

DETRA Y. MONTOYA

W. P. Carey School of Business
Arizona State University
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EDUCATION

Ph.D. Business Administration, Emphasis: Marketing
 Arizona State University, 2006.

M.B.A. Business Administration
 Arizona State University, 2000.

B.S. Finance, *Cum Laude*
 University of Arizona, 1996.

EMPLOYMENT

Arizona State University, W. P. Carey School of Business (2012-present)

- Faculty Director, Professional Sales Program (2015-present)
- Clinical Professor of Marketing, Department of Marketing (2020- present)
- Clinical Associate Professor of Marketing, Department of Marketing (2012-2020)

University of Washington, Michael G. Foster School of Business (2006-2012)

- Assistant Professor, Department of Marketing and International Business

Arizona State University, W. P. Carey School of Business (2002-2006)

- Instructor and Graduate Assistant, Department of Marketing

Chandler-Gilbert Community College (2002-2003)

- Adjunct Faculty, Business and Computer Information Systems Division
- Arizona Community College Teaching Certification 2002

Procter & Gamble (1996-2001)

- Project Manager - Multicultural Business Development Organization
- Account Executive - Customer Business Development Organization
- Account Manager - Customer Business Development Organization
- Shelf Technology Manager - Customer Business Development Organization

RESEARCH

Peer-Reviewed Articles

Alexandra Aguirre-Rodriguez, David Luna, Cecilia M.O. Alvarez, and Detra Y. Montoya (2023), “The Hispanic Identity and Consumer Psychology: An Ethnic Identity-Based Motivation Model,” *Journal of Consumer Psychology*, 33 (2), 303-327. DOI: 10.1002/jcpy.1340

Aguirre-Rodriguez, Alexandra, Adriana Bóveda-Lambie, Patricia Torres, and Detra Y. Montoya (2022), “Culturally adaptive service behaviors in shared ethnicity service encounters,” *Services Marketing Quarterly*, 43 (3), 277-293. DOI: 10.1080/15332969.2021.1992559

Aguirre-Rodriguez, Alexandra, Adriana Bóveda-Lambie, and Detra Y. Montoya (2014), “Ethnic consumer response to ethnic crossover brand extensions,” *Journal of Business Research*, 67 (4), 457–463.

Montoya, Detra Y. and Maura Scott (2013), “The Effect of Lifestyle-based Depletion on Teen Consumption Behavior,” *Journal of Public Policy & Marketing*, 32 (1), 82-96.

Montoya, Detra Y. and Elten Briggs (2013), “Shared ethnicity effects on service encounters: A study across three U.S. subcultures,” *Journal of Business Research*, 66 (3), 314–320.

Rosenbaum, Mark S. and Detra Y. Montoya (2007), “Am I welcomed here? Exploring how ethnic consumers assess their place identity,” *Journal of Business Research*, 60 (3), 206-214.

Manuscripts under Review and Research in Progress

“Attracting Graduates to Entry-level Sales Positions: a Re-examination for Generation Z” with Rahul Sindal and Michael Wiles. Manuscript under revision.

“Ethical Decision Making in Sales using Principled Innovation and Giving Voice to Values Frameworks (working title)” with Julie Nelsen. Research in progress.

Books and Book Chapters

Briggs, Elten and Detra Y. Montoya (2020), “Providing Services in Multicultural Environments,” in *The Routledge Handbook of Service Research Insights and Ideas*, Kendra Fowler and Eileen Bridges, Eds.

Spratlen, Thaddeus, Leslie Lum, Leslie, Detra Y. Montoya, and Michael P. Verchot (2015), *Business Consulting in a Multicultural America*, Seattle: University of Washington Press.

Bolton, Ruth N., Venkatesh Shankar, and Detra Y. Montoya (2009), “Recent Trends and Emerging Practices in Retail Pricing,” in *Retailing in the 21st Century: Current & Future Trends, 2nd Edition*, Manfred Krafft and Murali Mantrala, Eds., Germany, METRO.

Invited Articles

Montoya, Detra Y. (2011), "Your Customers' Expectations: Managing them is Essential to their Satisfaction," *American Pharmacist*, (May), 27-31.

Bolton, Ruth N., Detra Y. Montoya, and Venkatesh Shankar (2006), "Beyond EDLP and HiLo: A New Customised Approach to Retail Pricing," in *European Retail Digest*, 49 (spring), 7-10. [Feature/Lead Article]

Presentations and Conference Proceedings (*denotes presenter)

Montoya, Detra Y. "The Power of Influence: Persuasion Strategies for Business Success." Mapua University, October 23, 2025

Montoya, Detra Y., "Gaining Experience One Brand at a Time," *Marketing Management Association Fall Educator's Conference*, October 2021.

