

**Michael Walsh Ph. D**  
West Virginia University  
Marketing  
(304) 293-7960  
Email: mfwalsh@mail.wvu.edu

## **Education**

Ph D, University of Pittsburgh, 2005.  
Major: Marketing  
Dissertation Title: Consumer Response to Logo Shape Redesign: the Influence of Brand Commitment

MBA, University of Pittsburgh, 1990.  
Major: Marketing

BA, Duquesne University, 1978.  
Major: Journalism

## **Professional Positions**

### **Academic - Post-Secondary**

Associate Professor of Marketing and Department Chair, West Virginia University. (July 2014 - Present).

Associate Professor of Marketing, West Virginia University, College of Business and Economics. (August 2012 - June 2014).

Assistant Professor, West Virginia University, College of Business and Economics. (January 2006 - August 2012).

Visiting Lecturer, West Virginia University, College of Business and Economics. (September 2005 - December 2005).

Visiting Lecturer, University of Pittsburgh. (2002 - 2005).

### **Professional**

Director of Marketing and Practice Development, Buchanan Ingersoll, P.C. (1998 - 2001).

Senior Vice President - Director of Operations and Finance, Ketchum Advertising - Pittsburgh, PA; TBWA Chiat Day - St. Louis, MO. (1996 - 1998).

Senior Vice President - Director of Operations and Finance, Ketchum Advertising. (1992 - 1996).

Senior Vice President - Media Director, Ketchum Advertising. (1988 - 1992).

Vice President, Director of Media Operations, Ketchum Advertising. (1986 - 1988).

Associate Media Director, Ketchum Advertising. (1984 - 1986).

Media Supervisor, Ketchum Advertising. (1982 - 1984).

Media Planner, Ketchum Advertising. (1979 - 1982).

Assistant Media Planner, Ketchum Advertising. (1978 - 1979).

## **Professional Memberships**

American Marketing Association.

Association for Consumer Research. (December 31, 2010).

Southern Regional Science Association. (December 31, 2007).

## **TEACHING**

### **Teaching Experience**

#### **West Virginia University**

BADM 522, Business Research/Statistics, 2 courses.

BADM 525, Marketing Management, 3 courses.

BADM 591N, ADTP: Marketing Management, 2 courses.

BADM 652, Marketing Strategy, 16 courses.

BADM 7D3, Marketing Strategy 7D3, 1 course.

BCOR 350, Principles of Marketing, 6 courses.

BCOR 350H, Principles of Marketing, 1 course.

BUSA 330, Survey of Marketing, 5 courses.

HONR 495, Independent Study, 1 course.

MKTG 293B, SPTP: Mktg in Nicaragua, 1 course.

MKTG 320, Personal Selling 1, 2 courses.

MKTG 325, Marketing Research, 1 course.

MKTG 380, Integrated Promotions, 17 courses.

MKTG 474, Outside Case Competition, 9 courses.

MKTG 480, Services Marketing, 13 courses.

MKTG 491, Professional Field Experience, 20 courses.

MKTG 493M, SPTP:Outside Case Competition, 2 courses.

MKTG 495, Independent Study, 14 courses.

MKTG 721, Advanced Topics in Marketing 2, 3 courses.

### **Awards and Honors**

Educator of the Year, American Marketing Association-Pittsburgh Chapter. (December 10, 2015).

Professor of the Year, Beta Gamma Sigma. (April 21, 2015).

Outstanding Teaching Award, Marketing Department, College of Business and Economics.  
(December 31, 2010).

Outstanding Teaching Award, Marketing Department, College of Business and Economics, West Virginia University. (December 31, 2006).

