

**CURRICULUM VITA**  
**Catherine McCabe**

**EDUCATION**

Doctor of Philosophy in Business Administration (Marketing) University of Kentucky, Lexington, KY	March 2001
Master of Arts, Communication Studies, Emerson College, Boston, MA	December 1987
Bachelor of Arts, English, Saint Anselm College, Manchester, NH	May 1986

**ADMINISTRATIVE AND ACADEMIC EXPERIENCE**

<b>Suffolk University, Sawyer Business School, Boston, MA</b> Associate Dean Sawyer Business School Dean of Undergraduate Programs	2016-Current
Chair, Department of Marketing	2010-2016
Associate Professor, Department of Marketing	2007-Current
Assistant Professor, Department of Marketing	2000- 2007
Adjunct Instructor, Department of Marketing	1996-2000
<b>Emerson College, Boston, MA</b> Adjunct Instructor-Communication Studies	1995-1997

## **ADMINISTRATIVE EXPERIENCE**

### **ASSOCIATE DEAN, SAWYER BUSINESS SCHOOL**

#### **DEAN OF UNDERGRADUATE PROGRAMS (July 2016 – Current)**

##### **Curriculum**

###### Cross-School Initiatives

- Working with the Provost's Office and Associate Dean in the College of Arts in Sciences to develop an Experiential Learning strategy that leverages service learning, community engagement, alternative spring break, fieldwork, consulting projects, and all other high impact learning experiences for all Suffolk students.
- Working in partnership with the Associate Dean of Experiential Learning, Law School to develop a strategic plan for Law School Clinics.
- Collaborating with the Academic Dean's Office in the College of Arts and Sciences, to develop and manage shared general education curriculum.
- Developed Foundations of Business summer program for non-business majors. Students earn a 9 credit minor in business.
- Developed several business minors for liberal arts, STEM, and humanities students.

###### Experiential Learning Initiatives

- Designed and implemented an integrated experiential learning curriculum for first- and second-year core curriculum that assures students engage in the full learning cycle within courses, across courses, and across semesters.
- In collaboration with department chairs, designing experiential learning curriculum for discipline specific majors.

###### BSBA Core Curriculum

- Responsible for the continuous review, assessment, and revision of the BSBA Core curriculum. The overarching goal for the BSBA curriculum is to provide an engaging, experiential, and meaningful learning experience that prepares students for advanced learning in their majors, graduate school and/or successful entry into their chosen professional field.
- Lead faculty, chairs and students in ongoing review to assure students' learning experiences are grounded in Experiential Learning Theory. (Courses include: Career and Professional Development, Business Foundations, Principles of Marketing, Business Writing and Research Methods, Accounting, Finance, Macro/Micro Economics, Data Decision and Analysis, Management Information Systems, Organizational Behavior, Business Law, Business Ethics, Strategy).
- Created a 6 credit undergraduate 'business writing and research methods course' that integrates the research process and professional business writing.

###### Market-Driven Curriculum Development

- Collaborate with academic advisory councils, alumni, department chairs and faculty to assure that students receive cutting-edge and professionally relevant learning experiences within their discipline specific majors.

- Based on ongoing assessment and program review of 10 Discipline Specific Majors and 30 minors, collaborate with department chairs and faculty on continuous improvement and new program development.
  - In collaboration with Accounting and Finance Chairs, developed new Corporate Accounting and Finance major to be launched fall 2019.
  - In collaboration with Information Systems and Finance Chair, developing cybersecurity fintech, and artificial intelligence in business minors to be launched fall 2019.
  - In collaboration with Marketing and Management Chairs, developing new minor in hospitality and event management.
  - In collaboration with Suffolk alumni, biotech business community and Suffolk faculty, developing a new major in Biotech and Business.

#### Honors Curriculum and Programming

- Work directly with the Director of Honors and High Achiever Programming to ensure that all 470 Business honors students receive honors level academic experiences in their courses and majors. In addition, develop and provide social and cultural programming to complement their academic experiences.
- Developed and implemented an undergraduate research program for honors students. Students work directly with a faculty member with the goal of presenting research at an academic conference and/or submitting a manuscript to a peer-reviewed scholarly journal. Students are first author on all manuscripts and research presentations.

#### Revamped the SBS academic advising model

- In conjunction with the Undergraduate Academic Advising Office, and as part of the SBS retention strategy, developed and implemented a Business School advising model that includes online, group, and face-to-face advising experiences.

