

Elizabeth Brauer

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EDUCATION

Doctorate of Business Administration, Marketing

West Virginia University – John Chambers College
of Business and Economics

Expected Graduation August 2026

- Focus: Sales culture, consumer behavior, and AI in sales.
- Key Coursework: Advanced Marketing Research, Sales Strategy, Organizational Behavior.

M.A.T. in English/Communications

University of Pittsburgh

B.A. in English/Communications

University of Pittsburgh

RESEARCH INTERESTS

- Consumer Behavior
- Professional Sales
- Sales Culture
- Customer Value Cocreation

PUBLICATIONS IN PROGRESS

- **“Fitting In to Win: Individual Cultural Fit’s Impact on Salesperson Performance”**

Abstract submitted and accepted at the Global Sales Science Institute (GSSI) Conference, June 2024, Montpellier, France.

- Research focus: Investigates how a salesperson’s alignment with organizational culture influences their job performance.

“Enhancing Business Outcomes through Customer Value Cocreation: An Empirical Study of Collaborative Engagement and Relationship Longevity”

Preparing for submission to the Journal of Marketing Theory and Practice.

- **“Gift Registries: Examining Giver/Receiver Differences in Perceptions of Unappreciativeness in Various Gifting Occasions”**

Preparing for submission to Psychology & Marketing journal.

- Research focus: Consumer perceptions in gifting scenarios.
- **“Self-Other Decision Making: A Systematic Literature Review”**

Targeting submission to Psychology & Marketing journal.

- Research focus: A comprehensive review of decision-making processes across various contexts in marketing.
- **“Enhancing Customer Satisfaction through Organizational Culture, Salesperson Self-Efficacy, and AI Service Delivery Speed”**

Submitted to the Journal of Marketing Theory and Practice.

- Research focus: Explores the synergy between organizational culture and AI implementation.

Submitted and accepted at Society for Marketing Advancements Conference, November, 2024, Tampa, Florida

TEACHING EXPERIENCE

West Virginia University, Morgantown, WV

*Visiting Lecturer of Marketing, John Chambers College of Business and Economics
Aug. 2021 – Present*

Courses Taught:

- **Consumer Behavior** (Fall 2021, 2 sections): Developed interactive case studies to enhance student engagement. Integrated AI-driven tools like **Mentimeter**, **Packback**, and **Nearpod** to create dynamic, real-time interaction and feedback loops, enhancing the learning experience.
- **Professional Selling I** (Spring 2022, 2023, 4 sections): Led role-play exercises to improve practical sales skills. Utilized **Quizlet** to create adaptive learning modules that reinforced key concepts and tracked student progress. Conducted one-on-one role play exercises with students to simulate real-world

scenarios, providing personalized feedback to enhance their selling techniques and to build their confidence in sales interactions.

- **Business Communication** (2 sections, Fall 2022): Integrated digital tools such as **Nearpod** and **Mentimeter** for effective communication strategies, promoting active learning through live polls, quizzes, and collaborative boards.
- **Marketing Research** (1 section, Spring 2023): Guided students through hands-on research projects, employing AI-driven data analysis tools to teach advanced research methods.
- **Distribution Channels** (4 sections, 2022-2024): Provided real-world examples to illustrate channel dynamics. Used **AI-based simulations** to demonstrate the impact of distribution decisions on overall business strategy.
- **Startup Marketing Promotions** (1 section, Fall 2024): Created an experiential learning project where students developed guerrilla marketing campaigns using tools like **Mentimeter** and **Nearpod** to collaborate and present their strategies interactively.

Carthage College, Kenosha, WI

*Adjunct Lecturer of Marketing, School of Business & Economics
Aug. 2019 -- April 2020*

Courses Taught:

- **Social Media Marketing** (2 sections, Fall 2019; 1 section, Spring 2020): Co-developed course content focused on digital strategy. Introduced AI-driven social media analytics tools (e.g., Hootsuite, Awario) to enhance students' understanding of market trends and consumer behavior.
- **Marketing Research** (Fall 2019, one section): Facilitated research projects that addressed local business needs. Implemented AI-based survey tools (e.g., Qualtrics, SurveyMonkey Genius) to collect and analyze data, providing students with hands-on experience in cutting-edge research techniques.