## RESEARCH

### Published Intellectual Contributions

#### Refereed Journal Articles

- Su, L., Cui, P., Walsh, M. (2019). Trustworthy blue or untrustworthy red: The influence of brand logo theme colors on brand trust. *Journal of Marketing Theory and Practice*, 27(3), 269-281.
- Walsh, M., Cui, P., MacInnis, D. (2019). How to Successfully Introduce Logo Redesigns. *Journal of Brand Management*, 26(4), 365-376.
- Fitzgerald, M. Paula, Lambertson, C., Walsh, M. (2016). Will I Pay for Your Pleasure? Consumers' Perceptions of Negative Externalities and Responses to Pigovian Taxes (Best Paper). *Journal of the Association of Consumer Research*, 1(3), 355-357.
- Cui, P., Wajda, T., Walsh, M. (2015). Luxury Brands in Emerging Markets: A Case Study on China. *Advances in International Marketing*, 287-305.
- Cui, P., Walsh, M. (2014). Importance of Strategic Fit between Host-Home Country Similarity and Exploration Exploitation Strategies on SMEs' Performance: A Contingency Perspective. *Journal of International Marketing*.
- Walsh, M., Plein, L. Christopher, Fitzgerald, M. Paula, Gurley - Calvez, T., Pellillo, A. (2014). Opting to Opt-In: Program Choice, Program Expectations and Results in West Virginia's Medicaid Reform Initiative. *Journal of Healthcare for the Poor and Underserved*, 25(August), 1449-1471.
- Walsh, M., Fitzgerald, M. Paula (2012). Health Care Reform Through the Eyes of Patients: A Qualitative Look at Medicaid Redesign. *Health Marketing Quarterly*, 29(1), 18-34.
- Cui, P., Walsh, M., Gallion, D. (2011). Internationalization Challenges for SMEs and Global Marketing Managers: A Case Study. *International Journal of Business and Social Research*, 1(1), 57-69 (See attachment for journal rank justification).  
<http://www.ijbsr.org/images/Archive%20articles/vol.1no.1dec%202011/4.pdf>
- Walsh, M., Winterich, K. P., Mittal, V. (2011). How Re-designing Angular Logos to Be Rounded Shapes Brand Attitude: Consumer Brand Commitment and Self-Construal. *Journal of Consumer Marketing*, 28(6), 438-447.
- Walsh, M., Fitzgerald, M. Paula, Gurley - Calvez, T., Pellillo, A. (2011). Active Versus Passive Choice: Evidence from a Public Health Care Redesign. *Journal of Public Policy and Marketing*, 30(2), 191-202.
- Gurley - Calvez, T., Pellillo, A., Fitzgerald, M. Paula, Walsh, M. (2011). Choice in Public Health Insurance: Evidence from West Virginia Medicaid Redesign. *Inquiry*, 48(1), 15-33.
- Walsh, M., Winterich, K. P., Mittal, V. (2010). Do Logo Redesigns Help or Hurt Your Brand? The Role of Brand Commitment. *Journal of Product and Brand Management*, 19(2), 76-84.
- Walsh, M. (2010). "New Insights into What Drives Internet Advertising Avoidance Behavior: The Role of Locus of Control". *International Journal of Internet Marketing*, 6(2), 137-141.
- Walsh, M., Lipinski, J. (2009). "The Role of the Marketing Function in Small and Medium Enterprises". *Journal of Small Business and Enterprise Development*, 16(4), 569-585.

Walsh, M., Schaeffer, P. (2009). "Exploring GAP Analysis to Evaluate Participant Satisfaction of Economic Development Programs". *Journal of the Community Development Society*, 39(3), 115-129.

Walsh, M., Lipinski, J. (2008). "Unhappy Campers: Exploring Consumer Resistance to Change". *Journal of Travel and Tourism Marketing*, 25(1), 25-34.

### **Book Chapters**

Walsh, M. (2016). *Internet Marketing for the Curious: Why Study Internet Marketing*. The Curious Academic Publishing.

### **Conference Proceedings**

Walsh, M. (2017). *Innovations in Teaching Marketing Strategy* (vol. 2017, pp. 179-180). Milwaukee, WI: Marketing and Management Association.

Fitzgerald, M. Paula, Lambertson, C., Walsh, M. (2016). *Soda Tax and Nanny States: Exploring Consumers' Perceptions of Negative Externalities (Best Paper)* (vol. 25). Marketing and Public Policy Conference.