#### Career Development

- Revised four-year career and professional development curriculum to be integrated with academic courses in each year.
- Work with Center for Career Development on career programming.
- Meet with Career Development Executives each semester to get feedback on programming to prepare students for internships, job search, and employment.

#### Service Learning

- Partner with the Center for Community Engagement to develop local and global engagement service learning experiences for all student cohorts (e.g., domestic and global travel seminars, community volunteering, alternative spring break, and offering business services to not-for-profit organizations).
- Work with faculty to identify innovative ways in which service learning can be incorporated into their courses.

#### Graduate Curriculum

- In conjunction with the Department of Marketing faculty and chair, developed a Masters of Marketing Science (to be launched in fall 2018).

- Work directly with graduate programs and admissions to recruit for and promote our 3+2 and 4+1 programs (i.e., pathways to graduate school) for Masters in Healthcare, Masters in Public Administration, Masters in Marketing Science, Masters in Big Data and Analytics, MBA, as well as J.D/MBA program.)

### **Outreach to Business Community and Alumni/Development**

- Identify, meet and build relationships with potential strategic partners from the Boston business community (for-profit and not-for-profit) and from among over 30,000 SBS alumni.
- Meet with business community members and alumni, on a weekly basis, to develop partnerships for the Business School's High Impact experientials.
- Partner with the Development Office's major gift officers for friend- and fundraising relationship building.

### **Co-curricular Programming**

Based on extensive research and in collaboration with my undergraduate programs team, designed the following programming to complement students' academic experience.

- Foundations of Business: A 10 week intensive academic program designed for liberal arts students. Students earn 9 credits (equivalent to an undergraduate Sawyer Business School minor) in accounting, finance, marketing and professional/career development.
- Pathways to Graduate School: includes incentives, informational sessions and programming for students interested in 4 + 1 Sawyer Graduate Programs.
- Stepping Stones: Two-week summer residential academic program for Junior and Senior High School students.
- Under a Wing (#UnderaWing): This first-year peer mentor program provides First-Year students with an upper-class mentor who helps the mentee make meaningful connections with the University and the Business School community in their first semester. In addition, upper-class students are provided with opportunities to develop their leadership skills and appreciation of diverse perspectives.
- Gateway to Boston: This peer-to-peer program provides international students (and students not familiar with the city) with experiences to engage in Boston's social culture (e.g., museums, sports, theater, dining)
- Professional Adulting-Workshop Series: Members of the Boston business community and Suffolk alumni present workshops and seminars on topics relevant to Generation Z college students.
- Half-Way There Celebrations for 2<sup>nd</sup>-year students: Programming and social events are planned for sophomore level students to keep them engaged and excited about their Sawyer Business School experience.
- Transfer Connect: Dinner and Social Events are planned for transfer students and non-traditional students to help with the transition to Suffolk University.
- Connect to Create: Faculty, Students and Administrators participate in roundtable discussions on topics of interest and concern for the undergraduate students.
- Sawyer Scholarly Undergraduate Research Program: The goal of this program is to match the most dedicated and motivated undergraduate business students with faculty in order to collaboratively work on scholarly research projects (i.e., journal publication or academic conference presentation).

### **Recruitment, Retention, and Persistence to Graduation**

- Developed a comprehensive, data-driven retention and persistence-to-graduation strategy for all business undergraduate students.
  - First-to second-year retention improved by 3%
  - Six-year graduation rate improved by 10%
- Developed comprehensive retention survey
  - Administered to all Business School students each academic year to assess, among other factors, their satisfaction levels with their learning experience, career/professional development, social life, residence life and other aspects of their Suffolk journey.
  - This longitudinal data is used to assist students at the individual and aggregate levels, to understand the complex interaction of factors that lead to retention and persistence to graduation, and to inform programming.
- Developed and implemented a strategic communications plan with the Director of Undergraduate Admissions to engage students and their families (prospective students to deposited students) via social, digital and traditional media.
- Work directly with support services (i.e., Center for Learning and Student Success, International Students Office, Student Affairs, Center for Community Engagement, Center for Teaching and Scholarly Excellence) to assure that the retention/persistence to graduation strategy is comprehensive and holistic.

