

FACULTY VITA

MARK R. MULDER
ASSISTANT PROFESSOR
MARKETING

I. ACADEMIC DEGREES (include years)

<i>Ph.D.</i>	<i>Doctor of Philosophy, Marketing</i> Expertise & Emphasis: Consumer Behavior & Marketing Strategy Washington State University	2012
<i>MBA</i>	<i>Master of Business Administration</i> Emphasis: Technology & Innovation Management Pacific Lutheran University	2000
<i>BBA</i>	<i>Bachelor of Business Administration</i> Emphasis: Human Resources and Total Quality Management Pacific Lutheran University	1993
<i>Professional Education</i>		
	<i>Management Development Program, Harvard University</i> Harvard Graduate School of Education, Harvard Institutes for Higher Education	2002

II. ACADEMIC AND PROFESSIONAL EXPERIENCE

<i>Assistant Professor – Marketing</i>	Pacific Lutheran University	2012-present
Teach, research & serve the campus and global community.		
<i>Market Research & Consultant</i>	Independent Researcher & Consultant	2012-present
Research clients' position in the market and provide strategies to best achieve market potential.		
<i>Instructor, Researcher & Grad Asst</i>	Washington State University	2008-2012
Teach, research and support College of Business operations.		
<i>Director, Finance & Operations</i>	Pacific Lutheran University	2000-2008
Oversee 3M+ in business, marketing and strategic operations. Co-led a \$10M real estate project.		
<i>Other experience available upon request.</i>		

III. COURSES TAUGHT

School of Business – Pacific Lutheran University - Tacoma, WA (Tenure – track)

<i>Nonprofit Management/Marketing</i>	BUSA 340, JT 17	Undergraduate - PLUTO
<i>Marketing Management</i>	BUSA 513, FA16	Graduate - MBA
<i>Marketing Management</i>	BMMR 502, FA16	Graduate - MSMR
<i>Consumer Behavior</i>	BUSA 363, FA16	Undergraduate
<i>Graduate Research</i>	BUSA 599, SU16	Graduate – MSMR
<i>Marketing Internships (2)</i>	BUSA 495, SU 16	Undergraduate
<i>Consumer Behavior</i>	BMMR 528, SP16	Graduate - MSMR
<i>Principles of Marketing</i>	BUSA 308, SP 16	Undergraduate
<i>NicarAGUA Study Away</i>	BUSA 485, SP16	Undergraduate
<i>Marketing Internships (6)</i>	BUSA 495, SP16	Undergraduate

Family Leave – Full Semester Fall, 2015

<i>Marketing Management</i>	BUSA 468, SP15	Undergraduate
<i>Study Away - Nicaragua</i>	BUSA 485, SP15	Undergraduate
<i>Marketing Internships (6)</i>	BUSA 495, SP15	Undergraduate
<i>MBA International Experience</i>	BUSA 509, J15	MBA in Peru
<i>Marketing Management</i>	BUSA 513, FA14	Graduate - MBA
<i>Principles of Marketing</i>	BUSA 3081, FA14	Undergraduate
<i>Principles of Marketing</i>	BUSA 3082, FA14	Undergraduate
<i>Marketing Internship</i>	BUSA 495, FA14	Undergraduate
<i>Marketing Management</i>	BUSA 513, SP14	Graduate - MBA
<i>Marketing Management</i>	BUSA 468, SP14	Undergraduate
<i>Principles of Marketing</i>	BUSA 308, SP14	Undergraduate
<i>Study Away - Nicaragua</i>	BUSA 485, SP14	Undergraduate
<i>Marketing Internship</i>	BUSA 495, SP14	Undergraduate
<i>Marketing Internship</i>	BUSA 495, SP14	Undergraduate
<i>Marketing Ind. Study</i>	BUSA 591, JT13	Graduate – MBA
<i>Marketing Management</i>	BUSA 513, FA13	Graduate - MBA
<i>Principles of Marketing</i>	BUSA 308, FA13	Undergraduate
<i>Principles of Marketing</i>	BUSA 308, FA13	Undergraduate
<i>Marketing Management</i>	BUSA 513, SP13	Graduate - MBA
<i>Marketing Management</i>	BUSA 468, SP13	Undergraduate
<i>Principles of Marketing</i>	BUSA 308, SP13	Undergraduate
<i>MBA International Experience</i>	BUSA 509, Jan13	MBA in Peru
<i>Marketing Research</i>	BUSA 467, FA12	Undergraduate
<i>Marketing Management</i>	BUSA 513, FA12	Graduate - MBA