Point Park University, Pittsburgh, PA

*Adjunct Lecturer of Marketing, Rowland School of Business
Aug. 2019 -- April 2020*

Courses Taught:

- **Principles of Marketing** (2 sections Fall 2019; 1 section, Spring 2020): Emphasized foundational marketing concepts. Integrated **interactive AI-driven platforms** (e.g., Marketplace Simulations) to enrich the learning experience with real-time feedback and assessment.

- **Professional Sales** (Fall 2019, Spring 2020, 3 sections): Focused on relationship-building and negotiation techniques.

Duquesne University, Pittsburgh, PA

*Adjunct Lecturer of Marketing, Palumbo-Donahue School of Business
Aug. 2018 - April 2019*

Courses Taught:

- **The Entrepreneurial Manager** (2 sections, Fall 2018; 2 sections, Spring 2019): Co-taught graduate-level course with an emphasis on startup challenges. Utilized **AI-powered business simulations** (e.g., SimVenture Evolution) to provide practical experience in managing entrepreneurial ventures.
- **Sales Fundamentals** (2 sections, Fall 2018; 2 sections, Spring 2019): Introduced practical sales frameworks and utilized **AI-driven assessment tools** (e.g., Chorus.ai, Zoom Info, Salesforce Einstein) to track student progress and provide personalized feedback.

PROFESSIONAL EXPERIENCE

Priority Bridge L.L.C.

*Social Media Marketing Manager/ Principal
Jan. 2018 to Present*

- Spearheaded the development and implementation of a comprehensive social media strategy that increased brand visibility and drove an increase in sales.
- Successfully managed and optimized campaigns across multiple platforms, leveraging AI-driven tools for targeted audience engagement and analytics.
- Grew LinkedIn following from 0 to 1,200+ in one year by employing data-driven content strategies and personalized outreach efforts.

Beecher's Coffee L.L.C.

*Marketer/ Principal
Jan. 2002 to Aug. 2015*

- Directed all marketing operations, including the development of a robust social media presence that resulted in an increase in customer engagement and an increase in year-over-year sales.
- Implemented an employee training program that reduced turnover.

- Launched innovative marketing campaigns that positioned the company as a leader in its niche market, significantly increasing brand recognition and customer loyalty.
- Established strategic partnerships with local businesses to co-promote products, resulting in a boost in sales.

Tenured Pennsylvania Public School Teacher

English Teacher

Aug. 1998 to Aug. 2018

- Implemented innovative teaching methods, including the integration of AI-driven educational tools, to create personalized learning experiences that catered to diverse student needs and learning styles.
- Developed and led professional development workshops for colleagues, focusing on the use of AI and technology to enhance classroom engagement and instructional effectiveness.
- Mentored new teachers, providing guidance on incorporating technology and AI tools into their teaching practices to improve student outcomes and classroom management.

PROFESSIONAL MEMBERSHIPS

- American Marketing Association
- American Marketing Doc SIG
- Society for Marketing Advancements
- Active participant in research seminars and networking events.

HONORS AND AWARDS

- **Baylor Fellow, AMA New Horizons Faculty Consortium on Selling and Sales Management** (Boston, MA, August 2024)
 - \$1000 award for doctoral research proposal.
- **HIVE Network Grant** (September 2024)
 - \$3,000 grant for a student-led marketing campaign in the Startup Marketing Promotions class.

CONFERENCE PRESENTATIONS

- **National Conference in Sales Management (NCSM)** (St. Louis, MO, April 2024)
 - Participated in panel discussions on sales education.

- **Global Sales Science Institute (GSSI) Conference** (Montpellier, FR, June 2024)
 - Presented research on cultural fit and sales performance.

- **AMA New Horizons Faculty Consortium on Selling and Sales Management** (August 2024)
 - Baylor Fellow for doctoral research.

- **“Enhancing Customer Satisfaction through Organizational Culture, Salesperson Self-Efficacy, and AI Service Delivery Speed”**
Presented at the Society for Marketing Advancements Conference, November, 2024, Tampa, Florida
 - Research focus: Explores the synergy between organizational culture and AI implementation.

REFERENCES

- **Dr. Julian Givi, Ph. D, Carnegie Mellon University, (Doctoral Supervisor)**
Associate Professor of Marketing, West Virginia University
 - Expertise in consumer behavior, with a focus on gift-giving research and self-other decision making.

- **Dr. Annie Cui, Ph. D.**
Professor and Department Chair of Marketing, West Virginia University
 - Research focus in international marketing.

- **Dr. Emily Tanner**
Associate Professor of Marketing, West Virginia University
 - Focused on sales culture and emotional well-being.