### **Accreditation**

#### **AACSB**

- In conjunction with the Business School Director of Accreditation, Assistant Dean of Administration and the Dean of the Business School, I am responsible for managing AACSB-related (Sawyer Business School is the only school in Boston with additional accreditation of its Accounting and Taxation programs) maintenance and continuous improvement processes and reporting for the BSBA.
- Work with academic department chairs on faculty deployment in order to achieve AACSB ratio requirements.

#### **NEASC**

- In conjunction with the Provost and the Deans' offices for the Law School and College of Arts and Sciences, collaborate to assure that all three schools meet the NEASC standards requirements.

### **Faculty**

- Perform yearly performance evaluations on all full-time faculty (currently 116) in the Business School.
- Work with department chairs to develop and implement strategic deployment of current faculty and identify new faculty hiring needs.
- Meet regularly with department chairs and faculty to discuss new and innovative proposals for curriculum, as well as strategies for professional development and leadership opportunities, teaching innovations, and research strategies.
- Created cross-school (Business School, College of Arts and Sciences, Law School) Experiential Learning committee to leverage service learning, community engagement, alternative spring break, fieldwork, consulting projects, and all other high impact learning experiences for all Suffolk students.

## **CHAIR, DEPARTMENT OF MARKETING (July 2010 - July 2016)**

### **Department of Marketing Strategic Plan**

- Worked with the Dean of the Business School to develop innovative curricular initiatives, hiring strategies, resource needs, budgeting issues, and overall strategy for the department of marketing.
- Met and exceeded department strategic goals and objectives for all seven academic years.

### **Faculty**

- Managed 17 Full-Time Faculty, (15 Academically Qualified/Scholarly Academics, 2 Professionally Qualified/Scholarly Practitioners) and 30 adjunct instructors.
- Hired 9 new full-time faculty (8 tenure track, 1 scholarly practitioner) with a focus on diversity.
- Provided yearly faculty performance reviews for all full-time faculty.
- Worked with all full-time faculty to create yearly professional development plans for teaching, research, and service, as well as promotion and tenure.

### **Enrollment/Retention Marketing Majors**

- Increased the number of undergraduate marketing majors from 375 to over 500 and the number of marketing minors from 35 to 105. This was accomplished through the design and implementation of cutting-edge curriculum, partnerships with the Boston business community, relationship building with alumni, and collaboration with marketing faculty.
- Developed a series of strategic communications and outreach initiatives that are conducted throughout the academic year and summer months (i.e., a combination of digital, social, and traditional) to all marketing majors.
- Improved the enrollment for all eligible returning marketing majors (i.e., 2<sup>nd</sup> to 3<sup>rd</sup> year, 3<sup>rd</sup> to 4<sup>th</sup> year) from 83% to 100%.

### **Curriculum and Academic Programming**

- New Marketing Minors:
  - Created five new marketing minors to reflect current marketing career opportunities: Sports Marketing, Digital Marketing, Product Innovation and Brand Marketing, Global Marketing, and Professional Sales. Developed several business minors for College of Arts and Sciences students.
- New Graduate Program
  - Partnered with faculty to create Masters of Marketing Science degree to be launched in fall 2018.
- Marketing Honors
  - In collaboration with the Sawyer Business School Director of Honors and High Achiever Programming, developed a marketing honors track for high achieving marketing majors and minors. Increased number of marketing honors students from 15% to 28% of all Business School honors students.
- Marketing Curriculum Revision
  - Implemented two major revisions to the marketing curriculum occurred in 2010 and 2014. Worked in partnership with the Dean's office, faculty, students, alumni and business partners to discuss, develop, and implement the revised curriculum.

Comprehensive redesign of the curriculum resulted in a cutting-edge marketing program based on the tenets of Bloom's Hierarchy of Learning and Experiential Learning Theory.

**Accreditation**

- AACSB/NEASC Assurance of Learning (AOL): Worked directly with Undergraduate Programs Curriculum Committee, Director of AACSB accreditation, and Dean's Office to develop and implement AOL strategy for the Department of Marketing and the Sawyer Business School.

**Undergraduate Advising**

- Created and implemented a comprehensive undergraduate advising model for marketing majors that included an online information survey.
- Increase in student engagement with other advising activities increased as a result. Model has been adopted by all academic departments in the Sawyer Business School.

