

Tracy H. Kizer, Ph.D.

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PROFILE

A visionary, dynamic and results-oriented academic leader leveraging over 16 years of experience in higher education, complemented by 8 years in corporate roles specializing in strategic planning, strategic brand management, and DEI strategic implementation. Expertise in bridging academic rigor with practical application, leveraging advanced skills in qualitative and quantitative research methods to drive institutional and organizational excellence for nonprofit and for-profit organizations. Strong background in consumer psychology, mentorship, and user experience, with proven success in strategic brand management and leading transformative branding initiatives. Committed to fostering inclusive and innovative environments that align with institutional goals, while advancing student and stakeholder engagement. Student mentor to over 13 executive doctoral dissertations and published over 15 peer-reviewed articles, developed 6 executive courses, and has received numerous awards. International leadership of student cultural business experiences to Brussels, London, Tallin, Helsinki. Demonstrates expertise in fostering inclusive environments, managing qualitative and quantitative research initiatives, and leading transformative branding projects.

AREAS of EXPERTISE

- Strategic and Cultural Branding
- Design Thinking and Creativity
- Identity-driven Consumer Behavior
- Strategic DEI Leadership and Implementation
- Curriculum Development for Inclusive Education
- Qualitative and Elicitation Research

RECENT DIVERSITY, EQUITY AND INCLUSION HIGHLIGHTS

- Diversity, Equity and Inclusion in the Workplace Certification, University of South Florida (2022)
- College-wide Diversity, Equity and Inclusion Steering Committee (2021-2023)
- DEI in the Academic Curriculum Task Force Co-Convener (2021-2023)
- Co-Founder and Advisor, Crummer Multicultural Management Association (2021-Current)
- Faculty mentor for Black Student Union (2018-Current)
- Ad-hoc faculty mentor for Crummer LGBT, women and students of color
- Academic Presentation: DEI: The Positive Sum Game (2021)
- Corporate Presentation: DEI: The Positive Sum Game - Building Solidarity in the Workplace (2022)
- Corporate Presentation: Developing Personal & Professional Skills for Diverse Leadership (2022)
- International Executive Education : DEI: Building Capacity For a Positive Sum Organization (2022)

INSTIUTIONAL LEADERSHIP APPOINTMENTS

Rollins College, Winter Park, FL, 2022-2024

DEIB Steering Committee Member

Special Assistant to the President for DEIB Strategy and Implementation

Served as a resource and subject matter expert, responsible for advancing the College's commitment to Diversity, Equity, Inclusion, and Belonging, taking a balanced consultative and systematic approach to ensure the DEIB vision and strategy is implemented throughout the entire organization. I worked closely with the Rollins administration as a trusted advisor and consultant, and was responsible for strategic assessment, project identification and collaborative design, and integration of DEIB strategies into college-wide processes and programs. This position played an important role in delivering on the College's strategic commitment to DEIB so that we can be a truly equitable, inclusive, and explicitly anti-racist organization.

ACADEMIC APPOINTMENTS

Rollins College - Crummer Graduate School of Business, Winter Park Florida, 2016-Present

Associate Professor of Marketing - Tenured March 2020

Professor of graduate level marketing and methods courses for all MBA programs (including Early Advantage MBA, Professional MBA, Executive MBA) and the Executive Doctorate in Business Administration (EDBA). Researched, developed, and implemented lesson plans that incorporated a multicultural approach drawing a direct connection between practice and theory; while keeping coursework highly experiential.

Key involvement:

- Crummer Faculty President (2021-2023)
- College-wide Administrative Council (2021-2023)
- Crummer Executive Doctorate Business Administration Committee (2021-2023)
- Crummer Curriculum Committee (2020-2022)
- Faculty Mentor (2021-2022)
- Chaired 6 EDBA dissertations, served on 5 additional committees
- College wide Internationalization Committee Member
- Appointed to the Dean's Executive Council
- PMBA Program Redesign Committee
- Executive MBA Program Curriculum Redesign Committee
- Professional and Early Advantage MBA Curriculum Redesign Committee
- Led the MBA Program Assessment and Climate Survey for students for all MBA programs
- Ad-hoc faculty mentor for Crummer LGBT, women and students of color
- Led consulting projects for local businesses in a variety of sectors
- Led international travel courses to: Estonia, Finland, Brussels, and London
- Advocate for the increase in minority enrollment rates
- Advocate for the inclusion of underrepresented groups on alumni and overseer boards
- Advocate for diversity as a central tenet of organizational strategy
- Proposed the formation of a campus-wide Black Faculty Association
- Mentored and advised Executive Doctoral studies examining the promotion of African American female executives as a function of sponsored mentorship

University of Dayton, Dayton, Ohio, 2009-2016

Assistant Professor of Marketing - Promoted and tenured to Associate Professor in February 2016.