Montoya, Detra Y., & Eaton, Kate. (2021). How Can We Get Experience if You Won't Hire Us without Experience? In *Marketing Management Association Fall Educators Conference Proceedings*.

Montoya, Detra Y., "A Lesson in Flipping a Class During COVID-19," *Marketing Management Association Fall Educator's Conference*, October 2020.

Montoya, Detra Y., "Integrating Multicultural Marketing Research and Teaching," *Marketing Management Association Fall Educator's Conference*, Santa Fe, New Mexico, September 2019.

Briggs, Elten* and Detra Y. Montoya, "Providing Services in Multicultural Environments," *Society for Marketing Advances*, West Palm Beach Florida, November 2018.

Montoya, Detra Y* and Ann Schlosser, "The Effect of Regulatory Focus on Coping with Ambivalence," *Society for Consumer Psychology*, Atlanta, Georgia, February 2011.

Montoya, Detra Y.* and Maura Scott, "The Effect of Lifestyle Depletion on Ethnic Teen Consumption Behavior," *Society for Consumer Psychology*, Atlanta, Georgia, February 2011.

Montoya, Detra Y.* and Ann Schlosser, "The Effect of Regulatory Focus on Coping with Ambivalence," *Michael G. Foster School of Business Marketing Department Seminar Series*, Seattle, Washington, May 2010.

Montoya, Detra Y.* and Maura Scott, "Exploring the Unique Consumption Experiences of African American and Hispanic Teens," *Academy of Marketing Science Cultural Perspectives in Marketing Conference*, New Orleans, Louisiana, January 2008.

Montoya, Detra Y. and Mark S. Rosenbaum*, "Taking Care of 'Family' Members: Exploring Retail Nepotism," *Academy of Marketing Science Cultural Perspectives in Marketing Conference*, New Orleans, Louisiana, January 2008.

Montoya, Detra Y.*, Naomi Mandel, Stephen M. Nowlis, and Andrea C. Morales, "The Effects of Product Attributes and Goals on Expected Goal Attainment for Product Systems and their Driver Products," *UW/UBC Marketing Conference*, University of British Columbia, Vancouver, British Columbia, June 2007.

Montoya, Detra Y.*, Naomi Mandel, and Stephen M. Nowlis, "Social Norms and Shelf Space Strategies: Influencing Consumer Preferences for High and Low Tier Brands at the Retail Shelf," *Society for Consumer Psychology*, Las Vegas, Nevada, February 2007.

Rosenbaum, Mark S. and Montoya, Detra Y.*, "Am I welcomed here? Exploring how ethnic consumers assess their place identity," *University of Washington Diversity In Business Research Conference*, Seattle, Washington, September 2006.

Montoya, Detra Y.*, Naomi Mandel, and Stephen M. Nowlis, "System Sales: Managing Synergy through Multiple Products," *Society for Consumer Psychology*, Miami, Florida, February 2006.

Rosenbaum, Mark S.* and Detra Y. Montoya, "Exploring How Ethnic Consumers Assess Place Identity," *Royal Bank International Research Seminar*, Montreal, Canada, September 2005.

Montoya, Detra Y.*, Naomi Mandel, and Stephen M. Nowlis, "Social Norms and Shelf Space Strategies: Influencing Consumer Purchase Decisions at the Retail Shelf," *Association for Consumer Research Conference*, Portland, Oregon, October 2004.

Montoya, Detra Y.*, Stephen M. Nowlis, and Naomi Mandel, "Product Complements: An Exploratory Study on the Influence of Related Products on Consumer Purchase Decisions," *Arizona Consortium*, Glendale, Arizona, April 2004.

Montoya, Detra Y.*, Stephen M. Nowlis, and Naomi Mandel, "The Effects of Shelf Space Strategies on Consumer Purchase Decisions," *PhD Project*, Chicago, Illinois, August 2003.

TEACHING

Teaching Experience

Arizona State University (2012-present)

- Brand Management [undergraduate*, graduate**, online graduate*], Marketing Management [undergraduate, graduate], Principles of Marketing [undergraduate], Sales Management [undergraduate**, online undergraduate course*].

University of Washington (2006-2012)

- Marketing Concepts; Multicultural Marketing and Business Development**.

Arizona State University (2003-2006)

- Marketing Management [evening core MBA], Consumer Behavior, Marketing Management, and Principles of Marketing [undergraduate].

Chandler-Gilbert Community College (2002-2003)

- Principles of Marketing, Management and Leadership.