**External Development/Partnerships with Key Stakeholders**

- Collaborated with faculty to develop partnerships with Boston, as well as global, for-profit and not-for profit organizations and Business School Alumni. Partners engage with students and faculty on research projects, consulting projects and other experiential learning opportunities.
- Partners include Boston Celtics, Boston Red Sox, CSNNE, Streamline Events, Chadwick, Martin & Bailey, ICIC-Initiative for Competitive Inner City, Soccer without Borders, Mass Economics, Mass General Hospital, and GetFused.

## **SERVICE**

### **SUFFOLK UNIVERSITY**

#### **AACSB and NEASC Accreditation**

- AACSB Review Committee (July 2016-current): Work with Undergraduate Programs Curriculum Committee, Director of AACSB accreditation, and Dean's Office to develop and implement AOL strategy for the Business School. Also responsible for initiatives related to the AACSB maintenance and continuous improvement.
- Suffolk University NEASC Committee (2012-2014; 2016-current): Work with university faculty and Provost to interpret NEASC standards, report results, write report, and prepare for campus visits.

#### **Suffolk University Strategic Plan Committee (2016-2017; 2018-2019)**

- (2016-2017) Represented SBS Dean's Office on University Committee. Committee, in conjunction with the Provost, established two-year extension to Suffolk University's strategic plan.
- (2018-2019) Appointed by the Provost to serve on the Experiential Learning Committee and Career and Professional Development Committee to develop comprehensive strategic plans.

#### **Presidential Search Committee, Member (Fall 2016 – Spring 2018)**

- Voted by Faculty Senate to serve on the Suffolk University Presidential Search Committee as the Faculty Senate representative.
- 19 member Committee consists of members from the Board of Trustees, Faculty, Alumni and Administration.
- Responsibilities included selecting executive search firm, gathering input from university stakeholders, developing leadership profile/job advertisement, reviewing all applications, interviewing candidates, selecting final candidate to present to the Board of Trustees.

#### **Board Member, Suffolk University Center for Teaching and Scholarly Excellence (CTSE) (July 2016 - Present)**

- Provide oversight and input on pedagogical and research programming for university faculty and select and award grant funds for proposed teaching initiatives.

#### **Retention Committee, Member (Fall 2017 - Present)**

- Member of university retention committee. Develop strategic initiatives to increase University's first-year retention.

#### **Service Learning Committee, Member (2016 - Present):**

- Serve on committee with faculty from all three colleges. Approve faculty designed service learning courses, discuss new policies and initiatives.
- Work directly with university's Center for Community Engagement to identify potential community service partners.

#### **Curriculum Assessment Committee, Member (2016 - Present):**

- Responsible for the development and implementation of an assessment strategy for NEASC reporting.
- Create, implement, and revise program for assurance of learning across the Business School and College of Arts and Sciences.

**Shared General Education Curriculum Committee, Member (2016 - Present)**

- Committee is responsible for developing and implementing policies for curriculum shared between the Business School and the College of Arts and Sciences.
- Represented SBS Dean's Office on University Committee. Committee, in conjunction with the Provost, established two-year extension to Suffolk University's strategic plan.

**Suffolk University Faculty Senate, Vice Chair (2015 – 2017)****Chair of Senate Faculty Governance Subcommittee (2016-2017)**

- Voted by Business School faculty to 12 member faculty senate (4 representatives for each college). Engaged with Provost, President, and Board of Trustees to discuss and implement change on behalf of Sawyer Business School faculty. Worked collaboratively with Law School and College of Arts and Sciences Senators to achieve goals.
- Voted by Senate colleagues to chair Faculty Governance Subcommittee. Worked directly with President, Provost, and faculty governance committees on issues related to shared governance. Appointed as media spokesperson for the Senate.

**New Revenue Streams Task Force, Member (2015-2016)**

- Worked with Business School Dean, faculty and university Vice-President of Finance to develop innovative and creative opportunities for new revenue streams.

**SAWYER BUSINESS SCHOOL****Undergraduate Programs Curriculum Committee (Fall 2002-2008; July 2016-Current)**

In addition to reviewing the business core curriculum and discipline specific courses, responsibilities include the assessment and review of BSBA curriculum for AACSB and NEASC.

- Ex Officio Committee Member (July 2016 - Present)
- Committee Chair (August 2006 - June 2008)
- Vice Chair, (Fall 2003-Spring 2006)

**Sawyer Business School Chairs Committee, Member (2010-2016)**

- Attended monthly meetings to discuss issues and strategy relevant to Business School academic department chairs.

