

## MARK R. MULDER

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### EDUCATION

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

## RESEARCH & PUBLICATIONS – Academic – Peer-Reviewed Journal Articles, Book Chapters

**Mulder, M.R.,** & Liu, R. (2017). 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* (1-28). Nova Science: NY.  
(Publication Date: January 20, 2017: ISBN-13: 978-1536105179).

\*\*Chosen by editors to be lead chapter in book

Bublitz, M.G., Peracchio, L.A., Escalas, J.E., Furchheim, P., Grau, S.L., Hamby, A., Kay, M.J., **Mulder, M.R.,** & Scott, A. (2016). Transformative Stories: A Framework for Crafting Stories for Social Impact Organizations. *Journal of Public Policy & Marketing*, 35 (2), 237-248. [Journal ABDC Rank: A]

Gillespie, B., **Mulder, M.R.,** & Lieb, M. (2016). 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*, 1 (4), 592-606.

**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)

\*\* Recognized as a top 20 cited article in all of Marketing via a meta analysis across all top marketing journals (top 20 ranked May 2016-current), based on over 115 article citations (as noted by Google Scholar).

[www.marketingscience.org](http://www.marketingscience.org)

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.

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).

## RESEARCH & PUBLICATIONS – Peer-Reviewed - Conference Proceedings

Peracchio, L.A., Bublitz, M.G., Escalas, J.E., Furchheim, P., Grau, S.L., Hamby, A., Kay, M.J., **Mulder, M.R.**, & Scott, A. (2016). 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.** (2016). Transformation Intersection: Global Place-Based Experience and Transformative Learning Pedagogy. Proceedings of the International Transformative Learning Conference (XII), Tacoma, WA.

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.

## **RESEARCH PUBLICATION - DISSERTATION – Academic**

**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).

## **RESEARCH - SPECIAL SESSION – Academic – Peer-Reviewed**

**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.

## **RESEARCH REVIEWER – Academic – Peer-Reviewed Journals & Conferences**

Journal of Service Research

Society for Consumer Psychology

Services Industries Journal

## RESEARCH GRANTS, AWARDS, SYMPOSIUMS & WORKSHOPS

### *Research Track Chair – Transformative Consumer Research Dialogical Conference (2017)*

Developed and proposed a 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.

### *Emerald Insights Citations of Excellence Research Award (2016)*

Research paper selected by Emerald Publisher's editorial experts as a paper with significant impact; including important content in terms of novelty, inter-disciplinary interest and relevancy in today's world. ("Transformative service research: An agenda for the future," *Journal of Business Research*, 2013)

### *Research Grant, PLU School of Business (2016)*

**\$1,000 research grant**

### *Pedagogy - PLU Teaching Online (PLUTO) Seminar (2016)*

Seminar to develop pedagogical skills and tools for online courses. Developing BUSA 340 (Nonprofits) as online course during Summer 2016. Development of BUSA 308 to follow in Fall for Summer 2017 online consideration.

### *Research Award (Faculty), PLU School of Business (2015)*

School of Business award recognizing faculty research impact, productivity, and collaboration with students and clients.

### *Transformative Consumer Research Dialogical Conference (2015)*

Selected from a competitive group of researchers to participate in the Association for Consumer Research conference, and as a participant in the Narratives for Nonprofits Research Track (co-facilitated by Laura Peracchio and Jennifer Escalas). This program is sponsored by the Association for Consumer Research to bring together researchers in areas important to societal and consumer well-being.

### *Academic Conference on Corporate Social Responsibility (2015)*

University of Washington - Tacoma interdisciplinary conference sponsored by the Center for Leadership and Social Responsibility at the Milgard School of Business. **Scholarship Recipient.**

*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.

*Academic Conference on Corporate Social Responsibility (2014)*

University of Washington - Tacoma interdisciplinary conference sponsored by the Center for Leadership and Social Responsibility at the Milgard School of Business. **Scholarship Recipient.**

*Research Grant, Association of Consumer Research (2013)*

**\$1,000 research grant** for the exploration of Transformative Charity Experiences. Co-Led application with Justine Rapp, Todd Weaver & Anne Hamby. Competitive Application.