** denotes course I developed*

***denotes course I significantly revised*

Executive Education

- L3 Harris/CAS Course Lead, 2025
- Starcom Summit Leadership Training, February 2023
- Center for Services Leadership (CSL) Honeywell Online Education Program Course Lead, 2012-2013; 2015-2018; 2019
- CSL Strategic Service Institute Instructor, “*Leveraging Technology and Brand Reputation to Move from Products to Services*,” September 2018; February & September 2019; February 2020
- CSL Open Enrollment Online Certificate Program Couse Lead, 2013-2017
- CSL Service Leadership Institute Instructor, “*Service Branding*,” – March 2016
- University of Washington (UW) Business and Economic Development Center (BEDC) Business Certificate Program Instructor, “*Marketing Plan Development*,” – May, June & October 2011; March 2012.
- UW BEDC Business Certificate Program Instructor, “*For Sale: Pricing Your Products/Services & Market Research*,” – November 2010
- UW BEDC Business Certificate Program Instructor, “*Marketing During an Economic Downturn*,” April 2009; March 2010
- UW BEDC Minority Business Executive Program Featured Speaker, “*Multicultural Marketing*” - June 2008

RESEARCH GRANTS

- W. P. Carey School of Business Research on Teaching and Learning Grant, 2024-2025
- University of Washington Institute of Ethnic Studies in the United States Research Grant, 2010
- State Farm Insurance Research Grant, October 2008
- Michael G. Foster School of Business BEDC Research Grant, 2007 & 2008
- CSL Doctoral Student Research Award, 2003

UNIVERSITY/ DEPARTMENT SERVICE

- National Science Foundation (NSF) Grant, Southwest Sustainability Innovation Engine (SWSIE); Entrepreneurship Taskforce, 2024
- Faculty Advisor, ProSales Club, 2013- 2022; 2024-present
- Faculty Lead, Doing Business in Argentina Study Abroad Program, March 2024
- Faculty Advisor, Strategic Marketing Association, 2021-present
- Faculty Director (Timothy Ruecker Faculty Coordinator in Professional Sales), Professional Sales Program, 2015-present
- Sales Competition Coach, 2014-present
 - State Farm Sales and Marketing Competition; Western States Collegiate Sales Competition; E. & J. Gallo Winery Collegiate Sales Competition; POA PNW Sales Competition; Sports Sales Collegiate Sales Competition; Global Bilingual Sales Competition, Steel City Sales Challenge, International Collegiate Sales Competition
- W. P. Carey Forward Initiative Taskforce Member, 2017-2018
- Faculty Director, Master of Science in Management, 2014-2016
- Barrett Honors Thesis Committee Director/2nd Reader, 2012 – present
- Department of Marketing Internship Coordinator, 2012 – 2024
- UW BEDC Certificate Program Marketing Instructor, 2009 – 2012
- Advisory Board Member, UW BEDC, 2007-2012
- Faculty Advisor, Hispanic Business Student Association/ALPFA UW student chapter 2007-2012
- UW Marketing Department PhD Program, Ad Hoc Committee 2007

ACADEMIC SERVICE

- DEI/CCI Committee Chair and Board Member, University Sales Center Alliance, June 2024 - present
- Dr. Ilana Shanks Memorial Scholarship committee member, 2022, 2023
- Session Chair, *Marketing Management Association Fall Educator's Conference*, October 2020
- Session Chair, *Marketing Management Association Fall Educator's Conference*, September 2019
- Panelist, *PhD Project Conference*, 2007-2017
- Faculty Advisor, PhD Project Marketing Doctoral Student Association, 2013-2016
- Program Committee Member, Society of Consumer Psychology Conference, February 2011
- Member, Society of Consumer Psychology - Ethnic Minority Affairs Committee, 2010
- Session Chair, Society of Consumer Psychology Conference, February 2009
- Ad Hoc Reviewer for *Journal of Marketing*, *Journal of the Academy of Marketing Science*, *Journal of Retailing*, *Journal of Business Research*, *Journal of Public Policy & Marketing*, *Journal of Service Research*, *Journal of Services Marketing*
- Ad Hoc Reviewer for *Society of Consumer Psychology*, *Advances in Consumer Research* and, *American Marketing Association Conferences*

HONORS AND AWARDS

- Huizingh Outstanding Undergraduate Teacher Award, 2024-2025
- Dean's List for Teaching Impact 2024-2025
- Huizingh Outstanding Undergraduate Teacher Award *Finalist*, 2023-2024
- Dean's List for Teaching Impact 2023-2024
- Huizingh Outstanding Undergraduate Teacher Award *Finalist*, 2022-2023
- Dean's List for Teaching Impact 2022-2023
- **peerLA** (ASU Leadership Academy) Participant 2022-2023
- Huizingh Outstanding Service to Undergraduate Students Award, 2020-2021
- Dean's List for Teaching Impact 2020-2021
- Huizingh Outstanding Undergraduate Teacher Award *Finalist*, 2029-2020
- Dean's List for Teaching Impact 2019-2020
- "Most Impactful Marketing Professor" for W. P. Carey Full-Time MBA 2019
- Huizingh Outstanding Undergraduate Teacher Award *Finalist*, 2017-2018
- Huizingh Outstanding Graduate Teacher Award *Finalist*, 2016-2017
- Huizingh Outstanding Service to Undergraduate Students Award, 2015-2016
- National Hispana Leadership Institute's Executive Leadership Program Fellow, 2012

