Information Recall," *Administrative Sciences Association of Canada Annual Conference*, Halifax, Nova Scotia.
- Olsen, G. Douglas and Joffre Swait (1993). "The Influence of Method of Deal Expression on Choice and Quantity Decisions," presented at *Marketing Science Conference*, St. Louis, Missouri.
- Olsen, G. Douglas and Richard D. Johnson (1992). "The Influence of Search and A Nonpurchase Alternative on Judgment and Choice Tasks," *ORSA/TIMS*, Orlando, Florida.
- Olsen, G. Douglas and Richard D. Johnson (1992). "The Influence of a Nonpurchase Alternative on Judgment and Choice Conjoint Tasks," *American Marketing Association Summer Educators' Conference*, Chicago, Illinois.

- Olsen, G. Douglas, Richard D. Johnson and Jordan J. Louviere (1991). "Predictive Validity of Choice and Judgment Tasks in Marketing Research," *Marketing Science Conference*, Delaware.
- Olsen, G. Douglas and Mukesh Bhargava (1991). "Abstraction and the Use of Attribute Information by Consumers," *Marketing Science Conference*, Delaware.
- Olsen, G. Douglas and Mukesh Bhargava (1991). "What Information are Consumers Abstracting from the Market Place to Use in Retail Decisions?" *Administrative Sciences Association of Canada Annual Conference*, Niagara Falls, Ontario.
- Olsen, G. Douglas, Richard D. Johnson (1991). "Robustness of Judgments and Choices for Different Presentation Formats," *Society for Judgment and Decision Making Annual Meeting*, San Francisco, California.
- Olsen, G. Douglas, Richard D. Johnson and Jordan J. Louviere (1990). "Are Order and Practice Effects Task Dependent?" *Marketing Science Conference*, Champaign-Urbana, Illinois.

Work In Progress

- Olsen, Grant Douglas, John W. Pracejus, "Adaptive Advertising: Examining the Impact of Allowing the Reader to Customize Visual Components on Evaluation of the Advertisement," under review at *Journal of Advertising*.
- Olsen, Grant Douglas, John W. Pracejus, "Adaptive Advertising: Examining the Impact of Allowing the Reader to Customize Visual Components on Evaluation of the Advertisement" for submission to *Association for Consumer Research Annual Conference (Due in March)*.
- Olsen, Grant Douglas, "A Teleological Approach to Teaching Marketing Research: Using a Sample Market Research Project as Focal Discussion Object Throughout the Course," Reject and resubmit for *Journal of Marketing Education*. Two new studies conducted in Fall of 2017. One more study required in Spring of 2018. Rejection was a function of the failure to include objective measures of performance improvement in conjunction with not having adequate pre- and post-subjective evaluations. Extensive dialogue with journal editor has occurred to enhance likelihood for more positive review on next submission.
- Adaptive Advertising: Examining the Impact of Allowing the Reader to Customize Visual Components on Evaluation of the Advertisement" for submission to *Association for Consumer Research Annual Conference (Due in March)*.
- Olsen, Grant Douglas, John W. Pracejus, "Surprise Me! – Conditions Under Which Surprise Gifts are Preferred in Gift Giving Contexts," Four empirical studies conducted and manuscript in final stages for submission to *Journal of the Academy of Management Sciences*. Associated submission will also be made to *Society for Consumer Psychology Conference (August)*.

- Olsen, G. Douglas "The Comprehensive Change Model: Toward a Holistic Model of Choice," intended for *Journal of the Academy for Marketing Sciences*.
- Olsen, G. Douglas "Hurting Those We Love the Most: Self-Comparative Advertising and the Betrayal of the Social Contract," intended for *Journal of Consumer Research*.
- Olsen, G. Douglas "Adapt: Adaptive Mechanisms and Factors Influencing the Choice of Highly Adaptive Alternatives," intended for the *Journal of Marketing*.
- Olsen, G. Douglas, "It is Complex, Complicated and Difficult But Not Necessarily at the Same Time," intended for the *Journal of the Academy of Marketing Science*.
- Chowdhury, Rafi, G. Douglas Olsen and John W. Pracejus, "Duration and Frequency Effects of Contrasting Affective Stimuli on Global Affective Response," intended for the *Journal of Marketing*.
- Pracejus, John W. and G. Douglas Olsen, "Contrasting Affective Cues and Global Affective Response in a Print Advertising Context," intended for the *Journal of Marketing*.
- G. Douglas Olsen and John W. Pracejus, "The Best Paper Ever: Understanding the Use of Sarcasm in Advertising," intended for *Journal of Advertising*.