**Presenter, Upward Bound and High School Programs (Fall 2011 – July 2016)**

- Conducted interactive one-day courses on marketing topics (e.g., impact of social and digital media on teen consumption, cool hunting and consumer behavior) for inner-city high school students.

**Facilitator, Sports Marketing and Business Seminar (Summers 2015, 2016)**

- Developed and delivered day-long seminar for visiting students from Chile on issues related to the business of international sports and marketing strategy used by professional sports teams in the United States.

**Chair, BSBA Undergraduate Curriculum Revision Task Force (2003-2004; 2012-2014)**

- The BSBA curriculum was revised in 2004 and again in 2014. As chair of these committees, responsible for leading a team of 12 faculty members and administrators to review and redesign the BSBA business core curriculum.
- The foundation for this curriculum was Bloom's Hierarchy and Experiential Learning Theory.

**Griffin Oversight Committee (2001 – 2012)**

- Provided guidance for Honors Programming.
- Served as a mentor to help build students' leadership skills.

**Faculty Advisor, Jack Kent Cooke Scholarship, (2001 – 2005)**

- Responsible for coaching and mentoring students interested in applying for the competitive scholarship.

**Graduate Programs Curriculum Committee, Member (Fall 2001-Spring 2003)**

- In addition to reviewing business core and major specific course and curriculum content, responsibilities included the assessment and review of graduate curriculum for AACSB and NEASC.

**DEPARTMENT OF MARKETING**

**Marketing Advisory Council, Chair (Fall 2010-July 2016)**

- This council consists of Boston business marketing executives (for-profit and not-for-profit) as well as marketing alumni. Faculty meet with the council for insights into experientials, curriculum ideas, and faculty research opportunities

**Faculty Advisor, Honors Students (Fall 2005 – July 2016)**

- Worked directly with Director of Honors and High Achieving Programming to develop and implement a marketing honors track curriculum. Served as academic advisor for marketing honors students.

**Marketing Department Advising Coordinator, (Fall 2003-July 2016)**

- Developed advising protocol that was formalized as a marketing department policy and eventually Business School policy. By requiring all marketing majors and assigned open majors to meet with marketing faculty advisors each semester, the quality of the students' academic experience was enhanced.
- As department coordinator and liaison with the undergraduate advising center, served as a resource for other marketing and Business School faculty to assure students were receiving the necessary information for their development and progress throughout their tenure at Suffolk University.

**Search Committee for New Faculty Hires (2002 – 2016)**

- Developed a streamlined process for screening, interviewing, and hiring new faculty.
- Member (Fall 2002, Spring 2003, Fall 2003); Committee Chair (May 2010 - October 2010); January 2011 - June 2016).

**Faculty Advisor, Professional Marketing Association (2001-2016)**

- The Professional Marketing Association has become a model of success for all other SBS departments and Suffolk University student organizations.
- In collaboration with three undergraduate marketing majors in 2001, created the student organization to provide students with opportunities to engage with marketing professionals.

**Department Representative, Showcase/Open House/New Student Orientation (2000 -2016)**

- Represented the Department of Marketing at Admissions showcase and open house events for interested and accepted students. Served as a faculty advisor during new student orientation sessions.

**Faculty Advisor, Marketing Living Learning Community (Fall 2010 – Fall 2011)**

- Initiated the first Marketing Living Learning Community for first- and second-year marketing students. Continued as faculty advisor for 20-30 students each year.
- Developed and delivered programming that integrated marketing concepts learned in courses with social and cultural events.

**Coordinator for Curriculum and Assurance of Learning, (2001 –2010)**

- Assisted the department chair with curriculum initiatives and coordination for courses with multiple sections. Developed content area Assurance of Learning assessments for AACSB reporting.

**Chair, Department of Marketing Curriculum Task Force (Fall 2002 - Spring 2003; Fall 2005 – Spring 2006)**

- Lead the department initiatives to revise the marketing major curriculum. Worked collaboratively with other marketing faculty to design and implement a revised marketing curriculum based on Experiential Learning Theory and Bloom's Learning Hierarchy.

**Chair, Internal Learning Center Committee (ILCC), (2003 –2004)**

- Developed Internal Learning Center to bridge the gap between academia and business practice. This initiative provided marketing faculty with opportunities to discuss research ideas, connect with the local business community, explore implementation of cutting-edge marketing concepts, and share teaching experiences and best practices.
- Provost adopted the ILCC as model for the University's current Center for Teaching and Scholarly Excellence.

