

# CHRISTOPHER PHILLIPS BLOCKER

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**PhD** Haslam College of Business, University of Tennessee, Knoxville, TN  
**MBA** Neeley School of Business, Texas Christian University (TCU), Fort Worth, TX  
**BBA** Neeley School of Business, Texas Christian University (TCU), Fort Worth, TX

## Select Awards, Grants, & Honors

- 2021-present, Associate Editor, *Journal of the Academy of Marketing Science*
- 2016-2022 College of Business Summer Enterprise Research Program Grant
- 2015-2016, 2020-2021 College of Business Dean's Scholar, Colorado State University
- 2021 Sales Education Foundation Research Grant Award
- 2021 University Sales Center Alliance (USCA) Research Grant Winner
- 2013 Young Researcher of the Year, Hankamer School, Baylor University
- 2012 University Faculty Innovative Teaching Fellow - 1 of 10 university faculty selected by Provost
- 2011 Robert & Robin Nitsche Outstanding Scholar Award
- 2010, 2012 University Research Committee Grant Awards
- 2009 M.W. DeLozier Best Paper in Conference Award, Academy of Marketing Science
- 2009-2012 Hankamer School of Business Summer Research Grant
- 2009 Keller Center for Research Grant
- 2006 Graduate Teaching Award Finalist, College of Business, University of Tennessee
- 2006 Schneider National Corporation \$15,000 Dissertation Research Grant
- 2006 Sheth AMA Doctoral Consortium
- 2006 Integrated Value Chain Endowment Award, University of Tennessee
- 2002 AT&T Common Bond Award Winner
- 2001 AT&T Gold Club Award – Top 10% in U.S. Regional Performance

## Research Program Summary & Impact : Value Creation in Service, Sales, and Society

### Value Creation Theory, Measurement, and Modeling

- Programmatic value creation contributions in 8 articles that reflect 70% of 2,500+ cites (Harzing 2022)
- Dissertation-based, 2011 *JAMS* article on theory and modeling of dynamic cultural value (500+ cites)
- Sole author paper cited as a Top 10 B2B Value article in 3 decades (Zeithaml et al. 2020, appendix).

### How Marketplace Relationships Create Value

- Equal co-author on 2020 *JCR* paper to develop a dyadic emotion construct in relationships, expand the similarity-attraction paradigm, and create insight for service, selling, and consumer interactions.
- Lead author on 2012 *JCR* article using metaphor analysis to reexamine theory and measurement in relationship marketing; First *JCR* article to highlight the value-laden experiences of business buyers.

### Value and Consumption in Societal Contexts

- Established/Defined a "Transformative Value" construct – a key focus for 9 articles by other scholars
- Ten societal related publications including an award-winning *Journal of Service Research* article
- Leadership in societal scholarly communities, e.g., Transformative Consumer Research and Transformative Service Research (TCR Advisory Board, Co-editor *JSR* special issue on TSR).