Research Grants

- Dean's Summer Research Award, 2013, 2014, 2015.
- SAS Grant, School of Business, University of Alberta, 2006.
- Social Sciences and Humanities Research Council of Canada (SSHRC) Operating Grant, 2005-2008.
- Xerox Faculty Fellowship, School of Business, University of Alberta, 2003.
- SAS Grant, School of Business, University of Alberta, 2001.
- Canadian Utilities Fellowship, School of Business, University of Alberta, 1999.
- JD Muir Fellowship, Faculty of Business, University of Alberta, 1998.
- Social Sciences and Humanities Research Council of Canada (SSHRC) Operating Grant, 1993-1997.
- Faculty of Management Summer Research Fellowship, "Mind the Gap: The Impact of Inter-Stimulus Length and Background Music and Silence on Information Retention," 1995.
- The University of Calgary Research Fund Award, "Question Use in Advertising," 1994.

Faculty of Management Summer Research Fellowship. “Creating the Contrast: The Influence of the Presence and Position of Silence on Information Recall and Perceived Importance,” 1994.

Alberta Energy Corporation Grant. “Integrating Revealed Preference and Stated Preference Data in a Retail Application,” 1993.

ACADEMIC SERVICE

Chair, W.P. Carey, Faculty Council, 2016 – 2017.

Member, W.P. Carey Faculty Council, 2015-2016.

Faculty Director, Marketing Concentration (Strategic Management and Service Leadership), Full-Time MBA, 2013 – 2017.

Faculty Director, Online Programs, Center for Services Leadership, 2016 – Present.

Faculty Director, Service Leadership Institute, Center for Services Leadership, 2011 – Present.

Academic Director, Honeywell Leadership Academy, 2016 – Present.

Subject Matter Expert, Starbucks Family Foundation Project for Opportunity Youth, 2017 – Present.

Member, University Undergraduate Standards Committee, 2012 – 2017.

Member and Chair, Department of Marketing, Performance Review Committee, 2009, 2011 – Present.

Member, Arizona State University Senate, 2008 - 2012.

Host and Committee Member, Higher Learning Commission Reaccreditation, 2012 – 2013.

Member/Ad Hoc Chair of Master’s Standards Committee, W. P. Carey School of Business, 2011 – 2017.

Member/Ad Hoc Chair of Master’s Curriculum Committee, W. P. Carey School of Business, 2012 – 2017.

Faculty Presenter, W.P. Carey MBA Open House (2013 - 2017). Provided a sample lecture to demonstrate to prospective students what they would encounter in the classroom if they came to ASU.

Mentor, Obama Scholarships Program at Arizona State University, 2009 – 2011.

Associate Dean – MBA Programs, University of Alberta, School of Business, 2005 - 2008.

Director, Business Teaching Development Program, University of Alberta, School of Business, 2005 – 2008.

Chair, Graduate Students Policy Committee, University of Alberta, School of Business, 2005 – 2008.

Member, School of Business Executive Committee, University of Alberta, School of Business, 1999, 2005 – 2008.

Member, Faculty Evaluation Committee, University of Alberta, School of Business, 2005.

Director, *Technology Commercialization Specialization, MBA Program*, University of Alberta, School of Business, 2005 – 2006.

University Faculty Representative, Alumni Association, University of Alberta, 2002-2006.

Member, Ethics Review Board, School of Business, University of Alberta, 1999-2005.

Coordinator, Research Participation Program, School of Business, University of Alberta, 2000-2005.

Member, Department of Marketing, Business Economics and Law, Chair Selection Committee, University of Alberta, 2001 & 2004.

Member, Professional Development Programs Committee, Faculty of Business, University of Alberta, 1999-2002.

Consultant, MBA Program Development, School of Business, University of Alberta, 2001.