Taught an array of marketing courses to undergraduate and Master's level students. Researched, developed, and implemented lesson plans that incorporated diverse consumer perspectives.

Key involvement:

- Faculty Teaching Fellow
- Faculty Research Fellow
- Invited to become a Presidential Leadership Fellow
- Faculty Advisor to the National Association of Black Accountants local chapter
- Faculty Advisor to ArtStreet Gallery Installation entitled "Ghetto: A Retail Art Installation"
- Black Faculty Association, Member
- Faculty mentor to incoming multicultural students
- Participated in annual multicultural graduation activities
- Delivered key orientation keynotes to incoming multicultural students
- Advocated for minority faculty for tenure and promotion experiences

Whitman School of Management; Syracuse University, 2007-2009

Post-doctoral Research Fellow and Adjunct Professor

Conducted behavioral research alongside doctoral students and initiated a behavioral research lab. Taught multiple marketing courses to business and communications students at the undergraduate level.

Key involvement:

- Faculty Advisor, PhD Project
- Faculty Mentor for Multicultural Office of Student Success
- Faculty Mentor for Multicultural Graduate Student Association
- Black Faculty Association, Member
- Taught community courses for marginalized citizens
- Faculty advisor, Alpha Kappa Alpha Sorority, Inc.
- Faculty advisor, Black MBA Association

INSTITUTIONAL LEADERSHIP DEVELOPMENT PROGRAMS

PhD Project Aspiring Leaders Seminar is designed to prepare and inspire diverse business school faculty to advance into administrative leadership roles within academia. It focuses on equipping participants with essential leadership skills, strategic insights, and practical tools to navigate challenges in higher education administration. Key components include:

- Attended in 2019 and 2023 at the AACSB Headquarters in Tampa, FL.
- Workshops on Leadership Skills: Strategic planning, decision-making, and team building.
- Insights from Experienced Leaders: Panels and discussions with deans, provosts, and other academic leaders.
- Networking Opportunities: Building connections with peers and mentors to support career growth.
- DEI-Focused Leadership Strategies: Addressing systemic inequities in academia while fostering inclusive excellence.
- This seminar empowers faculty to envision and pursue leadership pathways, enhancing diversity in academic administration.

Nominated to become a *Presidential Leadership Fellow* at the University of Dayton before switching institutions. The program is designed to cultivate leadership skills among high-potential faculty through a structured and immersive framework. Faculty and staff engage in professional development opportunities while aligning with the university's Marianist values and mission. The program emphasizes ethical leadership, community engagement, and collaboration across diverse perspectives.