## Peer-Review Journal Articles

1. Barrios, Andrés, Christopher P. Blocker, and Shikha Upadhyaya. (2022) "Valuing Less and Guarding More: Consumption Stewardship in Restricted Contexts" (forthcoming), *International Journal of Consumer Studies*.
2. Tang, Elina and Christopher P. Blocker (2022) "Promoting Social Resilience in Service Communities: A Molecular Biology Perspective" (forthcoming), *Journal of Services Marketing*, special issue "Broadening and Reinvigorating the Service Discipline to Reduce Human Suffering and Improve Well-Being."
3. Blocker, Christopher P., Brennan Davis, and Laurel Anderson, "Unintended Consequences in Transformative Service Research: Helping without Harming," (2022), *Journal of Service Research*, editorial to JSR Special Issue on Transformative Service Research.
4. Upadhyaya, Shikha, Christopher P. Blocker, and Rika Houston "How Two-Gen Services alter the Transmission of Intergenerational Consumer Poverty" (2021), *Journal of Business Research*.  
\*Profiled as [CSU Source Story: Transforming Services to Help Families Flourish \(Summer 2021\)](#)
5. Kidwell, Blair\*, Virginie Lopez-Kidwell\*, Christopher P. Blocker\*, and Erick Mas\* "Birds of a Feather Feel Together: Emotional Ability Similarity within Consumer Interactions," (2020), *Journal of Consumer Research*. \* = Equal authorship designation noted in paper
6. Houston, Mark B., Christopher P. Blocker, and Daniel J. Flint, "Business Buyers Are People Too: Phenomenology and Symbolic Interaction in Buyer Relationships," (2018), *Handbook of Research on Distribution Channels*, Rajiv P. Dant and Charles Ingene, editors.
7. Corus, Canan, Bige Saatcioglu, Carol Kaufman-Scarborough, Christopher Blocker, Shikha Upadhyaya, and Samuelson Appau, (2016) "The Power of Intersectionality to Transform Poverty-Related Policy Invisibility" *Journal of Public Policy & Marketing*, 35 (2), 211-222.
8. Blocker, Christopher P., and Andrés Barrios, (2015) "The Transformative Value of a Service Experience," *Journal of Service Research*, 18 (3), 265-283.  
\*Best Paper Award - Honorable Mention, Center for Services Leadership, Arizona State University.  
\*Top 10 cited paper 2015-2018 *Journal of Service Research*. Editor presentation October 2018.
9. Barrios, Andrés and Christopher P. Blocker, (2015) "The Contextual Value of Social Capital for Subsistence Entrepreneur Mobility", *Journal of Public Policy & Marketing*, 34 (2), 272-286.
10. Bettencourt, Lance, Christopher P. Blocker, Mark B. Houston, and Daniel J. Flint (2015) "Rethinking Customer Relationships," *Business Horizons*, 58 (1), 99-108.
11. Hamilton, Kathy, Maria G. Piacentini, Emma Banister, Andres Barrios, Christopher P. Blocker, Catherine A. Coleman, Ahmet Ekici, Hélène Gorge, Martina Hutton, Françoise Passerard, and Bige Saatcioglu (2014) "Poverty in Consumer Culture: Towards a Transformative Social Representation." *Journal of Marketing Management* 30, no. 17-18 (2014): 1833-1857.

12. Blocker, Christopher P., Julie A. Ruth, Srinivas Sridharan, Colin Beckwith, Ahmet Ekici, Martina Goudie-Hutton, José Antonio Rosa, Bigé Saatcioglu, Carlos Trujillo, Debabrata Talukdar, and Rohit Varman (2013) "Understanding Poverty and Promoting Poverty Alleviation through Transformative Consumer Research," *Journal of Business Research*, (66), 1195-1202.
13. Blocker, Christopher P., Mark B. Houston, and Daniel J. Flint, (2012) "Unpacking What a "Relationship" Means to Commercial Buyers: How the Relationship Metaphor Creates Tension and Obscures Experience." *Journal of Consumer Research* (Feb), Vol. 38 (5), 886-908.
14. Blocker, Christopher P., Joseph P. Cannon, Nikolaos G. Panagopoulos, and Jeffrey K. Sager, (2012) "The Role of the Sales Force in Value Creation and Appropriation: New Directions for Research" *Journal of Personal Selling & Sales Management*, Vol. 32 (1), 15-28.
15. Blocker, Christopher P., (2012) "The Dynamics of Satisfaction and Loyalty after Relational Transgressions," *Journal of Services Marketing*. Vol. 26 (2), 94-101.
16. Blocker, Christopher P., Julie A. Ruth, Srinivas Sridharan, Colin Beckwith, Ahmet Ekici, Martina Goudie-Hutton, José Antonio Rosa, Bigé Saatcioglu, Carlos Trujillo, Debabrata Talukdar, and Rohit Varman (2012) "Applying a Transformative Consumer Research Lens to Understanding and Alleviating Poverty," *Journal of Research for Consumers*.
17. Fournier, Christophe, Bill Weeks, Christopher P. Blocker, and Lawrence B. Chonko (2012) "Polychronicity and Scheduling's Role in Reducing Role Stress and Enhancing Sales Performance" *Journal of Personal Selling and Sales Management*, (33), 2, 197-210.
18. Blocker, Christopher P., Daniel J. Flint, Matthew B. Myers, and Stanley F. Slater (2011) "The Role of Proactive Customer Orientation for Creating Customer Value in Global Markets." *Journal of the Academy of Marketing Science* (39), 216-233.
19. Blocker, Christopher P. (2011) "Modeling Customer Value Perceptions in Cross-Cultural Business Markets," *Journal of Business Research* (64), 533-540.  
\*Cited by Zeithaml et al. 2020 (appendix) as a Top 10 B2B Customer Value article in 3 decades
20. Flint, Daniel J., Christopher P. Blocker, and Philip Boutin, (2011), "Customer Value Anticipation as an Operant Resource Driving Customer Satisfaction and Loyalty." *Industrial Marketing Management* (40) 2, 219-230.  
\*One of top 25 most read articles (by download) in IMM for last 10 years.
21. Judge, William and Christopher P. Blocker, (2008) "Organizational Capacity for Change and Strategic Ambidexterity: Flying the Plane while Rewiring It." *European Journal of Marketing*, 42 (9), 915-26.
22. Blocker, Christopher P. and Daniel J. Flint, (2007) "Customer Segments as Moving Targets: Integrating Customer Value Dynamism into Segment Instability Logic," *Industrial Marketing Management*, Vol. 36 Issue 6 (August), 810-822.
23. Blocker, Christopher P. and Daniel J. Flint, (2007) "Exploring the Dynamics of Customer Value in Cross-Cultural Business Relationships," *Journal of Business & Industrial Marketing*, Vol. 22 Issue 4/5 (September), 249-259.