**Professional Service**

- Member of Planning Board for Institute for Experiential Learning Conference, 2018
- Reviewer, *Journal of Business Ethics*, 2007 - current
- Reviewer, *North American Journal of Psychology*. 2007 –current
- Board of Directors, Boston Breakers, 2001-2003
- AMA Faculty Consortium, Sports Marketing, 2002, Gender and Sports: Track Co-Chair with Mary Conway Dato-on, Lexington, KY, October 3-6, 2002.
- Article Reviewer: Academy of Marketing Science, 2001 World Marketing Congress, Spring 2001 & 2002.
- Academy of Marketing Science, 2000 Conference Topic Tables: Marketing in the Millennium: Track Co-Chair with Chris Manolis, Montreal, Quebec, Canada, May 24-27, 2000.
- University of Kentucky Gatton Doctoral Student Association, Treasurer 1998-1999, Senator 1999-2000
- New Media and Technology Conference, Coordinator, Emerson College, Fall 1996

## SCHOLARLY CONTRIBUTIONS

### PUBLICATIONS

#### Scholarly Journal Articles

- "Curriculum Innovation for Marketing Analytics" with Elizabeth Wilson and Robert Smith, *Marketing Education Review*, 1-15, (2018).
- "Preferred Learning Styles among College Students: Does Sex Matter?" *North American Journal of Psychology*, 16(1), 89-104, 2014.
- "Spectators' Relationship with Women's Professional Basketball: Is It More Than Sex," *North American Journal of Psychology*, 13(1), 2011.
- "Gender Effects on Spectators' Affect for Women's Professional Basketball," *Social Behavior and Personality: An International Journal*, 36(3), 2008.
- "Spectators' Attitudes toward Basketball: An Application of Multifactorial Gender Identity," *North American Journal of Psychology*, forthcoming, 9(2), 211-228, 2007.
- "Making Marketing History: An Interdisciplinary Team Teaching Approach," with Katherine M. Grant, *Marketing Education Review*, 16(3)15-20, 2007.
- "The Business of Gender and Ethics," with Mary Conway Dato-on and Rhea Ingram, *Journal of Business Ethics*, 64, 101-116 2006.

#### Conference Proceedings/Presentations

- "How to Develop a Personal Brand: Experiential Learning and Career Development in the Business Honors Program" with Lane Sutton, NCHC (National Collegiate Honors Society) International Conference, November 10, 2018.
- "Reciprocal Intentions: Effects of Promotional Giveaways on Consumers' In-Venue Spending Intentions" with Mujde Yuksel and Robert Smith, Academy of Marketing Science Annual Conference, May 24-26, 2017.
- "Feminization in Global Consumption: A Movement Toward Equity," with Mary Conway-Dato-on, ACR Latin American Conference, 2006, Monterrey, Mexico, January 5-8, 2006.
- Gender and Quality of Life for Women in Sports, Track Co-Chair and Presenter, AMA Faculty Consortium, Sports Marketing, University of Kentucky, October 3-6, 2002.
- "An Exploratory Analysis of the Cultural Dimensions of Opportunism, " with Mary Conway Dato-on, Academy of Marketing Science, International Marketing Conference, Cardiff, Wales, June 2001.
- "An Exploration of Acculturation Patterns and Consumption Behaviors Among International Students," with Mary Conway Dato-on, Society for Marketing Advances, New Orleans, LA, November 7-10, 2002.
- "Global Media Representations of Women in Sport," Marcromarketing Conference 2001, Williamsburg, VA, August 10, 2001.

"Gender Effects on Attitudes Towards Sports Consumption," working paper presented at Haring Symposium, University of Indiana, Bloomington, IN, March 2000.

"Psychological Gender Differences in Ethical Perceptions: An Exploratory Analysis," Association for Consumer Research: Gender, Marketing and Consumer Behavior, June, 2000, with Mary Conway-Dato-on and Rhea Ingram, published in Jonathan Schroeder and Cele C. Otnes (eds.), Fifth Conference Proceedings, p. 99.

"Consumer Perceptions of Service Quality Attributes at Sporting Events," with S. Kelley and L. Turley, American Marketing Association Summer Educators' Conference, Sports Special Interest Group, Boston, MA August, 1998.