REFEREED PUBLICATIONS

1. Darryl Mickler and Tracy Harmon-Kizer (2025), "Tell Me What You Eat, and I Will Tell You Who You Are: The Influence of Political Identity on Consumer Dining Choice", Forthcoming in the *Journal of Cultural Strategy*.
2. Torres, Abigail, Elten Briggs, Tracy Harmon-Kizer, Zhi Yong Yang (2024), "How a Publicized Leader Transgression Can Affect Member Outcomes and Gift Purchasing of Associated Symbolic Product," *European Journal of Marketing*, Vol. 58 No. 6, pp. 1630-1652. <https://doi.org/10.1108/EJM-06-2022-0417>
3. Kizer, Tracy and Paula Hopkins (2024), "Building Inclusive Leadership at TBK Beverages: Developing A New Mentorship Program," Ivey ID: W34876. London, Canada: Ivey Publishing. **Nominated for Best New Case Writer**
4. Cacho-Elizondo, Siliva, Tracy Harmon-Kizer, Mary Conway Dato-on, (2021), "Comparing Purchase Loyalty Paths: Tequila At Home and Abroad," *International Journal of Wine Business Research*, Vol. ahead-of-print No. ahead-of-print. <https://doi.org/10.1108/IJWBR-05-2020-0018>
5. Harmon-Kizer, T. R. (2019). Let the Borrower Beware: Towards a Framework for Debiasing Rollover Behavior in the Payday Loan Industry. *Journal of Consumer Policy*, 42(2), 245-266.
6. Harmon-Kizer, T. (2019). The Role of Logo Recoloring on Perceptual Fluency in Cause-Related Marketing Campaigns. *Journal of Promotion Management*, 25(7), 959-982. **Lead Article**
7. Harmon-Kizer, Tracy R. (2017), "The Effects of Schema-Congruity on Consumer Response to Celebrity Advertising," *Journal of Marketing Communications*, 23(2): 162-175.
8. Harmon-Kizer, Tracy R. (2016)"Identity Distancing and Targeted Advertisements: The Black Sheep Effect." *Journal of Promotion Management*, 22(3): 321-348.
9. Briggs, E., Yang, Z., Harmon-Kizer, T. R., & Arnold, T. J. (2016). How Do Differing Community Engagement Strategies Affect Consumer Responses to a Retailer? *Journal of Marketing Theory and Practice*, 24(1), 109-127.
10. Gauri, Dinesh, Tracy R. Harmon-Kizer and Debabrata Talukdar (2016), "Antecedents and Outcomes of Market Mavenism: Insights based on Survey and Purchase Data," *Journal of Business Research*, 69 (3), 1053-1060.
11. Harmon-Kizer, Tracy, Anand Kumar, David Ortinau and James Stock, (2013), "When Multiple Identities Compete: The Role of Centrality in Self-brand Connections," *Journal of Consumer Behaviour*, 12 (6), pp. 483-495.
12. Harmon, Tracy R and Merlyn Griffiths, (2011), "Aging Consumer Vulnerabilities: Influencing Factors of Acquiescence to Informed Consent," *Journal of Consumer Affairs*," Vol. 45 (3), pp. 465-466.
13. Griffiths, Merlyn, Tracy R. Harmon and Mary C. Gilly (2011), "Consumer Hookah Consumption: Is the Hubble Bubble the New Coffee and Cocktail?," *Journal of Public Policy and Marketing*, Vol. 30 (1), pp. 119-132.
14. Stock, James, Stephanie Boyer, Tracy R. Harmon (2010), "The Integration of Marketing and Supply Chain Management: Implications for Marketing Scholars," *Journal of the Academy of Marketing Science*, Vol. 38 (1), pp. 32-41.
15. Harmon, Tracy R. and Merlyn Griffiths, (2008) "Franchisee Relationship Value: Implications for Behavioral and Performance Outcomes," *Journal of Business and Industrial Management*, Vol. 23 (4), pp. 256-263.

RESEARCH IN PROGRESS

1. Dennis, Melissa and Tracy R. Harmon-Kizer, “Aligning Videoed Personalized Storytelling Strategies with Consumer’s Digital Behavior,” under review at the *Journal of Marketing Communications*.
2. Harmon-Kizer, “Communicating the Diversity Imperative: Strategies for Internal Marketing Communications, target: *Organizational Dynamics*
3. Kelley, Robert and Tracy R. Harmon-Kizer, “Susceptibility to Interpersonal Military Influence and Its Relationship with Heavyweight Motorcycles in the U.S.: A Generational Study,” target: *Journal of Consumer Marketing*
4. Harmon-Kizer, Tracy R., Consumer Evaluations of Human Brand Extensions, target: *Journal of Consumer Psychology*.
5. Harmon-Kizer, Tracy, Self-Concept Connection and Politicalized Identities, target: *Journal of Consumer Research*.
6. Harmon-Kizer, Tracy R., When Non-Profits Commit Brand-Cause Failures: A Model of Cause-Brand Recovery, target: *Journal of Product and Brand Management*.
7. Harmon-Kizer, Tracy R., Cultivating Brand Equity through Creative Social Media Content, target: *Journal of Advertising*.
8. Harmon-Kizer, Tracy R., The Impact of Message Creativity on Brand Engagement, target: *Journal of Advertising*.
9. Harmon-Kizer, Tracy R., Working Title: The Role of Brand in Consumer’s Retailer Choice, target: *Journal of Marketing*