*Research Grant, PLU School of Business (2013)*

**\$3,500 research grant**

*Research Grant, PLU School of Business (2012)*

**\$3,500 research grant**

*Transformative Consumer Research Dialogical Conference (2011)*

Baylor University conference participant in the Transformative Services Research (TSR) Track, co-facilitated by Amy Ostrom, Ph.D. and Laurel Anderson, Ph.D. (Arizona State University). Competitive application. **Scholarship and Travel Grant Recipient.**

*Marketing & Public Policy Doctoral Consortium (Scholarship/Participant 2011)*

Research focused seminar seeking to inspire research with government agencies, nonprofits and organizations to generate knowledge in areas of societal needs. (Washington D.C.). Competitive application. **Scholarship Recipient.**

*American Marketing Association - Sheth Consortium Research Fellow (2011)*

Oklahoma State University innovative research focus, with research ideas presented to 100 of the nation's top marketing researchers. Voted by Marketing Faculty to represent WSU as Sheth research fellow. **Scholarship and Travel Grant Recipient.**

*International Conference on Business and Sustainability, 4th Annual Conference (2010)*

Interdisciplinary conference blending academic and practitioner ideas for collaborative research.

*Academic Conference on Social Responsibility: Connecting Across the Disciplines (2010)*

University of Washington - Tacoma interdisciplinary conference sponsored by the Center for Leadership and Social Responsibility at the Milgard School of Business. Competitive application. **Scholarship and Travel Grant Recipient.**

*AMA Marketing and Public Policy Doctoral Research Workshop (2010)*

Research intensive four day workshop focused on developing skills and research tracks in the area of public policy and marketing. Consortium presenters included distinguished marketing researchers to inspire consideration of research where societal needs and marketing research intersect. (Colorado State University). Competitive application. **Scholarship Recipient.**

*Robert Mittelstaedt Marketing Doctoral Symposium (2010)*

University of Nebraska - Lincoln. Voted by Marketing Faculty to represent WSU at Doctoral Research Symposium. **Scholarship and Travel Grant Recipient.**

*Conceptualizing Conscious Capitalism (2009)*

Academic workshop with presenting faculty such as Jag Sheth, Raj Sisodia, C.B. Bhattacharya, Edward Freeman and Mark Albion along with industry practitioners such as John Mackey (CEO, Whole Foods), Bentley University.

## **TEACHING, SERVICE AND COMMUNITY AWARDS/SCHOLARSHIPS**

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

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

Project 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 Chapter (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)  
Innovation Award. Sequoia Retail Systems (2002 & 2003)  
Best of the Northwest Award. Washington State Substance Abuse Coalition (1996)  
Community Service Award. American Red Cross Northwest (1995)  
Don Jerke Leadership Award. Recognizing scholarship, leadership, service (1993)  
Beta Gamma Sigma / Zurfluh Honorable Scholarship. Pacific Lutheran University (1992)

## **SERVICE – COMMUNITY & PROFESSIONAL INVOLVEMENT**

### University Related Service (Pacific Lutheran University)

Presenter – PLUTO Training (2017)  
Faculty Executive Committee – Elected School of Business Position (2016-present)  
Undergraduate Committee – FEC Liaison – PLU School of Business (2016-2017)  
Peace Scholars Committee – Committee Member (2016 – present)  
Panel Presenter – PLU Common Reading Program (2016)  
Environmental Studies Committee (2016 - present)  
HPRB University Research, Departmental Reviewer, School of Business (2016-2017)  
NPLM Program Mentor, PLU School of Business, (2016-2017)  
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)  
Undergraduate Committee – PLU School of Business (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)