College of Business - Washington State University - Pullman, WA (Instructor – PhD Candidate)

<i>Principles of Marketing</i>	MKTG 360, SU11	Undergraduate
<i>Retail Marketing/Management*</i>	MKTG 470, FA10	Undergraduate

*Course included student service projects with three local businesses

<i>Retail Marketing/Management</i>	MKTG 470, SU10	Undergraduate
<i>International Business</i>	IBUS 380, SU09	Undergraduate Online Course
<i>Retail Marketing/Management*</i>	MKTG 470, SU09	Undergraduate

*Course included student fair trade service project with local business

School of Business - Pacific Lutheran University - Tacoma, WA (Adjunct Faculty)

<i>Building Collaborative Partnerships</i>	BUSA 587, JT07	Graduate (MBA)
<i>Global Value Creation</i>	BUSA 190, SP/FA07	Undergraduate
<i>Cosmopolitanism – Citizenship in a Globalizing World</i> , January 2008 (PHIL 228)		
Co-facilitated with Brendan Hogan, Ph.D. International course with 16 students in Sao Paulo, Brazil and Buenos Aires, Argentina for 23 days. Led the fair trade and microfinance lecture topics and site visits to four worker cooperative businesses.		

Invited Guest Lecturer (Courses)

Doctoral

Consumer Behavior	Transformative Consumer Research	(2013)
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Undergraduate

Marketing	Social Marketing – WSU Program - Greece	(2016)
Communications	Peace & Social Justice	(2016)
Intro to Business	Why Marketing Matters	(2012-2015)
Philosophy	The Global Water Crisis & Social Business	(2014)
Consumer Behavior	Can't Buy Me Love? Qualitative Research	(2008-2012)
Marketing Research	Marketing Research and the \$10M Question	(2008-2012)
International Business	Fair Trade & Social Responsibility	(2008-2012)
International Marketing	Triple Bottom Line & Social Entrepreneurship	(2008-2012)
Non-Profit Management	Approaches to Overhead Contribution "Tips"	(2010)
Social Psychology	Attitude & Behavior Change in Marketing	(2009)

IV. SCHOLARSHIP (APA citations)

Peer Reviewed Journal Articles:

Gillespie, B., **Mulder, M.R.**, & Lieb, M. (forthcoming). Who's Laughing Now? The Effect of Simulated Laughter on Consumer Enjoyment of Television Comedies and the Laugh-Track Paradox. *Journal of the Association for Consumer Research*, (Accepted June 2016).

Bublitz, M.G., Peracchio, L.A., Escalas, J.E., Furchheim, P., Grau, S.L., Hamby, A., Kay, M.J., **Mulder, M.R.**, & Scott, A. (forthcoming). Transformative Stories: A Framework for Crafting Stories for Social Impact Organizations. *Journal of Public Policy & Marketing*, (Accepted July 2016). [Journal ABDC Rank: A]

Mulder, M.R., & Joireman, J. (2016). Encouraging Charitable Donations via Charity Gift Cards: A Self-Determination Theoretical Account. *Journal of Nonprofit & Public Sector Marketing*, 28 (3), 234-251. [Journal ABDC Rank: B]

Mulder, M.R., Rapp, J., Hamby, A. & Weaver, T. (2015). Consumer Transformation through Volunteer Service Experiences. *Service Industries Journal*, 35 (15-16), 865-882. [Journal ABDC Rank: B]

Radighieri, J. & **Mulder, M.R.** (2014). The Impact of Source Effects and Message Valence on Word of Mouth Retransmission. *International Journal of Market Research*, 56 (2), 249-263. [Journal ABDC Rank: B]