Fitzgerald, M. Paula, Lambertson, C., Walsh, M. (2014). *No Man is an Island: Toward a Model of Perceived Negative Externalities*. Marketing and Public Policy Conference.

Cui, P., Walsh, M. (2012). *Successfully Navigating the Internationalization Waters*. Chicago, IL: American Marketing Association Summer 2012 Conference.

Walsh, M., Winterich, K. P., Mittal, V. (2008). *Redesigning Angular Logos to Be Rounded Shapes Brand Attitude: Consumer Commitment and Self-Construal* (vol. 19, pp. 467-469). American Marketing Association.

Walsh, M., Winterich, K. P., Mittal, V. (2006). *Consumer Response to Logo Shape Redesign: The Moderating Role of Commitment* (vol. 34, pp. 54). *Advances in Consumer Research*.

### **Other**

Lipinski, J., Carothers, L. M., Walsh, M. (2011). *Brand communities: Influencing organizations' identities and their perceptions of the business environment* (4th ed., vol. 4, pp. 363-377). *International Journal of Business Environment*.

Walsh, M. (2010). *How Gap Learned a Hard Lesson in Consumer Resistance*. New York, NY: Advertising Age. [http://adage.com/print?article\\_id=146438](http://adage.com/print?article_id=146438)

Gurley - Calvez, T., Fitzgerald, M. Paula, Pellillo, A., Walsh, M., Plein, C. (2009). *Health Improvement Institute: Mapping the Process*. West Virginia Department of Health and Human Resources, Bureau for Medical Services.

Gurley - Calvez, T., Fitzgerald, M. Paula, Pellillo, A., Walsh, M., Plein, C. (2009). *Medicaid Provider Report*. West Virginia Department of Health and Human Resources, Bureau for Medical Services.

Gurley - Calvez, T., Fitzgerald, M. Paula, Pellillo, A., Plein, C., Walsh, M. (2009). *Mountain Health Choices Beneficiary Report*. Charleston, WV: West Virginia Department of Health and Human Resources, Bureau for Medical Services.  
[http://www.wvdhhr.org/bms/oAdministration/Medicaid\\_Redesign/redesign\\_MedicaidMemberR](http://www.wvdhhr.org/bms/oAdministration/Medicaid_Redesign/redesign_MedicaidMemberR)

## Presentations Given

- Su, L., Cui, P., Zou, S., Walsh, M., Summer AMA, "The influence of Adaptive Marketing Capabilities on Marketing Strategies and Firm Performance," Atlanta. (August 5, 2016).
- Walsh, M. (Author & Presenter), Fitzgerald, M. Paula (Author & Presenter), Lamberton, C. (Author), 2016 Marketing and Public Policy Conference, "Soda Tax and Nanny States: Exploring Consumers' Perceptions of Negative Externalities.." (June 24, 2016).
- Cui, P., Walsh, M., Marketing and Public Policy Conference 2013, "SME Internationalization and Public Policy Implications," American Marketing Association, Washington DC. (June 2, 2013).
- Walsh, M., Fitzgerald, M. Paula, Gurley - Calvez, T., Pellillo, A., Marketing and Public Policy 2012 Conference, American Marketing Association, Atlanta, GA. (May 2012).
- Walsh, M. (Author & Presenter), Fitzgerald, M. Paula (Author), Donovan (Russo France), K. (Author & Presenter), Gurley - Calvez, T. (Author), Pellillo, A. (Author), Martin, I. (Author & Presenter), Mukerjee, S., Andrews, C. (Author & Presenter), Cindy, T. (Author), Pam, E. (Discussant), Marketing and Public Policy Conference, "What You Don't Know Can't Hurt: Transformative Research on Health Literacy," American Marketing Association, Washington D.C. (June 3, 2011).
- Gurley - Calvez, T. (Author & Presenter), Pellillo, A. (Author), Fitzgerald, M. Paula (Author), Walsh, M. (Author), American Society of Health Economists 3rd Biennial Conference, "Choice in Public Health Insurance: Evidence from West Virginia Medicaid Redesign," American Society of Health Economists, Ithaca, NY. (June 21, 2010).
- Gurley - Calvez, T. (Author & Presenter), Pellillo, A. (Author), Fitzgerald, M. Paula (Author), Walsh, M. (Author), AEA CSWEP CeMENT: Mentoring for Junior Faculty, "MEDICAID REDESIGN: PERSONAL RESPONSIBILITY AND HEALTH," Committee on the Status of Women in the Economics Profession, Atlanta, GA. (January 7, 2010).
- Gurley - Calvez, T. (Author), Pellillo, A. (Author & Presenter), Fitzgerald, M. Paula (Author), Walsh, M. (Author), Annual Meeting of the National Tax Association, "Medicaid Redesign: Personal Responsibility and Health," National Tax Association, Denver, CO. (November 2009).
- Gurley - Calvez, T. (Author & Presenter), Fitzgerald, M. Paula (Author & Presenter), Walsh, M. (Author), Pellillo, A. (Author), Public Meeting of the West Virginia Health Improvement Institute, "Results from an Evaluation of Medicaid Redesign," West Virginia Health Improvement Institute, Charleston, WV. (August 2009).
- Walsh, M., Fitzgerald, M. Paula, Legislative Oversight Commission on Health and Human Resources Accountability, "Mountain Health Choice Beneficiary Report," WV Department of Health and Human Services, Charleston, WV. (July 30, 2009).
- Walsh, M. (Author & Presenter), Carlow University Graduate Colloquium, "How Redesigning Angular Logos to Be Rounded Shapes Brand Attitude: Consumer Commitment and Self Construal." (April 1, 2009).
- Walsh, M. (Author & Presenter), Fitzgerald, M. Paula (Author), Gurley-Calvez, T. (Author), Plein, C. (Author), 48th Annual NAWRS Workshop, "Surveying Low Income Populations from a