Member, Executive Committee, Faculty of Business, University of Alberta, 1999-2000.

Committee Member, Dean's Research Advisory Committee, University of Calgary, 1993-1998.

Committee Member, Faculty of Management Appeals Committee, University of Calgary, 1995-1997.

Faculty Chair, United Way Campaign, University of Calgary, 1994-1996.

Committee Member, Information Resources and Services Committee, University of Calgary, 1993-1994.

Committee Member on Network User's Group, University of Calgary, 1993-1994.

Committee Member, Executive Program Evaluation Committee, University of Calgary, 1993.

Student Organizations and Competition Teams

Supervisor, George Washington University/KPMG MBA Case Competition, Washington, DC, 2002 – 2008.

Supervisor, Concordia MBA Case Competition, Montreal, 2005.

Faculty Advisor, University of Alberta Marketing Association, 1999-2001, 2003.

Supervisor, L'Oreal Strategy Challenge (International Competition), School of Business Team, University of Alberta, 2001.

Supervisor, Saturn Case Competition, Faculty of Business, University of Alberta, 2000-2001.

Supervisor, Manitoba International Marketing Competition, Faculty of Business, University of Alberta, 1999-2000.

Co-Supervisor for the “Canadian Student Advertising Competition Team”, University of Calgary, 1994-1996.

Faculty Advisor to the student organization “The Social Exchange”, University of Calgary, 1992-1998.

Faculty Advisor, University of Calgary, Business Action Research”, 1992-1997.

Faculty Advisor, American Marketing Association, University of Calgary Collegiate Chapter, 1996-1997.

Faculty Advisor, University of Calgary, Management Marketing Association, 1995-1996.

Co-Supervisor for the “Manitoba International Marketing Competition Team”, 1994.

Graduate Research Supervision

Supervisory Committee Member for Scott Cowley (Ph.D. – Marketing, Arizona State University, 2017).

Supervisory Committee Member for Helen Wang (Ph.D. – Marketing, Arizona State University, 2013).

Co-Chair, Katherine Eaton (Ph.D. – Marketing, Arizona State University, 2012).

Supervisory Committee Member for Shruti Saxena (Ph.D. – Marketing, Arizona State University, Expected Completion 2010).

Supervisory Committee Member for Dominic Thomas (Ph.D. – Marketing, University of Alberta, Completed 2008).

Supervisory Committee Member for Rafi Chowdhury (Ph.D. – Marketing, University of Alberta, Completed 2006).

Supervisory Committee Member for Ling Peng (Ph.D. – Marketing, University of Alberta, Completed 2006).

Supervisory Committee Member for Kyle Murray (Ph.D. – Marketing, University of Alberta, completed 2004).

Supervisory Committee Member for Sean Moore (Ph.D. – Psychology, University of Alberta, completed 2004).

Supervisory Committee Member for Diane Talarico (M.Sc. – Psychology, University of Alberta, Completed 2001).

Supervisory Committee Member for Jane Sabre (Ph.D. – Marketing, University of Alberta, completed 2003).

Supervisory Committee Member for Michael Syms (Masters – Industrial Design: Department of Art and Design, University of Alberta, completed 2001).

Supervisory Committee Member for Carrie Lavis (Ph.D. – Psychology, University of Alberta, Completed 2001).

Examination Committee Member for Julie Otto (Ph.D. - Tourism/Marketing, University of Calgary, Completed 1998).

Supervisory Committee Member for Sanjay Sharma (Ph.D. - Marketing, University of Calgary, Completed 1997).

Supervisory Committee Member for Knut Berghdorff (Masters – Environmental Design, University of Calgary, Completed 1996).

Examining Committee Member for Colin Mombourquette (Masters - Psychology, University of Calgary, Completed 1996).

PROFESSIONAL SERVICE ACTIVITIES

Ad Hoc Reviewer, *Association for Consumer Research Annual Conference, American Marketing Association Annual Conference, Association of Consumer Psychology Annual Conference, Journal of Consumer Behavior, Journal of Advertising, Journal of the Academy of Marketing Sciences, Journal of Marketing Education, Journal of Psychology and Theology, Journal of Services Marketing, European Journal of Marketing, Journal of Retailing.*

Member, *American Marketing Association, Association for Consumer Research, Society for Consumer Psychology, American Council of Exercise, American Culinary Federation.*

SERVICE TO COMMUNITY

Service Activities

Volunteer, *Phoenix Rescue Mission*, (bi-weekly preparation of meals), 2016.