Anderson, L., Ostrom, A.S., Corus, C., Fisk, R.P., Gallan, A.S., Giraldo, M., Mende, M., **Mulder, M.R.**, Rayburn, S. W., Rosenbaum, M.S., Shirahada, K. & Williams, J.D. (2013). Transformative Services Research: An Agenda for the Future. *Journal of Business Research*, 66 (8), 1203-1210. [Journal ABDC Rank: A]
** ***Emerald Insights Citations of Excellence Research Award*** for most impactful and cited research as awarded by the Emerald Publishing Group (2016)

Sarker, S., Chakraborty, S., Tansuhaj, P., **Mulder, M.R.**, & Dogerlioglu Demir, K. (2013). The "Mail-Order-Bride" (MOB) Phenomenon in the Cyberworld: An Interpretive Investigation. *ACM Transactions on Management Information Systems*, 4 (3), 10-36.

Mulder, M.R., Joireman, J., Gregoire, Y., Sprott, D.S., & Parks, C. (2012). *Emerging Trends in Charitable Giving* (Published Doctoral Dissertation). ProQuest Dissertations and Theses (UMI ISBN: 9781267476876 1267476877).

Rosenbaum, M.S., Corus, C., Ostrom, A.L., Anderson, L., Fisk, R.P., Gallan, A.S., Mende, M., **Mulder, M.R.**, Giraldo, M., Rayburn, S.W., Shirahada, K., & Williams, J.D. (2011). Conceptualization and Aspirations of Transformative Service Research. *Journal of Research for Consumers*, (19).

Peer Reviewed Book Chapter & Proceedings:

Mulder, M.R., & Liu, R. (forthcoming). An Overview of the Environmental Benefits of Organic Food Production, in Muehling, Darrel & Ioannis Kareklas (Eds), *Deciphering Organic Foods: A Comprehensive Guide to Organic Food Consumption*. Nova Science: NY. (Accepted May 2016).

Peracchio, L.A., Bublitz, M.G., Escalas, J.E., Furchheim, P., Grau, S.L., Hamby, A., Kay, M.J., **Mulder, M.R.**, & Scott, A. (forthcoming). Transformative Digital Storytelling: A Framework for Crafting Stories for Social Change Organizations. *Proceedings of the Association for Consumer Research Conference*, Berlin, Germany.

Mulder, M.R. (forthcoming). Transformation Intersection: Global Place-Based Experience and Transformative Learning Pedagogy. *Proceedings of the International Transformative Learning Conference (XII)*

King, S., **Mulder, M.R.**, & Liu, R. (2016). Investigating Consumer Responses to Nonprofit Overhead Costs. *Proceedings of the American Marketing Association Marketing and Public Policy Conference*, San Luis Obispo, CA.

Grau, S. L., Hamby, A., Scott, A. **Mulder, M.R.**, Bublitz, M. & Furchheim, P. (2016). Stories with a Purpose: Leveraging the Art and Science of Storytelling to Promote Social Change. *Proceedings of the American Marketing Association Marketing & Public Policy Conference*, Riverside, CA.

Mulder, M.R. (2016). A Transformative Marketing Pedagogy via Disorientation: Intersection of Service, Outreach, Crowdfunding, Internships and a Unique Study Away Experience. *Proceedings of the Marketing Educators Association National Conference*, Denver, CO.