## Selected Research in Progress

- "Resource Scarcity and Consumer Poverty: Building Bridges for Shared Insight and Impact," Christopher P. Blocker, Jon Zhang, Ron Hill, Caroline Roux, Canan Corus, Martina Hutton, Joshua Dorsey, and Elizabeth Minton. Under 3<sup>rd</sup> round review, *Journal of Consumer Psychology*.
- "Toward an Understanding of Racial Discrimination and Inequality in Firms and Market Systems," Kalinda Ukanwa, Wyatt Schrock, Christopher P. Blocker, David Crockett, Eli Jones, Lenita Davis, and Terry Esper, target: *Journal of Marketing*.
- "Examining the Nature of Purpose Orientation for Societal Impact," Christopher P. Blocker, Joe Cannon, and Jonathan Zhang, analyzing results, target: *Journal of the Academy of Marketing Science*.
- "Synthesizing Marketplace Similarity Effects and Developing a Configurational Agenda," Christopher P. Blocker and Rob Palmatier, analyzing results, target: *Journal of Marketing*.
- "The Proactive Advantage for Customer Value," Christopher P. Blocker, qualitative study and panel-based experiments, analysis/writing stage, target: *International Journal of Research in Marketing*.
- "How do Entrepreneurs Cope with Poverty and Sell to Customers," Christopher P. Blocker, Steve Bradley, Ryan Mullins, and Russ Browder, based on Kenyan field studies, revising for 2<sup>nd</sup> revision for *Entrepreneurship Theory & Practice*.
- "Beyond Radical Affordability in the Base of the Pyramid: The Role of Consumer Self-Confidence in Product Acceptance," Christopher P. Blocker, Kenneth C. Manning, and Carlos Trujillo, revising for 2<sup>nd</sup> round review, *Journal of Consumer Affairs*.
- "Take a Hike: Promoting Interdisciplinary Learning and Sustainable Value with Design Thinking," Christopher P. Blocker. revising for resubmission, *Marketing Education Review*.
- "Getting Real about Consumer Poverty," with Hutton, Corus, Dorsey, Roux, Minton, Zhang, under 2<sup>nd</sup> round review, *Journal of Consumer Affairs*

## Select Conference Publications and Presentations

- Blocker, Christopher P., Joe Cannon, and Jonathan Zhang "Examining the Nature of Purpose Orientation for Societal Impact," JAMS Thought Leadership Forum: Reimagining Marketing Strategy: Driving the Debate on Grand Challenges, King's College London, UK, June 15-17, 2022.
- Tang, Elina and Christopher P. Blocker, "Theorizing Social Resilience in Service Communities - A Molecular Biology Perspective," 2022 *American Marketing Association, Winter Conference*.
- Blocker, Christopher P. "Applying New Lenses to Well-Established Research Streams," 2018. *New Horizons Sales Pre-Conference, American Marketing Association, Summer Conference*.
- Kidwell, Blair, Christopher P. Blocker, and Virginie Lopez-Kidwell "Emotional Ability Similarity in Consumer Interactions," 2017 *Association of Consumer Research, San Diego, California*.