Marketing Perspective," National Association of Welfare Research Statistics, Nashville, TN. (August 2008).

Walsh, M. (Author & Presenter), Page Winterich, K. I. (Author), Mittal, V. (Author), AMA Summer Conference, "Re-Designing Angular Logos to Be Rounded Shapes Brand Attitude: Consumer Commitment and Self-Construal," American Marketing Association, San Diego, CA. (August 2008).

Walsh, M. (Author & Presenter), Schaeffer, P. (Author & Presenter), Southern Regional Science Association Meeting, "Exploring GAP Analysis to Evaluate Participant Satisfaction of Economic Development Programs," Charleston, SC. (March 2007).

Walsh, M. (Author & Presenter), Lipinski, J. (Author), Academy of Management Annual Meeting, "An Exploration of Consumer Resistance to Change," Atlanta, GA. (September 2006).

Walsh, M. (Author & Presenter), Mittal, V. (Author), Page, K. L. (Author), ACR North American Conference, "Consumer Response to Logo Shape Redesign: The Moderating Role of Commitment," Association for Consumer Research, Orlando, FL. (September 2006).

Walsh, M. (Author & Presenter), Lipinski, J., IBAM 13 Conference, "If It Ain't Broke, Don't Fix It! Exploring Resistance to Change," Institute of Behavioral and Applied Management, Scottsdale, AZ. (October 13, 2005).

## **Contracts, Grants and Sponsored Research**

### **Contract**

Fitzgerald, M. Paula (Co-Principal), Gurley - Calvez, T. (Principal), Walsh, M. (Co-Principal), "Medicaid Reform Evaluation," Sponsored by West Virginia DHHR, State, \$175,000.00. (March 2008 - March 2009).

### **Grant**

Walsh, M. (Co-Principal), Fitzgerald, M. Paula (Co-Principal), "Deans Award of Distinction," Sponsored by West Virginia University, West Virginia University, \$10,000.00. (October 2012 - December 2015).

Walsh, M., "A+ Publication Award," West Virginia University, \$750.00. (January 2014 - December 2014).

Walsh, M., "Faculty Development Grant," West Virginia University, \$400.00. (January 1, 2013 - December 31, 2013).

Walsh, M., "Faculty Development Grant," Sponsored by West Virginia University, \$400.00. (January 2012 - December 2012).