- Radighieri, J. & **Mulder, M.R.** (2015). Brand Alliances in Sustainability Marketing. *Proceedings of the Southwest Decision Sciences Institute*, Houston, TX.
- Joireman, J., **Mulder, M.R.**, Gregoire, Y. & Sprott, D.S. (2015). Who Moved My Donation? Benefits and Challenges in Connecting Donors and Recipients via Peer-to-Peer Charities. *Proceedings of the International Conference of the Association for Psychological Science*, Amsterdam, Netherlands.
- Mulder, M.R.**, Liu, R. & Joireman, J. (2014). Consumer Responses to Charity Disclosures: Potential Downsides of Legislative Approaches. *Proceedings of the American Marketing Association Marketing and Public Policy Conference*, Boston, MA.
- Mulder, M.R.**, Joireman, J. & Gregoire, Y. (2014). Growing Nonprofit Giving Via Peer-to-Peer Connections: Benefits and Potential Backlash. *Proceedings of the Academy of Marketing Science World Marketing Congress*, Lima Peru.
- Gillespie, B., **Mulder, M.R.**, & Lieb, M. (2014). Who's Laughing Now? Toward an Understanding of Simulated Laughter and the Laugh-Track Paradox. *Proceedings of the Society of Consumer Psychology Conference*, Miami, FL.
- Mulder, M.R.**, & Joireman, J. (2012). Managing & Marketing Global Not-For-Profit Services: Encouraging the Gifting of Charity via Charity Gift Cards. *Proceedings of the Global Marketing Conference*, Seoul, South Korea.
- Gillespie, B., Taylor, D., **Mulder, M.R.**, & Lieb, M. (2012). The Interactive Role of Narrative Transportation on Repeated Viewership and Program Familiarity in Television Programming. *Proceedings of the Society for Consumer Psychology Conference*, Las Vegas, NV.
- Mulder, M.R.**, Radighieri, J. & Joireman, J. (2012). The Impact of Feedback from Acquaintances, Friends & Experts on the Repurchase Intentions of Sustainable Products. *Proceedings of the Society for Consumer Psychology Conference*, Las Vegas, NV.
- Gillespie, B., Taylor, D., **Mulder, M.R.**, & Lieb, M. (2012). The Interactive Role of Narrative Transportation on Repeated Viewership and Program Familiarity in Television Programming, in *What is Television?: A Conference to Explore the Past, Present and Future of Television*, Portland, OR.
- Mulder, M.R.**, & Joireman, J. (2011). Cause for Concern: The Downside of Connecting Donors and Recipients in P2P Charities. *Proceedings of the American Marketing Association Marketing and Public Policy Conference*, Washington D.C.
- Mulder, M.R.** & Joireman, J. (2011). Charities & Service Failures: When Good + Good = Bad. *Proceedings of the Society for Consumer Psychology Conference*, Atlanta, GA.
- Radighieri, J. & **Mulder, M.R.** (2010). The Role of the Brand Alliance in Sustainability Marketing. *Proceedings of the International Conference on Business and Sustainability*, Portland, OR.

Mulder, M.R., & Joireman, J. (2010). The Impact of Mortality Salience on Foreign Product Evaluation: an Important Moderator. *Proceedings of the Association of Consumer Research Conference*, Jacksonville, FL.

Mulder, M.R., Joireman, J. & Lin, Y.S. (2010). A Comparison of Two Interventions for Reducing Aggressive Driving. *Proceedings of the American Marketing Association Marketing and Public Policy Conference*, Denver, CO.

Joireman, J., **Mulder, M.R., & Gillespie, B.** (2010). Towards Better Control in the Health Setting: The Strength Control Model and the Consideration of Future Consequences. *Proceedings of the Inland Northwest Health Sciences Symposium*.

Mulder, M.R. & Joireman, J. (2010). Does Consumer Ethnocentrism Moderate the Impact of Mortality Salience on Foreign Product Evaluation? *Proceedings of the Society for Consumer Psychology Conference*, St. Petersburg, FL.

Peer Reviewed Paper Presentations:

Mulder, M.R., Rapp, J., Hamby, A. & Weaver, T. (2015). Donde Esta Mi Agua Viva? Perspectives on Water Supply and Social Change, and a Future Research Agenda. *American Marketing Association Marketing & Public Policy Conference*, Washington DC.

Mulder, M.R., Tuzovic, S., Rapp, J. & Rosenbaum, M.S. (2013). Paradox of New Textbook Adoption: When Do 'Newest' Editions Matter to Students? *Marketing Educators Association National Conference*, Portland, OR.