- Kidwell, Blair, Christopher P. Blocker, and Virginie Lopez-Kidwell "More Than Meets the Eye: Emotional Ability Similarity in Interpersonal Interactions" 2017 *Academy of Management*, Atlanta, Georgia.
- Blocker, Christopher P., Kenneth C. Manning, and Carlos Trujillo, "Exploring Price Strategy and Affordability in Subsistence Markets," *The Fifth Subsistence Marketplaces Conference*, University of Illinois – Urbana-Champaign, July 2014.
- Blocker, Christopher P. and Andrés Barrios, "Trajectories of Consumption Desire in Poverty," *Consumer Culture Theory Conference*, July 2013, Tucson, Arizona sponsored by University of Arizona.
- Andrés Barrios and Chris P. Blocker, "Using Consumption Practices to Countervail Stigma Experiences among the Homeless," *Association for Consumer Research*, , Vancouver, Canada, October, 2012.
- Blocker, Christopher and Andrés Barrios, "Deprivation of Desire, Tools of Desire, and Turning Points in Poverty," *Consumer Culture Theory Conference*, Oxford University, August 2012.
- Blocker, Christopher and Andrés Barrios, "Consumer Desire Deprivation and Trajectories in Poverty," *Fourth Subsistence Marketplaces Conference*, Chicago, IL, July 2012.
- Blocker, Christopher and Steve Bradley, "The Role of Marketing Capabilities for Microventure Performance and Individual Well-being in Subsistence Markets," *Fourth Subsistence Marketplaces Conference*, Chicago, IL, July 2012.
- Blocker, Christopher P., Mark B. Houston, and Daniel J. Flint, "Are There Conceptual Limits to the "Relationship" Metaphor in B2B Research?" Winter Marketing Educators' Conference, St. Petersburg, Florida, *American Marketing Association*, February 2012.
- Blocker, Christopher P. "Deprivation of Desire: Exploring Consumer Desire for Individuals Living within Conditions of Poverty," *Consumer Culture Theory Workshop*, Northwestern University, July 2011.
- Blocker, Christopher P. "Does Marketing Strategy Matter for the Poor? Market Orientation, Innovation and Performance in Microcredit Firms," Proceedings of the *CK Prahalad: Reaching over Boundaries and Expanding Possibilities*, San Diego, CA, June 2011 (coauthors: Bradley, Artz, McMullen).
- Blocker, Christopher P. (2010) "Emotional Intelligence Symmetry in Consumer-Salesperson Interactions," *Texas Marketing Faculty Colloquium*, University of Texas at San Antonio, March 27<sup>th</sup>, 2010, Invited presentation.
- Cheung, Mee-Shew and Christopher P. Blocker, "Base of the Pyramid Market Construction in China: Co-creating Value for Organizations and Individuals," *Third Subsistence Marketplace Conference: From Impactful Research to Sustainable Innovation*, Chicago, IL. July 2010.
- Cheung, Mee-Shew and Christopher P. Blocker, "Strategic Sense making and Value Creation at the Base of the Pyramid in China," *International Base of the Pyramid Conference*, sponsored by the University of Pretoria and the W.K. Kellogg Foundation, Johannesburg, South Africa. November 2009.
- Blocker, Christopher P., Daniel J. Flint, and Matthew B. Myers "Customer Value Perceptions in Global Business Markets," *2009 AMS Conference*, (Baltimore, MD, USA) Academy of Marketing Science.

Flint, Daniel J., Christopher P. Blocker, and Philip Boutin "Customer Value Anticipation as an Operant Resource Driving Customer Satisfaction and Loyalty," *2008 Otago Forum II, New Zealand*.

Blocker, Christopher P. and Daniel J. Flint, "Dynamic Value Perceptions in the Global Environment: Exploring the Influence of National Culture on Customer Value Change," *2005 AMS World Congress*, (Muenster, Germany) Academy of Marketing Science.

Blocker, Christopher P., "Exploring the Phenomenon of Buyer-Seller Mismatches in Business-to-Business Relationships," *2005 Winter AMA Winter Marketing Educators' Conference*, (San Antonio, TX).