Advisor, *Jewish Family and Community Services*, 2014 -2015.

Coordinator, *Operation Christmas Child*, 2012-2015.

Community Representative, *City of Edmonton Partners in Parks Program*, 1999-2005.

Coach, *Edmonton Minor Soccer Association*, 1999-2003.

Member, *Habitat for Humanity, University of Alberta Campus Chapter*, 1997-2000.

Leader, *Scouts Canada - Cub Scouts*, 1996-1997.

Committee Member, *Calgary Philharmonic Orchestra Marketing Committee*, 1996-1997.

Committee Member, *Canadian Red Cross Committee On First Aid Programs - Calgary Branch*, 1993-1994.

Committee Member, *Canadian Red Cross Committee On Blood Donor Recruitment - Alberta North*, 1991-1992.

Supplementary Teaching Activities

Strategic Service Institute (Previously, Service Leadership Institute), Center for Services Leadership. Faculty Director and Presenter. Now held twice per year (March and September). 2011 - Present

Cobham Aerospace. “A Toolset for Launching an Innovative New Product”.
January 31, 2018.

Center for Executive and Professional Development, Small Business Leadership Academy, “Delivering Service Excellence” (8 hours of classroom teaching); Fall 2012- Fall **2016**. Tempe, AZ.

Society of Psychologists in Management (SPIM). Factors Underpinning Change.
Not a paid presentation. Conducted as a professional favor. Scottsdale, AZ,
February 2017.

SCORE Annual Board Meeting, Service Excellence and Innovation, Not a paid presentation. Conducted at request of CSL. Washington, DC, February 2017.

STORE Capital Inside Track Forum, Creating Change that Works, Scottsdale, AZ.
Not a paid presentation. Conducted at request of Dean’s Office. February 2017.

Petsmart Corporate Education Retreat, “Creating Change,” Tempe, AZ. Not a paid presentation. Conducted as a professional favor for CSL organization.

CASE Conference for Higher Education, Creating Change in Educational Contexts, Phoenix, AZ. Not a paid presentation. Conducted at request of Dean's Office. November 2017.

Thunderbird Executive Education, "Value Creation and Winning in the Global Arena," Three-day course offered in April 2016, Glendale, AZ.

Chase Bank & Sparxx Initiative, Developing Your Brand: Critical Marketing Elements, November 2015 & March 2016, Scottsdale, AZ.

Thunderbird Executive Education (Training for Program Managers), Delivering Exceptional Service, Glendale, AZ.

Bulthaup Kitchen Design, Factors Impacting the Impact of Marketing Efforts and the Resonance of Your Brand, April 2015, Tempe, AZ.

Boeing Aerospace, Developing and Delivering Exceptional Service, March 18, 2015, in St. Louis, MO as part of CSL initiative.

Alliance Residential Executive Development, Delivering an Exceptional Customer Experience, February 2015, Phoenix, AZ.

Insight Executive Development, Delivering Exceptional Service, November 2014, Phoenix, AZ.

Center for Executive and Professional Development, Service Leadership and Branding (4 hours of classroom teaching), customized for the City of Avondale. Fall 2013, Avondale, AZ.

Center for Executive and Professional Development, Leading Innovation Success (4 hours of classroom teaching). Spring 2013, Tempe, AZ.

Vision 2014 Business Growth Seminar, Factors Influencing Innovation Success (1 hour of classroom teaching). This was done on a volunteer basis in an effort to assist the Peoria Chamber of Commerce. November 2013.

CSL, Honeywell Service on the Front-Lines Program, Course 6 (Business to Business Marketing) – 8 offerings. 2012 – 2013, developed course modules and acted as course lead during online offering.

CSL, Honeywell Service on the Front-Lines Program, Course 8 (Voice of the Customer) – 8 offerings. 2012 – 2013, developed course modules and acted as course lead during online offering.

East Valley Business Group, Overcoming Barriers to Growth (1 hour of classroom teaching), done on a volunteer basis. November, 2013, Mesa, AZ.