Walsh, M., Cui, P., "SMEs/Internationalization," Sponsored by West Virginia University, West Virginia University, \$5,900.00. (October 2011 - December 2012).

Fitzgerald, M. Paula (Co-Principal), Walsh, M. (Co-Principal), "B&E Internal Summer Research Grant," Sponsored by College of B&E, West Virginia University, \$5,000.00. (June 2009 - August 2009).

### **Sponsored Research**

Walsh, M. (Principal), "Readership Study," Sponsored by Charleston Newspapers, inc., Private, \$22,500.00. (March 10, 2010 - June 30, 2010).

## **Intellectual Contributions in Submission**

### **Refereed Journal Articles**

Yim, A., Cui, P., Walsh, M. Can Artificial Intelligence (AI) Replace Salespeople? The Role of Attachment to AI Agents. *Journal of Business Research*.

Walsh, M. Going from good to great: TopAnchor Quilting Tools LLC. *Academy of Business Journal*.

## **SERVICE**

### **University Service**

Committee Chair, OHMBA Task Force. (September 10, 2018 - Present).

Committee Member, MBA and Cooperative Masters Programs Curriculum Committee. (January 2016 - Present).

Faculty Advisor, DECA. (May 1, 2015 - Present).

Reviewer, Quality Matters. (January 2015 - Present).

Representative of Marketing Department, Undergraduate Recruiting Events. (January 2015 - Present).

Committee Member, AACSB. (August 2014 - Present).

Committee Member, Curriculum. (August 2014 - Present).

Faculty Advisor, Professional Sales Club. (August 1, 2014 - Present).

Committee Member, Quality Matters Committee. (August 2014 - Present).

Committee Member, Senior Management Committee. (August 2014 - Present).

Committee Chair, Professional Sales Advisory Council. (July 1, 2014 - Present).

Committee Member, EMBA Curriculum Committee. (September 1, 2013 - Present).

Committee Member, AOL. (January 1, 2013 - Present).

Committee Member, PhD Admissions. (January 2013 - Present).

Committee Member, MBA Admissions Committee. (January 1, 2012 - Present).

Committee Member, Marketing Dept. Recruitment Committee. (January 1, 2011 - Present).

Presider, Fall Kick Off Meeting. (August 19, 2018).

Faculty Mentor, Old Dominion Sales Competition. (April 7, 2017 - April 9, 2017).

Committee Member, Academic Programs. (August 2014 - December 2016).

Committee Member, Academic Policies and Procedures Sub Committee. (September 1, 2013 - December 31, 2016).

Committee Member, Task Force - BUDA Program. (January 2015 - May 2016).

Committee Member, Building Retrofit Committee. (September 1, 2013 - December 31, 2015).

Faculty Advisor, Professional Sales Competition. (October 17, 2015).

Guest Speaker, Health Sciences Technology Academy. (July 2015).

Guest Speaker, 2015 Academic Innovation Conference. (May 14, 2015).

Sponsor/Leader, Professional Sales Competition. (March 14, 2015).

Search Committee--Ad Hoc. (June 2014 - December 2014).

Committee Member, Promotion and Tenure. (January 1, 2013 - August 2014).

Faculty Mentor, Marketing Club. (January 1, 2007 - December 31, 2013).

Speaker, Dean's Open House. (October 26, 2013).

Committee Member, Search Committee, BBER Director. (April 9, 2012 - December 31, 2012).

Committee Member, Recruitment Committee, Marketing Department. (January 1, 2006 - December 31, 2012).

Author and project leader, Marketing Department Brochure/Website Modifications. (January 15, 2012 - November 1, 2012).

Committee Member, Outreach and Service Committee. (September 1, 2011 - August 30, 2012).

Committee Member, Robbins Selection Committee. (May 1, 2011 - November 30, 2011).

Committee Member, Graduate Programs Committee. (September 1, 2010 - May 30, 2011).

Committee Member, Scholarship, Honors and Awards. (September 1, 2010 - May 30, 2011).

Faculty Marshal, College Convocation. (May 15, 2010 - May 15, 2011).