Judge, William Q. and Christopher P. Blocker, "Organizational Capacity for Change and Strategic Ambidexterity: Flying the Plane While Rewiring It," *2005 Society for Strategic Management International Conference*, (Orlando, FL), Society for Strategic Management.

Blocker, Christopher P., "Examining the Complexity of Buyer-Seller Relationships: A Critical Analysis of the Transactional-Relational Exchange Continuum," *2004 Atlantic Marketing Association Conference*, (Chattanooga, TN) Atlantic Marketing Association, \*Best in Conference Award.

### **Selected Research Presentations and Contributions to Practice**

Bettencourt, Lance A., Mark B. Houston, and Christopher P. Blocker (2013), "How to Recover Well in Business-to-Business," *Velocity*, 15 (2), 12-14.

Blocker, Christopher P., (2013) "Living a Good Story: Desire in Poverty," research presented to Mission Waco – Mission World, June 2013.

Blocker, Christopher P., Lance A. Bettencourt, Mark B. Houston, and Daniel J. Flint (2013) "Do Your Customers Really Want a Relationship with You?," *Keller Center Report*, May 2013, Baylor University.

Blocker, Christopher P. (2010) How Emotional Intelligence Interacts and Creates Value in Agent-Client Encounters, *Keller Center Research Report*, December 2010, Baylor University.

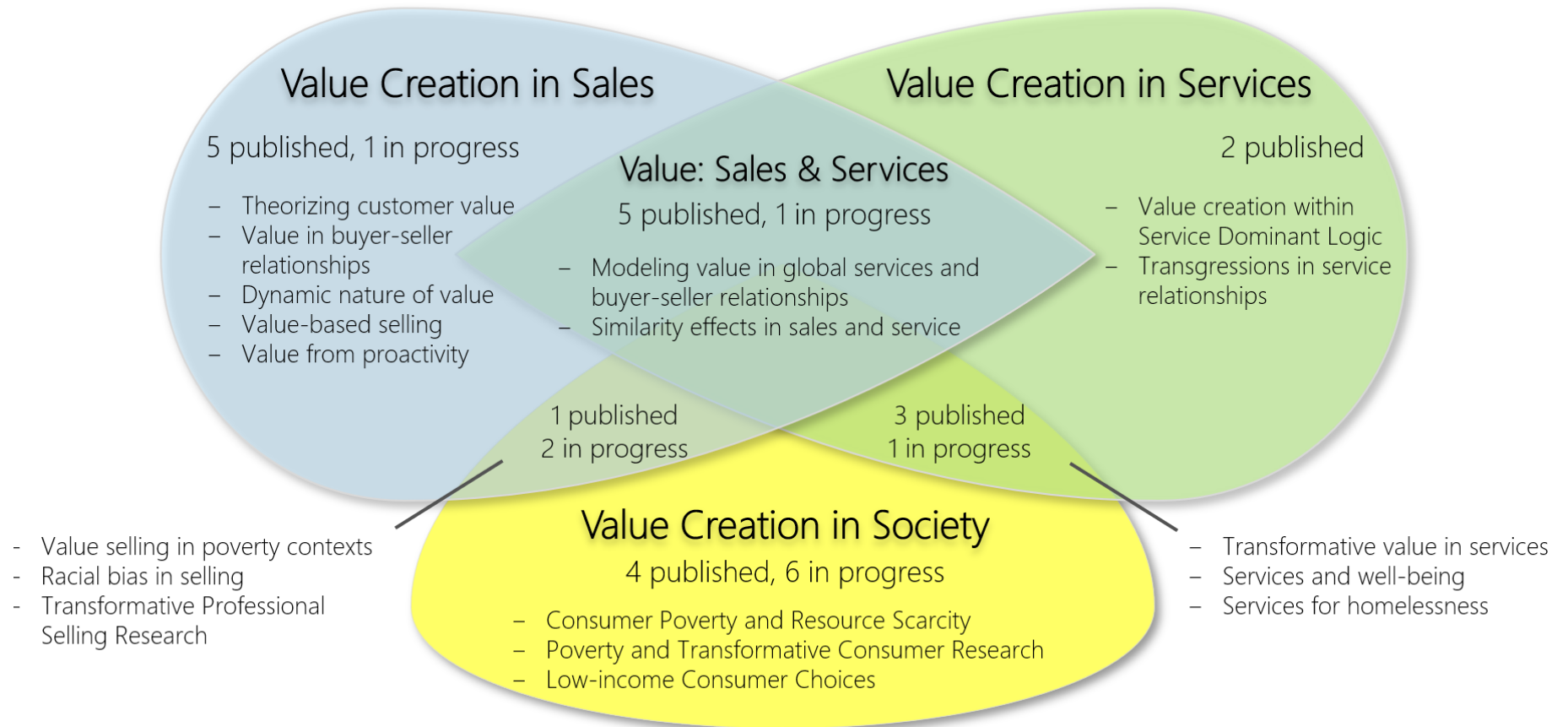
Blocker, Christopher P. (2010) "Emotional Intelligence Symmetry in Consumer-Salesperson Interactions," *Texas Marketing Faculty Colloquium*, University of Texas at San Antonio, Invited presentation.