V. AWARDS (Scholarship, Teaching, Service)

Emerald Insights Citations of Excellence Research Award for Research Impact (2016)

Excellence in Teaching Award, PLU School of Business (2016)

LIVE UNITED Service & Leadership Award, Tacoma/Pierce County United Way (2016)

Research Award, PLU School of Business (2015)

Innovative Volunteer Recognition in 2014 Living Water International Annual Report (2015)

Excellence in Teaching Award, Wells Fargo & PLU School of Business (2014)

Professor of the Year Award, Beta Gamma Sigma Business Honor Society, PLU (2014)

Excellence in Mentoring Award Nominee, PLU (2014)

David T. Alger Service Award, Pacific Lutheran University (2013)

Volunteer Service Award, Franklin Pierce School District (2013)

Nominee - Graduate Professional Student Association TA Excellence Award (2009 & 2010)

Scholarship/Graduate Assistantship – WSU College of Business (2008-2012)

Beta Gamma Sigma. International business honor society (2000 Lifetime inductee)

Quigg Excellence and Innovation Award. Pacific Lutheran University (2007)

Presidential (U.S.) Service Award. Selfless and significant service (2005, 2006 & 2007)

Forty under 40 Leadership Award. Business Examiner - Tacoma, WA (2005)
City Service Award. City of Fife (WA) for community contributions (2005)
Outstanding Community Service Award. Pacific Lutheran University (2004)

VI. SERVICE

University-wide:

Peace Scholars Committee – Committee Member (2016 – present)
Panel Presenter – PLU Common Reading Program (2016)
Environmental Studies Committee (2016 - present)
Search Committee, Director of PLU Career Connections (2016)
Mentor, PLU/Community Crowdfunding Project via USEED (2016)
PLU President's & Regents' Scholar Selection & Interview Team (2016)
NicarAGUA Course & Well Project – Faculty Leader (2016)
Panel Member, ASPLU Let's Talk About Series - Violence on School Campuses (2015)
Washington Business Week – PLU Scholarship Award Presenter (2015)
Washington Business Week – Volunteer/PLU Appreciation Presentation (2015)
Faculty Lead/Convener, Faculty Wild Hope Seminar (2014-2015)
Voices of Parkland Community Project – Participant/Interviewee (2015)
Presentation to Franklin-Pierce School Board – Vision 2030 Bond Proposal (2015)
Mentor, First Pilot Project – PLU/USEED Crowdfunding Platform - NicarAGUA (2015)
Mentor – Student Research Project - Sustainability Grant from PSE (2014-2015)
NicarAGUA Course & Well Project – Faculty Leader (2015)
Site Visit & Outreach Team – PLU Study Away Gateway Program – Oaxaca MX (2014)
Keynote Speaker, Annual Marketing Conference – Unique Venues (Nashville, TN) (2014)
Crowdfunding/Peer-to-Peer Advisor, PLU Office of Advancement (2014)
Instructional Resources Committee, Elected PLU Faculty Service (2014-2015)
NicarAGUA Course & Well Project – Faculty Leader (2014)
Project Coordinator – RESOLUTE Article - NicarAGUA feature (2014)
Speaker, PLU Explore! Vocational Weekend (2014)
Speaker, PLU Chapel Service (2014)
Judge, PLU Wang Center Study Away Competition (2014)
Interviewee, Business Examiner Media Article about REI Strategy (2014)
Speaker, Annual Marketing Conference – Unique Venues (Chicago, IL) (2013)
Panelist, Finding Hillywood Movie Premier at PLU (2013)
Faculty Leader, Nicaragua Course: Nonprofits and Social Businesses (2013-2014)
Speaker, International Day of Peace (2013)
Speaker, PLU New Student Orientation Leader Training (2013)

Nobel Peace Prize Program, Microfinance Discussion Co-Leader (2013)
PLU Professional Development Day, Panel Member - Parkland Community (2013)
Career Connections on the Road Liaison - Alaska Airlines & World Vision Visits (2013)
PLU President's & Regents' Scholar Selection & Interview Team (2013)
Community Business Development Program, Coordinator (2005-2008)
Mid-County Community Leadership Group, Member (2006-2008)
University Center Renovation Task Force, Member (2006-2007)
Garfield Activity Center Task Force, Pierce County Council Appointee (2005-2006)
Campus Master Plan Committee, Member (2005-2006)
Pacific Avenue Redevelopment Task Force, Member (2004-2005)
Renovation Steering Committee (Eastvold), Co-chair (2002-2008)
Emcee, PLU Veteran's Day Ceremony (2004, 2005)
Campus Speaker - WSU Common Reading Program (2011)
President's Student Advisory Board (2009-2010)