Committee Chair, Strategic Planning Committee. (August 15, 2008 - May 15, 2010).

Committee Member, Recruitment Committee-Director of Marketing. (September 2009 - November 2009).

Marketing Faculty Marshall, College Convocation. (May 16, 2009).

Marketing Faculty Marshall, College Convocation. (2008).

Committee Member, Communications Task Force. (2006 - 2008).

Committee Member, Student Recruitment and Placement Committee. (2006 - 2008).



Recruitment Committee, IT Department. (October 2007 - December 2007).

Marketing Faculty Marshall, College Convocation. (2007).

Undergraduate Independent Study. (2007).

Webmaster Recruitment Committee. (2007 - December 31, 2007).

Mission Task Force. (2006 - 2007).

Marketing Faculty Marshall, College Convocation. (2006).

Undergraduate Independent Study. (2006).

## **Professional Service**

Judge, DECA. (January 1, 2016 - Present).

Board of Directors, Pittsburgh Civic Light Opera, Pittsburgh, PA. (1997 - Present).

Board of Advisors, POWER (Pennsylvania Women in Early Recovery), Pittsburgh, PA. (1994 - Present).

Reviewer, Conference Paper, Society for Marketing Advances. (July 1, 2019 - August 5, 2019).

Ad-Hoc Reviewer, Journal of Marketing Management. (October 15, 2018 - October 23, 2018).

Chairperson, WVU Professional Sales Competition. (October 20, 2018).

Ad-Hoc Reviewer, Journal of Healthcare for the Poor and Underserved. (June 29, 2018 - July 6, 2018).

Outside Reviewer for tenure decision, Indiana University. (May 15, 2018 - June 30, 2018).

Ad-Hoc Reviewer, Journal of Marketing Management. (March 1, 2018 - March 30, 2018).

Reviewer, Journal Article, Journal of Marketing. (November 1, 2017 - December 31, 2017).

Reviewer, Conference Paper, 2018 Marketing and Public Policy Conference. (September 1, 2017 - December 31, 2017).

Reviewer, Journal Article, Journal of Product and Brand Management. (March 1, 2017 - December 31, 2017).

Interaction with Industry, WV Bankers Association, Morgantown, WV. (October 25, 2017).

Reviewer, Journal Article, Journal of Product and Brand Management. (January 1, 2016 - December 31, 2016).

Reviewer, Conference Paper, Marketing and Public Policy Conference. (January 1, 2016 - June 1, 2016).

Reviewer, Conference Paper, Association for Consumer Research. (January 1, 2015 - December 31, 2015).

Reviewer, Journal Article, Journal of Healthcare for the Poor and Underserved. (January 1, 2015 - December 31, 2015).

Board of Directors, YMCA Camp Deer Valley, Fort Hill, PA. (2008 - 2015).

Served as a judge, DECA--Western PA District. (December 11, 2015).

Served as a judge, DECA--International Conference, Orlando, FL. (April 1, 2015 - April 30, 2015).

Reviewer, Conference Paper, American Marketing Association. (January 1, 2014 - December 31, 2014).

Reviewer, Journal Article, Journal of Healthcare for the Poor and Underserved. (September 9, 2013 - November 15, 2014).

Global and Cross Marketing Track Co-Chair, American Marketing Association 2014 Summer Conference, San Francisco, CA. (September 1, 2013 - August 3, 2014).

WVU Teaching and Learning Commons. (December 11, 2013).

Reviewer, Conference Paper, Atlantic Marketing Association, Nashville, TN. (July 1, 2013 - September 1, 2013).

Reviewer, Ad Hoc Reviewer, Outside Reviewer--Tenure Decision. (June 26, 2013 - July 30, 2013).

Reviewer, Conference Paper, Public Policy and Marketing Conference. (January 1, 2013 - May 15, 2013).

Sigma Phi Epsilon, Morgantown, WV. (March 29, 2013 - April 18, 2013).

Reviewer, Ad Hoc Reviewer, Information and Management Journal. (March 1, 2013 - April 1, 2013).

Reviewer, Journal Article, Journal of Retailing. (January 1, 2010 - December 31, 2012).