MANAGEMENT AND EXECUTIVE EDUCATION COURSES

1. Harmon-Kizer, Tracy (2025), “Establishing Workplace Resilience and Wholeness”
2. Harmon-Kizer, Tracy (2023), “Leading with Joy and Intentionality When DEI is under Attack”
3. Harmon-Kizer, Tracy (2022), “DEI: A Zero Sum Game?”
4. Harmon-Kizer, Tracy (2021 – Current), “Leading with A Diversity, Equity and Inclusion Mindset” – Progress Energy
5. Harmon-Kizer, Tracy (2020 - Current), “Understanding Your Client”

INVITED WORKSHOPS & PRESENTATIONS

1. Kizer, Tracy, “Being an Ally: How to Support Minority Women in Higher-Education” (2023), National Diversity Congress, Women in Higher Education Leadership, Harvard Faculty Club: Cambridge, MA.
2. Harmon-Kizer, Tracy, Gail Taylor, Rebecca Perrin, Lydia Njoroge (2022) – “Developing Personal and Professional Skills for Diverse Leadership” – Workshop at GlobalMinded Conference; Denver, CO.
3. Harmon-Kizer, Tracy (2022), DEI: The Positive Sum Game, Building Solidarity in the Workplace, Progress Technology, Incorporated.
4. Harmon, Tracy (2011) “Persuading the Borrower to Become A Victim: The Marketing of Predatory Financial Products to Black Consumers,” presented at the Webinar on Social Determinants of Health, Law and Wealth, hosted by University of Dayton School of Law.
5. Harmon, Tracy (2011). “Team Leadership: Conflict Management for Leaders,” presented at the 2011 Colors of Leadership Conference, hosted by the University of Dayton’s Office of Multicultural Affairs.

CONFERENCE PRESENTATIONS AND PROCEEDINGS

1. Kizer, Tracy (2024), “Consumer Boycotts of Inclusive Branding: The Role of Social Dominance and its Impact on Brand Equity Erosion”, Winter Educator’s Conference American Marketing Association, St. Petersburg, Florida.
2. Inclusive Marketplace Panelist, Winter Educator’s Pre-Conference, American Marketing Association, St. Petersburg, Florida.