School of Business:

Committee/Service:

Faculty Executive Committee – Elected School of Business Position (2016-present)
Undergraduate Committee – FEC Liaison – PLU School of Business (2016-2017)
Nonprofit Leadership Minor Program Coordinator (2016-2017)
HPRB Departmental Liaison, School of Business (2016-2017)
Undergraduate Committee – PLU School of Business (SP 2016)
MBA International Experience – Leader - Peru (2015)
Search Committee – School of Business Marketing Faculty Search (2014)
Master of Science in Marketing Research – Program Design Committee (2013-2014)
Graduate Committee, PLU School of Business (2013-2014 & 2014-2015)
Faculty Advisor, American Marketing Association Marketing Club (2013-2015)
Student Advisor, School of Business (2013-present)
Graduate Committee, PLU School of Business (2013-2014)
Undergraduate Committee, School of Business (2012-2013)
MBA International Experience – Peru (2013)
Nonprofit Leadership Minor Program Team, School of Business (2012-2013)

Student Research & Internship Mentoring:

Research Grant - Encouraging Conservation in Communal Living Environments (2014)
\$10,000 research grant from the Independent Colleges of Washington and
sponsored by Puget Sound Energy. Co-Led application with Matt Luth & Chrissy

Cooley. Advised student research presented to client in December 2014.

Competitive application.

Jenna Harmon, Spring 2016 Capstone Research

Moral Motivations for Recruiting Volunteers in Social Change Organizations*

*with Sergia Hay, Philosophy Professor, Pacific Lutheran University

Thomas Horn, Summer 2016 Internship

Creating Relevancy and Engaging Millennials in Purpose and Fundraising –
Insights from Holden Village

Ty Donahou, Summer 2016 Internship

Marketing and the Aerospace Industry

Angelica Martinez, Fall 2015 Independent Study and Internship

Marketing for Microfinance and Women Entrepreneurs

Catherine Miolla, Fall 2014 Internship

Nonprofit Management & Outreach in the Tacoma Rescue Mission

Andrea Adams, Fall 2014 Internship

United Way – Turning on the Passion Conversation

Lindsey Campbell, Spring 2014 Internship

Insights for Nonprofit Interactions: The Disney Way

Kaitlynn Cory, Spring 2014 Internship

Donor Engagement: Ideas for Contagious Outreach

Michael Jorgenson, January 2014 MBA Independent Study

Branding Recycled Products: Northwest Pallet Designs

Kathleen Doerr & Kaylen McRae, Spring 2011 Internship

Charity Gift Cards – What Do Consumers Think?

Katie Mathes, Spring 2010 Internship

Funding Charity Overhead with Optional Tips – Comparison of Approaches
conducted in cooperation with Citizen Effect, a Washington D.C. non-profit with
global projects

Professional:

Research Track Chair – Transformative Consumer Research Conference (2017)

Developed and proposed an multi-year and immersive international research track/project around relational engagement and social impact. This track was selected from a record number of applications by groups of researchers to participate in the Association for Consumer Research conference, and as a track chair participant in the Poverty Alleviation through Transformative Relationships: Escalating the Impact of Short-term Interventions Track (co-facilitated by Mark R. Mulder and Todd Weaver). This program is sponsored by the Association for Consumer Research to bring together

researchers in areas important to societal and consumer well-being.