MBA International Experience – Leader - Peru (2015)  
Site Visit & Outreach Team – PLU Study Away Gateway Program – Oaxaca, Mexico (2014)  
Keynote Speaker, Annual Marketing Conference – UV Marketing (Nashville, TN) (2014)  
Crowdfunding/Peer-to-Peer Advisor, PLU Office of Advancement (2014)  
Instructional Resources Committee, Elected PLU Faculty Service (2014-2015)  
Search Committee – School of Business Marketing Faculty Search (2014)  
NicarAGUA Course & Well Project – Faculty Leader (2014)  
Project Coordinator – RESOLUTE Article - NicarAGUA feature (2014)  
Master of Science in Marketing Research – Program Design Committee (2013-2014)  
Graduate Committee, PLU School of Business (2013-2014 & 2014-2015)  
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 – UV Marketing (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)  
Faculty Advisor, American Marketing Association Marketing Club (2013-2015)  
Student Advisor, School of Business (2013-present)  
Graduate Committee, PLU School of Business (2013-2014)  
Nobel Peace Prize Program, Microfinance Discussion Co-Leader (2013)  
PLU Professional Development Day, Panel Member - Parkland Community (2013)  
Undergraduate Committee, School of Business (2012-2013)  
Career Connections on the Road Liaison - Alaska Airlines & World Vision Visits (2013)  
PLU President's & Regents' Scholar Selection & Interview Team (2013)  
MBA International Experience – Peru (2013)  
Nonprofit Leadership Minor Program Team, School of Business (2012-2013)  
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)

Research Projects with Students & Clients - Academic Service Projects (Pacific Lutheran University)

Purely Africa – Product Design and Branding Project – BUSA 468 (SP 2017)  
Skagit County Economic Development – Branding Project – BMBA 513 (FA 2016)  
Sound Outreach – Branding Microfinance & Poverty Alleviation – BMMR 502 (FA 2016)  
Parkland Community Organizations – Positive Parkland Project – BUSA 363 (FA 2016)  
Franklin Pierce Schools 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 Marketing 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 Market 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 Market Research – BUSA 467 (FA2012)  
P.T. Houston Trust – Digital BAG Product/Charitable Research – BUSA 513 (FA2012)

University Related Service (Washington State University)

Campus Speaker - WSU Common Reading Program. Represented College of Business with a featured presentation “How Business Can Make a Positive Difference in the World” (2011)

President's Student Advisory Board. Served on committee to provide recommendations regarding campus initiatives to WSU President Elson Floyd, Ph.D. (2009-2010)

Community Leadership & Service (Tacoma, Washington)

Co-Chair, Franklin Pierce Schools, \$150M Bond Funding Campaign (2015-current)  
Pierce County Sheriff, Advisory Member and Strategic Plan Reviewer (2017)  
Speaker, Global Water and What You Can Do, Keithley Middle School (2017)  
SAFE Streets, Neighborhood Community Support and Observation Training (2017)  
Speaker, Service above Self (and Finding Self), Sunrise Rotary of Tacoma (2016)  
40 Under Forty Presenter/Emcee, Business Examiner Media (2016)  
Pierce County Sheriff's Department – Community Research & Idea Session (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 of Commerce (2004-2005)  
 Police Officer (Reserve), City of Fife (2003-2008)  
 Washington Business Week, Company Advisor/Program Emcee (2006-2008)  
 Tacoma/Pierce County Community Leadership program (2006)  
 President, Deaconal Council, TCCRCC (2004-2005)  
 Treasurer, TCCRCC Council (2003-2004)  
 Deacon, TCCRCC (2002-2005)  
 Mentor/Tutor, KidREACH program with Boze Elementary School (2001-2002)  
 Pierce County Sheriff's Department Community Academy (Session 35, graduate #861)  
 Pierce County Sheriff's Department Advanced Community Academy (Session 3)  
 Bacchus & Gamma Peer Education Network, Washington State Coordinator (1996)  
 Washington State Substance Abuse College Task Force, Member (1994-1996)  
 Washington State Substance Abuse Coalition, Member (1994-1996)