Blocker, Christopher P. (2009) "The Emotionally Intelligent Salesperson" *Keller Center Research Report*, August 2009, Baylor University.

Blocker, Christopher P. (2008) "Lead Conversion: Adaptation, Influence, and Customer Value" *Keller Center Research Report*, Baylor University.

Blocker, Christopher P., (2005) "Anticipating Customer Value," Customer Value and Marketing Strategy Forum. April 20, 2005, Knoxville, Tennessee. *Integrated Value Chain Forum*, University of Tennessee.

# Research Program: Value Creation in Services, Sales, and Society



## Teaching Activity

Designed and led 11 courses across six universities, with emphasis on active learning, external engagement, and cross-cultural adaptation (13 countries)

- Design Thinking for Sustainable Enterprise (Colorado State U., 2021-2022)
- Product Design (Colorado State U., Semester at Sea, 2016-2022)
- Marketing for Social & Sustainable Enterprises (Colorado State U., 2016-2018)
- International Marketing (Colorado State U., 2014-2020)
- Marketing Management - Executive MBA (Tulane U. 2013-2017)
- Marketing Principles (Baylor U. and Colorado State U., Semester at Sea, 2007-2019)
- Social Enterprise Marketing (Université de Caen, IAE) (2012)
- Sales for Social Impact including research immersion trip to Nicaragua (2011)
- Global Marketing Strategy, (U. of Tennessee) (2006)
- Selling & Sales Force Management (U. of Tennessee) (2005)
- Demand Management (U. of Tennessee) (2004-2005)

## Service Activity

### Professional

- Associate Editor, *Journal of the Academy of Marketing Science* 2021-
- Co-Editor, Special Issue on Transformative Service, *Journal of Service Research* 2019-2021
- Transformative Consumer Research Impact Festival at AMA Co-Chair 2021-2022
- Transformative Consumer Research (TCR) Advisory Board 2014-2017, 2021-
- Editorial Review Board, *Journal of the Academy of Marketing Science* 2018-
- Editorial Review Board, *Journal of Service Research* 2017-
- Editorial Review Board, *Journal of Macromarketing* 2019-
- Editorial Review Board, *Journal of Public Policy & Marketing* 2016-
- TCR Panelist, Association of Consumer Research Conference 2017
- Track Chair, Consumer Welfare, AMA, Summer Conference 2017
- Track Chair, Transformative Consumer Research Conferences 2015, 2011
- Track Chair, Subsistence Marketplace Conference 2014
- Reviewer, *Journal of Consumer Research* 2012-
- Reviewer, *Journal of Marketing* 2009-
- Track Chair, American Marketing Association – Winter and Summer 2009-2010
- Reviewer, Marketing textbook, McGraw-Hill-Irwin 2009
- Faculty mentor for Ph.D. student at peer university, AMS Mentor program 2009

### University

- "Branding the University" – Key Speaker, University MarComm Summit 2021
- Multicultural Undergraduate Research Art & Leadership Symposium – Judge 2021
- CSU Richardson Design Center – Core Faculty Member 2018-present
- CSU Richardson Design Center – Faculty Curriculum Committee 2016-2018
- Program Guest Speaker – "How to Get an Internship," Summit Residence Hall 2015
- University Commencement Marshall 2014
- Faculty coordinator for student leadership development workshops 2010
- Faculty Partner - Brooks Flats (faculty mentor for residence hall) 2010
- University 1000 (6 week orientation course for incoming freshman) 2009
- New Faculty Orientation, Invited Guest Speaker 2008