3. Harmon-Kizer, Tracy (2021), DEI: The Zero Sum Game, University of South Florida, Muma College of Business Leadership Summit.
4. Harmon-Kizer, Tracy (2020), "From Chiapas to College Park, Making the Case for Sustainable Sourcing in Consumer-Based Brand Equity: A Case Study," Association of Business Research Conference (ABR), New Orleans, Louisiana (USA). **Best Paper Award.**
5. Johnson, Jim and Tracy Harmon-Kizer (2019), "No Magic Wand or Pixie Dust, Cinderella: Leveraging your Ecosystem to Get to the Ball", Executive MBA Council Conference, Orlando, FL
6. Briggs, Elten, Torres, Abigail, Tracy Kizer, Zhiyong Yang, (2019)"Controllability Attribution Effects Following the Misbehavior of Cause Representatives", Winter Educator's Conference American Marketing Association (AMA), Dallas, TX.
7. Kizer, Tracy, (2018), "Determinants of Consumer Perceived Relationship Value: Conceptual Framework and Research Propositions", Society of Marketing Advances (SMA), West Palm Beach, FL.
8. Kizer, Tracy, (2018), "When Bad Brands Do Good: A Mismatch of Mission in Non-profit Sponsorships", North American Case Research Association (NACRA), Orlando, FL.
9. Kizer, Tracy, (2018), "Consumer Evaluation of Celebrity Brand Extensions: An Affect Transference Perspective", Global Conference on Business and Economics (GLOBE), USF-Sarasota Manatee; Sarasota, FL.
10. Harmon-Kizer, Tracy (2015), "Is Your Pink Credible? Judging the Sponsor's Motives," to be presented at the Summer AMA Educator's Conference, Chicago, IL.
11. Harmon, Tracy and Merlyn A. Griffiths (2011), "Brand My Ride: Extended Self-brand Connections Among Auto Enthusiasts," Film presented at the ACR Film Festival, St. Louis, MO.
12. Briggs, Elten, Tracy R. Harmon, Zhiyong Zang, (2011), "How can Retailers Leverage Existing Organizational Identification through Partnership and Philanthropic Efforts? A Field Study," presented at the 2011 Winter AMA Educator's Conference, Austin, Texas
13. Harmon, Tracy R. (2010), "The Impact of Regulatory Focus on Affective Responses to the Consumption of Counterfeit Luxury Brands," presented at the 2010 Society for Consumer Psychology, St. Petersburg, FL.
14. Griffiths, Merlyn and Tracy R. Harmon (2009), "Consumer Hookah Consumption: Is the Hubble Bubble the New Coffee and Cocktail?," Society for Marketing Advances, New Orleans, Louisiana, November 4-7, 2009.
15. Harmon, Tracy R. (2008), "Multiple Motives, Multiple Selves: What Motivates Consumption," Association for Consumer Research, San Francisco, California, October 23-25, 2008.
16. Harmon, Tracy R. (2008), "When the Ingroup Fails to Indicate Brand Meaning: Exploring the Role of Identity Centrality in Self-brand Connections," Association for Consumer Research, San Francisco, California, October 23-25, 2008.
17. Griffiths, Merlyn and Tracy R. Harmon (2008), "Advice from a Caterpillar: Mainstreaming Hookah Consumption Into American Pop Culture," Association for Consumer Research, San Francisco, California, October 23-25, 2008.
18. Griffiths, Merlyn and Tracy R. Harmon (2006), "Vulnerable Consumers Acquiescing to Informed Consent: The Mediating role of Judgment of Motive and Trust," in Marketing and Public Policy Conference Proceedings, Ingrid Martin and Michael Kammins eds. Long Beach, CA: Marketing and Public Policy.
19. Harmon, Tracy R. and Merlyn Griffiths (2006), "Conceptualizing Franchisee Relationship Value," in the Academy of Marketing Science Proceedings, San Antonio, TX: AMS.
20. Harmon, Tracy R. (2005), "The Impact of Organizational Self-Esteem on Service Delivery: An Organizational Identity Perspective," Society for Marketing Advances Proceedings, San Antonio, TX: SMA.
21. Harmon, Tracy R. (Advisor: Anand Kumar) (2005), "Identifying the Black Sheep from the Ordinary: Social Categorization and Within Group Deviation in Print Advertisements", Association for Consumer Research, San Antonio, Texas, September 28-October 2, 2005.

22. Harmon, Tracy R. (2005), "Sources of Persuasion: A Framework for Online Trust Formation During Information Search," in *Developments in Marketing Science: Proceedings of the Annual Conference of the Academy of Marketing Science*, Harlan E. Spotts, ed. Tampa, FL: Academy of Marketing Science.
23. Harmon, Tracy R. (2005), "The Meaning Behind Marketing: Semiotic-Oriented Research in Marketing and Consumer Research," in *The Future of Marketing's Past: Proceedings of the 12th Conference on Historical Analysis and Research in Marketing (CHARM)*, Leighann C. Nielson, ed. Long Beach, CA: CHARM.
24. Harmon, Tracy R. (2005), "Mirror, Mirror on the Wall: Am I What I Consume Afterall: A Framework for Ethnicity-based Consumption, A Social Identity Perspective," in *Marketing Theory and Applications*, Kathleen Seiders and Glenn Voss eds. San Antonio, TX: Winter Educator's American Marketing Association Conference.