## **COURSE TEACHING & ACADEMIC INTERNSHIP MENTORING**

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

<i>Marketing Management</i>	BUSA 468, SP17	Undergraduate
<i>Study Away - Nicaragua</i>	BUSA 485, SP17	Undergraduate
<i>Marketing Internships (6)</i>	BUSA 495, SP17	Undergraduate
<i>Nonprofit Management/Marketing</i>	BUSA 340, JT 17	Undergraduate – PLUTO
<i>Nonprofit Internship</i>	BUSA 495, JT 17	Undergraduate
<i>Marketing Independent Study</i>	BUSA 492, JT 17	Undergraduate
<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>Marketing Internship</i>	BUSA 495, FA16	Undergraduate (via CIEE)
<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

<i>Family Leave - Semester</i>	Fall Semester, 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 Management*</i>	MKTG 470, FA10	Undergraduate
*Course included student service projects with three local businesses		
<i>Retail Management</i>	MKTG 470, SU10	Undergraduate
<i>International Business</i>	IBUS 380, SU09	Undergraduate Online Course
<i>Retail 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)***

*MBA Special Topics: Building Collaborative Partnerships, January 2007 (BUSA 587)*

*Value Creation in a Global Environment*, Spring & Fall 2007 (BUSA 190)

*Cosmopolitanism – Citizenship in a Globalizing World*, 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. I led the fair trade and microfinance lecture topics and site visits to four worker cooperative businesses.

***Faculty/Student Research, Mentoring & Student Research Collaboration***

Bethany Piehl, Faculty/Student Research, Spring/Summer/Fall (2017)

*Poverty Alleviation Interventions – International Research in Nicaragua, 2017  
Transformative Consumer Research Conference (Cornell)*

Nicki Clifford, Faculty/Student Research, Fall/Spring (2016-2017)

*Consumer Disposal – Submission to the 2017 American Marketing Association  
Marketing and Public Policy Conference (Washington D.C.)*

Sammy Morris, JTerm 2017 Internship

*Nonprofit Insights from India*

Melissa Munson, Fall 2016 Internship

*Nonprofit Insights from Chile (via CIEE International)*

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*

Neil Wagner, Aiko Nakagawa, Ashley Connors, 2014 Research Grant (\$10,000)\*

*Encouraging Conservation in Communal Living Environments  
Research present to Puget Sound Energy and Independent Colleges of Washington*  
\*with Matt Luth, Management Professor, Pacific Lutheran University

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

### ***Teaching Training / Workshops / Pedagogy***

Transformative Learning Conference/TLT as Pedagogy (2016)

PLUTO (PLU Teaching Online) Training – PLU Provost (2016)

Wild Hope Faculty Seminar – Center for Vocation (2014-2015)

Appreciative Advising – PLU Academic Advising Workshop (2014)

Harvard Business School – Case Method Teaching Workshop (2013)

Marketing Educators Workshop – Marketing Pedagogy (2013)

Book Discussion & Study Group – PLU Provost's Office (2013)

WSU Graduate School and WSU Teaching Academy - Graduate Teaching Workshop – Teaching Small Classes (2011).

WSU Graduate School – Grant Writing Workshop – 2-day training (2010).

WSU Graduate School and WSU Teaching Academy - Graduate Teaching Workshop – Teaching Large Classes (2010).

WSU Graduate School and WSU Teaching Academy - Graduate Teaching Workshop – Effective Classroom Techniques (2009).

WSU Teaching Academy mentoring program (2009 – 2010).



***Invited Guest Lecturer (Courses)****Washington State University**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)

**PROFESSIONAL ASSOCIATION MEMBERSHIPS\***

American Marketing Association

Association for Consumer Research

Society for Consumer Psychology

Academy of Marketing Science

Marketing Educators Association

Beta Gamma Sigma National Business Honor Society

*\*present and past association memberships*