"Can Femininity Kill You? The Effects of Psychological Gender on Women's Perceptions of Weight Lifting as an Osteoporosis-Preventive Measure," Association for Health Care Research Annual Conference, 1997, with M. Joyce and D. Lambert, published in J. John and R. Sylvester (eds.), 1997 Proceedings, pp. 55-62.

"Postmodernism and Gender," with V. Fabj and M. Joyce, Perspectives in Race, Identity, Sexuality, and Multiculturalism (PRISM) Conference, Emerson College, Boston, MA Spring, 1997.

"Let's Talk About Sex . . . Or is It Gender?" with M. Joyce and D. Rahtz, Multicultural Marketing Conference, Virginia Beach, Virginia, October 16-19, 1996.

### **Works in Review and Progress**

"Creating a Comprehensive Experiential Undergraduate Curriculum", Case Study- In process of Writing.

"Experiential Learning Theory: A Foundation for Creating an Inclusive Undergraduate Curriculum", (Working Title) Book, In process of Writing.

"Reciprocal Intentions: Effects of Promotional Giveaways on Consumers' In-Venue Spending Intentions" with Mujde Yuksel and Robert Smith (Revising conference proceedings to submit to *Journal of Sport Management*, expected submission, Spring 2018).

Predicting NBA Fan Loyalty: The Importance of Psychological Involvement, *Journal of Sport Management* Submitted, *Expected Submission Summer, 2018*.

An examination of factors, including fan's psychological involvement in predicting their loyalty to the NBA.

"Experiential Learning Theory and Consulting: A Foundation for Successful Undergraduate Consulting Courses" (Writing Results)

A study of how implementing the tenets of Experiential Learning Theory provides a foundation for quality undergraduate consulting projects.

"Gender Effects on Volunteerism" (Writing Results)

Examining the Effects of Gender of College students volunteer attitudes and behaviors.

## COURSES TAUGHT AND DEVELOPED

### Marketing

- \*Business Research Methods (UG)
- +Consumer Behavior (UG, Grad)
- \*Honors Principles of Marketing (UG)
- \*Integrated Marketing Communications (UG)
- +Marketing Management (UG)
- \*Marketing Research (UG, Grad)
- \*\*Marketing Tools and Analysis
- +Principles of Marketing (UG)
- \*Services Marketing (UG, Grad)
- \*Sports Marketing (UG)
- \*Sports Marketing Consulting (UG)
- \*The Business of Sport (UG)
- \*Independent Research Projects (UG, Grad)

### Communications

- \*Advocacy and Argumentation (UG)
- + Interpersonal Communication (UG)
- \*Mediation (Grad)
- +Negotiation (Grad)

### Marketing and History

- \*Origins of Global Markets (UG)

*\*Developed and Taught   \*\*Developed   +Taught*

## PROFESSIONAL EXPERIENCE

- |              |  |
|--------------|--|
| 2008-present | <b>Professional Consulting</b> <ul style="list-style-type: none"> <li>• Provide marketing research services to for-profit and not-for-profit organizations associated with Sawyer Business School's educational partnership agreements.</li> <li>• Clients include Boston Celtics (2008-2015); Boston Red Sox (2014-2016); Comcast SportsNet New England (2008-2017); Streamline Events (2013-2016), ICIC-Initiative for Competitive Inner City; and Massachusetts General Hospital (2013).</li> </ul> |
| 1992-1995    | <b>Director of Marketing</b> , Renaissance Digital, Woodstock, VT  |
| 1990-1992    | <b>Market Research Analyst</b> , Maguire Associates, Concord, MA   |
| 1987-1990    | <b>Trainer</b> , McKesson Drug Company, Methuen, MA  |

## PROFESSIONAL DEVELOPMENT

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|------------|---|
| 2018       | Institute for Experiential Learning, Experiential Learning Certifications Levels I and II |
| 2017, 2018 | AACSB Associate Dean's Seminar and Conference   |
| 2016-2018  | AACSB, ICAM   |
| 2016       | Northeast Business Dean's Association   |

## PROFESSIONAL MEMBERSHIPS

- |       |   |
|-------|---|
| IFEL  | Institute for Experiential Learning                   |
| AACSB | Association to Advance Collegiate Schools of Business |
| ABWA  | American Business Women's Association                 |
| AMA   | American Marketing Association                        |
| ACR   | Academy of Consumer Research                          |
| WITI  | Women in Technology International                     |
| WSF   | Women's Sports Foundation                             |