PROFESSIONAL SERVICE

- Brotherhood Crusade Training/Workshop (Faculty Lead), March 2024 & September 2024
- Panelist, Arizona Hispanic Chamber of Commerce, October 2013
- Panelist, *Nordstrom Latina Summit*, September 2011
- Keynote Speaker, INROADS Learning Summit, June 2010
- Panel Moderator, *Latina Style Business Series* – Seattle, April 2007 & June 2010
- Panelist, *Strategic Connections: A Conversation among Leaders in the Hispanic/Latino Community* at State Farm, May 2008
- Panelist, *Latinas in Leadership - Society of Hispanic Professional Engineers*, March 2008
- Invited Speaker, *King County Bar Association - Small Business Institute* June 2007

PROFESSIONAL AFFILIATIONS

- Full Member, University Sales Center Alliance, 2025-present
- Associate Member, University Sales Center Alliance, 2022-2025
- Wise Women of Seattle, June 2007-2012
- Founding Member, Marketing Ethnic Faculty Association, 2006-present
- PhD Project Marketing Doctoral Student Association, 2002-2006
- Member, American Marketing Association, 2002-present
- Member, Society for Consumer Psychology, 2002-2013
- Member, Association for Consumer Research, 2002-2013
- Member, Academy of Marketing Science, 2007-2008
- Alumni Member and Talent Pool Facilitator, INROADS

- Alumni Member, Delta Sigma Pi Professional Business Fraternity

NON-PROFIT AFFILIATIONS

- Board Member, *Consejo Counseling and Referral Service*, 2007-2012
 - Vice-President, 2011-2012
 - Chair, Governance Committee, 2011-2012
 - Chair, Resource Development Committee, 2010-2011
 - Chair, Strategic Planning Committee, 2008 - 2010
- Symphony Guild, *Seattle Children's Hospital*
 - Chair, Marketing Committee 2007-2008

MEDIA MENTIONS/INTERVIEWS

- “ASU named among the world’s best universities for graduate employability,” *ASU News*, October 30, 2025
- “Big gains for small firms,” *W. P. Carey News*, October 16, 2025
- “Mesa biomed firm gifts ASU \$2.2M,” *The Mesa Tribune*, October 3, 2025
- “BioLab Holdings gifts \$2.2 million to ASU’s School of Business,” *AZ Big Media*, September 28, 2025
- “BioLab Holdings Inc. in Mesa donates \$2.2M to ASU business school,” *Mesa Independent*, September 19, 2025
- “Valley biotech company donates \$2M to ASU to create innovation, sales lab,” *W. P. Carey News*, September 16, 2025
- “ASU students gain new opportunities from \$2.2M BioLab gift,” *ASU News*, September 15, 2025
- “Student projects support growth for Bubbies Ice Cream,” *W. P. Carey News*, August 5, 2025
- “Students win big as sales competition celebrates 10th anniversary,” *W. P. Carey News*, March 3, 2025
- “ASU a top-ranked university for graduate employability,” *Phoenix Business Journal*, November 20, 2024
- “ASU a top-ranked university for graduate employability,” *ASU News*, November 18, 2024
- “Business students win big at marketing and sales competition,” *W. P. Carey News*, November 29, 2022
- “W. P. Carey Sports Sales team earns top spot at national competition,” *W. P. Carey News*, February 16, 2022
- “ASU students take top honors in national sales competitions,” *ASU News*, November 24, 2020.
- “Shared Ethnicity Contributes to Positive Customer Experiences,” *O&P Business News*, April 2013
- “Chronic social stress contributes to unwise teen spending,” www.foster.washington.edu, May 14, 2012.
- “STP: Powering More than Race Cars,” *Tu Decides*, May 3, 2012

- “Marketing: It’s All About the Customer,” *Tu Decides*, April 19, 2012
- “Does Costco make your wallet look fat?” Komonews.com, May 4, 2009.
- “Survey Regarding Hispanic Concerns,” *Tu Decides*, October 31, 2008.
 - **This study was sponsored by State Farm Insurance.*
- “UW researcher Detra Y. Montoya, Ph.D. explores multicultural marketing,” *Tu Decides*, January 28, 2008.
- Guest Opinion by Lauri Jordana, *Puget Sound Business Journal*, August 24-30, 2007.
- “Tapping the Hispanic Market not as Easy as Uno-Dos-Tres,” *Yakima Herald-Republic*, April 9, 2007.