DISSERTATION COMMITTEES

1. Mila Ernst (2026), *Career Derailment: A Social Identity Perspective* (working title). Role: Chair
2. Annette Hemphill (2025), *Using Self-Determination Theory to Understand DEI Initiatives* (working title). Role: Chair
3. Chad Cooper (2023), *Storytelling in Data Visualization* (working title). Role: Chair.
4. Rouven Forbes (2022), *The Effects of Ebullient Supervision and Leadership Member Exchange on Job Crafting in the United States Aerospace Industry*". Role: Second Chair.
5. Greig Powers (2021), "Synthetic Video Disclosure in International Marketing: The Roles of Source Credibility and Social Cynicism". Role: Reader
6. Sue Buchholz (2021), "An Examination of Not-For-Profit CEO Transformational Leadership Style and Its Influence on Entrepreneurial Behavior and Social Enterprise Initiation". Role: Chair.
7. Darryl Mickler (2020), "A Study of the Relationship between Menu Terminology and Political Identity," Role: Chair.
8. Rob Kelly (2020), "Susceptibility to Interpersonal Military Influence and Its Relationship with Heavyweight Motorcycles in the U.S.: A Generational Study," Role: Chair.
9. Melissa Dennis (2020), "Aligning Videoed Personalized Storytelling Strategies with Consumer's Digital Behavior," Role: Chair.
10. Monica Clayton (2018), "Facebook Reactions: An Investigation of Consumer Engagement, Social Influence, and Consumer Intent to Click on Firm Generated Social Media Content," Role: Second Chair.
11. Rob Hebler (2018), "The Service Recovery Paradox: Can Bad Be Good? An Empirical Investigation of the Transformation of Consumer Perceptions of Vacation Home Rental Products and Services into the Overall Vacation Experience and What It Means for Future Business," Role: Reader.
12. William Steiger (2017), "Herzberg's Two-Factor Theory and Sales Job Offers: A Study of Undergraduate Business Studies," Role: Reader.

MEDIA

Wallet Hub – Ask the Experts, "Car Insurance Companies Use of Celebrity Endorsers", October 30, 2024 https://wallethub.com/cheap-car-insurance/florida#experts=Tracy_Kizer

Wallet Hub – Ask the Experts, "How Can Credit Card Companies Afford to Offer Bonuses?", April 12, 2024 https://wallethub.com/best-credit-card-deals#expert=Tracy_R_Kizer

Wallet Hub – Ask the Experts, "2021 Gas & Travel Credit Card Survey", June 23, 2021, https://wallethub.com/blog/gas-travel-credit-card-survey/51460#expert=Tracy_H_Kizer

FOX35, Good Day Orlando – November 22, 2017, "Is Black Friday Becoming Extinct?", <http://www.fox35orlando.com/good-day/295549128-video>

FOX35, Good Day Orlando – November 9, 2017, “What are the Hottest Toys This Holiday Season?”,

WDTN, February 2, 2015, Interview segment, “Advertising Effectiveness of Super Bowl Ads”
<http://wdtn.com/2015/02/02/super-bowl-commercial-recap/>

January 14, 2013, “Wright Bros ‘brand’ to be marketed for goods,” Dayton Daily News.
<http://www.daytondailynews.com/news/news/a-first-wright-bros-brand-to-be-marketed-for-goods/nTwwH/>. Article was picked up by the Associated Press.

July 23, 2011, “Smokers, sellers doubt cigarette pack scares will work,” Springfield News-Sun.
<http://www.springfieldnewssun.com/news/lifestyles/smokers-sellers-doubt-cigarette-pack-scares-will-1/nMszP/>

July 20, 2011, “Air show expects to weather heat spell,” Dayton Daily News.
<http://www.daytondailynews.com/news/news/local/air-show-expects-to-weather-heat-spell/nMsw7/>

TEACHING

- Theory and Contemporary Thought in Marketing, EDBA, Rollins (2022)
- Market Research, PMBA, Rollins (2021-Current)
- Marketing Analytics, EAMBA & PMBA, Rollins (2021-Current)
- Marketing Management, EMBA, Rollins (2019 - Current)
- International Business Experience – Travel Course, Rollins (2019)
- Domestic Consulting Project, MBA, Rollins (2018)
- Qualitative Consumer Insights, MBA, EDBA, Rollins (2018-Current)
- Creating and Delivering Customer Value, Rollins (2016-Current)
- Planning for Customer Value, Rollins (2016-Current)
- Business Communications for Manager, MBA, Rollins (2016)
- New Product Planning and Development, MBA, University of Dayton (2015)
- Buyer Behavior and Market Research, University of Dayton (2015)
- Marketing Planning & Strategy, University of Dayton (2014)
- Brand Management, University of Dayton (2012-2014)
- Principles of Marketing, University of Dayton (2012-2014)
- Promotions Management, University of Dayton (2009-Present)
- Marketing Communications, Syracuse University (2007-2009)
- Principles of Marketing, Syracuse University (2008-2009)
- Advertising and Promotions Management, University of South Florida (2006)
- International Marketing, University of South Florida (2005-2006)
- Marketing Management, University of South Florida (2005)