Marketing Strategy Course, Alberta Executive MBA Program, 2000-2008.

Public Policy and Communication, Senior Executive Development Program, Government of Alberta - University of Alberta, School of Business, Center for Executive Development, 2000 –2007. Taught in Conjunction with Dr. Michael Percy (2000) and Dr. Ian Montgomerie (2001-2008).

Public Policy and Communication, Management Development Program, Government of Alberta - University of Alberta, School of Business, Center for Executive Development, 2000 –2007.

Marketing Strategy, Management Fundamentals Program, University of Alberta, School of Business, Center for Executive Development, 2003-2008.

Marketing Strategy, CEP Program, University of Alberta, School of Business, Center for Executive Development, 2002. Taught in Conjunction with Dr. Paul Messinger.

Marketing Strategy, Telus (Edmonton) - University of Alberta, School of Business, Center for Executive Development, 2000. Taught in Conjunction with Dr. Paul Messinger.

Marketing Strategy, Telus (Vancouver) - University of Alberta, School of Business, Center for Executive Development, 2000. Taught in Conjunction with Dr. Paul Messinger.

Hurting Those We Should Love the Most, Leger Research Speaker Series, Toronto, April 2009.

Hurting Those We Should Love the Most, Leger Research Speaker Series, Quebec City, October 2009.

Understanding Factors that Constrain Growth: Enhancing Acquisition of New Customers and the Retention of Existing Business, Executive Education Key Note Address, Calgary, October 2007.

Why Don't They Buy? A General Resistance Model to New Product Acceptance, Leger Research Symposium, Montreal, September 2007.

Marketing in New Venture Initiatives, TEC Edmonton, Jumpstart Conference, March, 2007.

Consumer Debt: Is a Crisis Looming?, Eric Geddes Lecture Series (Calgary), University of Alberta, March, 2006.

Differentiation and Communication Effectiveness, Venture Prize Seminar, University of Alberta, School of Business and Economic Development Edmonton Initiative, November 2005 and 2006.

Innovation and Marketing Research, Eric Geddes Lecture Series (Edmonton), University of Alberta, September, 2005.

Understanding Generation Y, Walter Johns Research Series, University of Alberta, 2005.

Ideation, New Product Development and Marketing Strategy. National Entrepreneurship Development Institute (Calgary), April 2003.

Establishing a Differential Advantage through Professionalism. International Association of Administrative Professionals (Edmonton), April 2003.

Establishing a Sustainable Differential Advantage. Canadian Milk Producers – National Conference, February 2003.

Ideation, New Product Development and Marketing Strategy. National Entrepreneurship Development Institute (Edmonton), February 2003.

Developing a Sustainable Differential Advantage Through Innovation. Venture Prize Seminar, University of Alberta, School of Business and Economic Development Edmonton Initiative, January 2003.

Effective Marketing Research. Business Link (Government of Alberta – Government of Canada Initiative, Edmonton), January 2003.

Niche Marketing. National Entrepreneurship Development Institute (Edmonton), October 2002.

The Education-Marketing Linkage. Canadian Association of Communicators in Educators Conference (Edmonton), October 2002.

ACADEMIC EMPLOYMENT HISTORY

Associate Professor, Department of Marketing, W.P. Carey School of Business, Arizona State University, 2008-Present.

Associate Dean – MBA Programs, Department of Marketing, Business Economics and Law, Faculty of Business, University of Alberta, 2005 – 2008.

Associate Professor, Department of Marketing, Business Economics and Law, Faculty of Business, University of Alberta, 2004 – 2008.

Assistant Professor, Department of Marketing, Business Economics and Law, Faculty of Business, University of Alberta, 1998-2004.

Director of Advanced Statistical Analysis, The Advisory Group (Calgary), 1995–2000.

Consultant, G. Douglas Olsen Corp. (Marketing Research), 1992-2003.

Area Chair, Marketing Area, Faculty of Management, The University of Calgary, 1996-1998.

Associate Professor, Marketing Area, Faculty of Management, The University of Calgary, 1995-1998.

Assistant Professor, Marketing Area, Faculty of Management, The University of Calgary, 1992-1995.