## College

- Business for a Better World Dissertation Competition, Co-Chair 2022
- Graduate Programs Committee 2019-present
- Impact MBA Program Faculty 2016-present
- Associate Dean Search Committee 2018
- CSU Todos Santos – College of Business Engagement Trip 2016
- College of Business - Enterprise Task Force 2016
- College of Business International *Go Abroad* Advisory Committee 2015-2016
- Dean Search Committee 2014-2015
- Strategic Planning Sub-Committee: Teaching & Learning 2014-2015
- Mentor for Global Social and Sustainability Enterprise (GSSE) venture groups 2013-2016
- Dean's Strategic Task Force for updating School of Business Vision 2011-2012
- Dale P. Jones MBA Ethics Competition Judge 2010
- AACSB Review Team, Marketing Department Representative 2008

## Department

- Center for Marketing & Social Impact, committee 2019-present
- Departmental Search Committee, (Post-Doc Instructor) 2021
- Summer Enterprise Research – Departmental Funding Committee 2021
- Departmental Search Committee, Chair (2 Tenure Track Faculty) 2018
- Promotion & Tenure Committee 2017-present
- Departmental Search Committee (1 Tenure Track Faculty) 2015
- Undergraduate Thesis Advisor and Committee Member 2014-2016
- Assessment of Marketing Curriculum Committee 2014
- Departmental Faculty Advisory Committee to Dean 2013-2014
- Faculty Sponsor, Student Honors Curriculum Project 2010
- Faculty advisor, local chapter of American Marketing Association 2009-2011
- Faculty Facilitator, Marketing Principles Research Panel 2007

## Community

- TEDx Speaker "Creativity," Colorado Early College High School Event 2019
- Pro Bono Strategy Consulting, Homeward Alliance, Fort Collins 2018-current
- Volunteer, Faith Family Hospitality, Services for Homeless, Fort Collins 2017-current
- Volunteer, Ridgebotics – Fossil Ridge High School, Fort Collins 2017
- Coach for First Lego League (FLL) – Preston Middle School, Fort Collins 2013
- Directed student marketing projects for 20 local United Way agencies 2011
- Youth soccer coach, Heart of Texas Soccer 2010-2013
- Meyer Center, volunteer teacher in mPowerment job program 2010-2013

## Employment History and Industry Experience

- Associate Professor, Department of Marketing, College of Business, Colorado State University, Fort Collins, CO (2016-present)
- Faculty Member, Semester at Sea, Institute for Shipboard Education, Fort Collins, CO (2019)
- Assistant Professor, Department of Marketing, College of Business, Colorado State University, Fort Collins, CO (2013-2016)
- Associate Professor, Department of Marketing, Hankamer School of Business, Baylor University, Waco, TX (Spring 2013)
- Visiting Professor, Université de Caen, France Institute of Business Management (Fall 2012)
- Assistant Professor, Department of Marketing, Hankamer School of Business, Baylor University, Waco, TX (2007-2012)
- Graduate Research Assistant and Lecturer, Department of Marketing and Supply Chain Management, College of Business, University of Tennessee, Knoxville TN (2003-2007)
- Professional Services Manager, AT&T Business Solutions, Dallas, TX (2002-2003), client business development and managing consulting engagement financials for the U.S. Southwest region.
- Global Account Manager, AT&T Business Services, Dallas, TX (2000-2002), responsible for developing new and growing existing client relationships with Fortune 500 firms.
- E-Business Analyst (MBA Consultant), Freightwise.com (formerly part of BNSF), Fort Worth, TX (2000), responsible for analyzing ecommerce strategy and brand messaging.
- Marketing Manager, Sprint Corporation, Dallas, TX (1999), responsible for national marketing program development and market research.
- Marketing Analyst, Innovative TeleSolutions, Fort Worth, TX (1998), responsible for trend analysis and marketing plan development.
- Billing Analyst, Electronic Data Systems (EDS), Plano, TX (1996), responsible for billing national accounts and analyzing process improvements.