ACADEMIC SERVICE

- Present Editorial Review Board, Journal of Business Research (since 2018)
- 2018 Ad-hoc Reviewer, Journal of Retailing
- 2018 Ad-hoc Reviewer, Journal of Promotion Management
- 2018 Reviewer, Society of Marketing Advances
- 2018 Reviewer, Global Conference on Business and Economics
- 2017 Ad hoc Reviewer, Journal of Promotion Management
- 2016 Reviewer, AMS World Congress Conference
- 2015 Reviewer, AMA Summer Educator’s Conference – Marketing Communications Track
- 2013 Reviewer, American Academy of Advertising Conference
- 2013 Reviewer, North American Association for Consumer Research Conference

- 2011 Ad-hoc Reviewer, Journal of Brand Management
- 2011 Reviewer, Society for Consumer Psychology, European Conference
- 2011 Reviewer, Society for Consumer Psychology, North American Conference
- 2010 Reviewer, Society for Consumer Psychology
- 2010 Reviewer, AMA Summer Educator's Conference – Retailing Track
- 2009 Reviewer, North American Association for Consumer Research Conference
- 2008 Reviewer, North American Association for Consumer Research Conference
- 2007 Reviewer, European Association for Consumer Research Conference
- 2006 Volunteer, Council of Supply Chain Management Professionals Conference
- 2006 Reviewer, Society for Consumer Psychology
- 2006 Session Chair and Discussant, AMS – Business to Business Track
- 2006 Reviewer, AMS Conference – Consumer Behavior Track
- 2006 Reviewer, AMA Summer Educator's Conference – Channels Marketing Track
- 2006 Reviewer, Society for Marketing Advances Conference, Consumer Behavior Track
- 2005 Discussant, AMA Summer Educator's Conference, Consumer Behavior Track
- 2005 Volunteer, Council of Supply Chain Management Professionals Conference
- 2005 Volunteer, Society for Consumer Psychology Winter Conference
- 2005 Ad-hoc Reviewer, Conference on Historical Analysis of Research in Marketing
- 2005 Regional Advisory Board Member, National Society of Black Engineers

HONORS AND AWARDS

- North American Case Research Association (2024), Best New Case Writer Nomination
- Association of Business Research Conference (2020), Best Paper Award
- Rollins College, Summer Research Study, Grant Recipient, 2017, 2018
- University of Dayton, SBA Summer Research Study, Grant Recipient, 2012, 2013, 2015
- University of Dayton, Research Council, Grant Recipient, 2012, 2013
- Distinguished Alumni in Education Award, Florida A& M University, 2012
- ACR Film Festival, People's Choice Award, 2011
- AMA Sheth Foundation Consortium Fellow, University of Maryland, 2006
- USF COBA Dean's Doctoral Student Research Award, 2006
- Risk and Public Policy Conference Travel Award, University of Southern California, 2006
- ACR Best Working Paper Award, San Antonio, TX, 2005
- ACR Doctoral Consortium Fellow, San Antonio, TX 2005
- University of South Florida Doctoral Fellowship, 2005-2007
- AMS/MDSA Conference Grant Recipient, 2005, 2006
- SMA Doctoral Consortium Fellow, St. Petersburg, Florida, 2004

PROFESSIONAL MEMBERSHIPS

- ACR Association for Consumer Research
- AAA American Academy of Advertising, Membership Committee Member
- SCP Society for Consumer Psychology
- AMA American Marketing Association
- MEFA Marketing Ethnic Faculty Association, Secretary
- Ph.D. Project – Faculty Association

BOARD LEADERSHIP

Board Member, Orlando Day Nursery (President 2019-2024)
Board Member, Family Promise of Greater Orlando (2017-2021)
Board Member, Hope Charities
Board Member, Evergreen Life Services (2021-Current)