Judge, Blattner Brunner's 360 Award Program. (January 12, 2009 - December 31, 2012).

Board of Directors, South Hills YMCA, Pittsburgh, PA. (2009 - 2012).

Co-chair, Branding Track, American Marketing Association, 2012 Summer Conference, Chicago, IL. (September 1, 2011 - August 1, 2012).

Reviewer, Conference Paper, American Marketing Association Winter Educators Conference 2011. (August 1, 2011 - December 31, 2011).

Reviewer, Journal Article, Community Development: Journal of the Community Development Society. (October 28, 2009 - December 31, 2011).

Author of article for inaugural issue, B & E Magazine, Morgantown, WV. (January 1, 2011 - May 30, 2011).

Reviewer, Conference Paper, Association for Consumer Research, Pittsburgh, PA. (July 2009 - October 2009).

Reviewer, Conference Paper, American Marketing Association Summer Meeting. (2008).

Co-Chair, Services Marketing Competitive Paper Track for American Marketing Association Winter Meeting. (2008).

Co-Chair, Services Marketing Track, American Marketing Association's Winter Conference, Austin, Texas. (2008).

Luncheon Speaker, "Internet Marketing: The Good, the Bad and the Ugly," Penn State Tax Conference. (May 19, 2008).

Southern Regional Science Association. (January 1, 2007 - December 31, 2007).

Instructor, University of Pittsburgh Graduate School of Business, Brand Management Course. (2007).

Member, Community Design Team's Initiatives in Mount Hope, Fayetteville and Clay, WV. (2006 - 2007).

Board of Directors, Camp Kon-O-Kwee/Spencer, Fombell, PA. (1999 - 2007).

"Marketing Smarketing... Who Cares?" SRI Quality Systems. (December 12, 2007).

Luncheon Speaker, "Six Mistakes You Cannot Afford to Make," Penn State Tax Conference. (May 21, 2007).

Reviewer, Conference Paper, Business to Business Track, Society for Marketing Advances 2006 Conference. (2006).

Internal Marketing for IT Professionals, Executive Education, One Day Program, Carnegie Mellon University. (2004 - 2006).

"Getting the Most from Your Advertising Dollar" Sponsored by the Morgantown Area Chamber of Commerce. (November 29, 2006).

Luncheon Speaker, "Benchmarking Your Firm's Marketing Program," Penn State Tax Conference. (May 26, 2006).

Board of Directors, University of Pittsburgh Business School Alumni Association, Pittsburgh, PA. (1992 - 2003).

Co-Founder, Information Technology Media Advisory Council, Boston, MA. (1993 - 1998).

Board of Directors, BPA International, Inc., New York, NY. (1991 - 1998).

## **Public Service**

Committee Member, American Marketing Association--Pittsburgh Academic Chapter, Pittsburgh, PA. (August 2014 - Present).

Judge, DECA (High School), Pittsburgh, PA. (December 11, 2018).

Guest Lecture, Shanghai Business School, Shanghai. (July 1, 2018 - August 30, 2018).

Organizer, WV DECA Mock Competition, Morgantown, WV. (February 11, 2017).

Expert source quoted in article, Pittsburgh Post Gazette. (November 10, 2013 - November 12, 2013).

Expert source quoted in article, Pittsburgh Post Gazette. (August 8, 2013 - August 10, 2013).

Expert source quoted in article, Time Magazine. (March 1, 2013 - March 4, 2013).

Expert source quoted in article, Pittsburgh Post Gazette. (January 10, 2013 - January 13, 2013).

One of several marketing faculty featured in an article, Advertising Age Magazine. (January 1, 2012 - December 31, 2012).

Interviewed in local newspaper, Pittsburgh Tribune Review. (January 1, 2012 - December 31, 2012).

## **Awards and Honors**

### **Service**

Best Paper, 2016 Marketing and Public Policy Conference. (June 24, 2016).

Outstanding Outreach Award, College of Business and Economics. (December 10, 2011).

Outstanding Service Award, Marketing Department, College of Business and Economics, West Virginia University. (December 31, 2008).