Researcher/Participant

Transformative Consumer Research Dialogical Conference (2015)
Transformative Consumer Research Dialogical Conference (2011)
Marketing & Public Policy Doctoral Consortium (Scholarship/Participant 2011)
American Marketing Association - Sheth Consortium Research Fellow (2011)
AMA Marketing and Public Policy Doctoral Research Workshop (2010)

Reviewer:

Journal of Service Research
Society for Consumer Psychology
Services Industries Journal

Community:

Leadership/Volunteer:

Co-Chair, Franklin Pierce Schools, \$150M Bond Funding Campaign (2015-current)
40 Under Forty Presenter/Emcee, Business Examiner Media (2016)
Rainier View International Water Project – Organizer & Leader (2016-2017)
Washington Business Week, CEO Programmatic Study Session (2016)
Keynote Speaker, Phi Theta Kappa National Honor Society Regional Conference (2016)
Keynote Speaker, National Honor Society Induction, Franklin Pierce Schools (2016)
Speaker, FPSD Captains Council – Using Sport for Building Awareness - Seminar (2015)
Well Project Participant – Nicaragua (Rivas/Granada) December (2015)
Presenter: FPSD Board of Directors, School Bond Proposal (2015)
Franklin Pierce Schools 2030 Visioning and Bond Planning – District Committee (2015)
Minds in Action Presenter – Keithley Campus Day at PLU (2015)
Schools in Action Participant, Franklin Pierce School District (2014)
NicarAGUA Well Project Community Partnerships:
FPSD: Athletics & Leadership Programs (2015-2016)
FPSD: District-Wide Integration (2015-2016)
FPSD: Keithley Middle School (2014-2015)
FPSD: Brookdale Elementary School (2013-2014)
Parkland Light & Water (2013-2014)
Trinity Lutheran Church (2013-present)
Rainier View Christian Church (2013-present)
Author & Interviewee, Parkland Ruralite Magazine, Nicaragua Project (2013-2014)
Marketing Scholars/Garrett's Well Project Leader, Rivas Nicaragua (2013)

Company Advisor (Week) & Program Speaker, Washington Business Week (2012, 2013)
40 Under Forty Judging Committee, Puget Sound Business Examiner (2009, 2010)
Board of Directors, Chamber (Tacoma/Pierce County F-P-S Division 2000-2008)
President, Chamber of Commerce (Tacoma/Pierce County F-P-S Division 2004-2005)
Executive Board of Directors, Tacoma/Pierce County Chamber (2004-2005)
Police Officer - Reserve (2003-2008)
Washington Business Week, Company Advisor/Program Emcee (2006-2008)
Tacoma/Pierce County Community Leadership program (2006)

Research Projects with Students & Clients (via Academic Courses):

Skagit County Economic Development – Branding Project – BMBA 513 (FA 2016)
Sound Outreach – Branding Microfinance for Tacoma – BMMR 502 (FA 2016)
Parkland Community Organizations – Positive Parkland Project – BUSA 363 (FA 2016)
Franklin Pierce Foundation – Research & Creative Content – BMMR 528 (SP 2016)
Franklin Pierce School District – Voter Outreach – BUSA 308 (SP 2016)
Living Water International – Global Water Campaigns – BUSA 308 (SP 2016)
EnVia: Branding & Retailing to Support Microcredit – BUSA 468 (SP 2015)
LeMay Family Collection Market Research & Marketing Plan – BUSA 513 (FA2014)
Living Water International – Global Water Campaigns – BUSA 308 (FA2014)
Griot's Garage Market Research & Marketing Plan – BUSA 468 (SP2014)
UV Market Research & Marketing Plan – BUSA 513 (SP2014)
Living Water International – Social Media Campaigns – BUSA 308 (SP2014)
CenterForce Market Research & Marketing Plan – BUSA 513 (FA2013)
Social Marketing Projects – PLU Well Project – BUSA 308 (FA 2013)
Garfield Station Research & Marketing Plan – Korsmo/Affinity – BUSA 513 (SP2013)
PLU Athletics/NCAA Program Promotion – BUSA 308 (SP2013)
Living Water International – Alternative Spring Break Research– BUSA 308 (SP2013)
Living Water International – College Demographic Research – BUSA 467 (FA2012)
P.T. Houston Trust – Digital BAG Product/Charitable Research – BUSA 513 (FA2012)