

# 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

- 2022-2025, Dean's Distinguished Research Fellow, College of Business
- 2021-present, Associate Editor, *Journal of the Academy of Marketing Science*
- 2016-2022 College of Business Summer Enterprise Research Program Grant
- 2015-2016, 2020-2022 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 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 research in 8 articles that reflect 70% of 2,500+ cites ([Harzing 2022](#))
- Dissertation-based *JAMS* 2011 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).

### Value Creation in Marketplace Relationships

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

### Transformative Value and Consumption in Contexts of Poverty and Scarcity

- Developed "Transformative Value" construct (200+ cites) – a key focus for 13 articles by other scholars
- Twelve societal related publications including award-winning *Journal of Service Research* 2015 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).

## Scholarly Articles in Refereed Journals

1. Blocker, Christopher P., Jon Zhang, Ron Hill, Caroline Roux, Canan Corus, Martina Hutton, Joshua Dorsey, and Elizabeth Minton. (2022) "Rethinking Scarcity and Poverty: Building Bridges for Shared Insight and Impact," *forthcoming, Journal of Consumer Psychology*.
2. Blocker, Christopher P., Kenneth C. Manning, and Carlos Trujillo, (2022), "Beyond Radical Affordability in the Base of the Pyramid: The Role of Consumer Self-Confidence in Product Acceptance," *conditionally accepted, Journal of Consumer Affairs*.
3. Hutton, Martina, Canan Corus, Joshua Dorsey, Caroline Roux, Elizabeth Minton, Chris Blocker, Jonathan Zhang, (2022) "Getting Real about Consumer Poverty: Deep Processes for Transformative Action," 56 (3), 1332-1355, *Journal of Consumer Affairs*.
4. 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*.
5. 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."
6. 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.
7. Upadhyaya, Shikha, Christopher P. Blocker, Rika Houston, and Marjorie Sims "How Two-Gen Services alter the Transmission of Intergenerational Consumer Poverty" (2021), *Journal of Business Research*.  
\*Profiled as a [Transformative Consumer Research Practitioner webinar](#) on two-generational approaches to fighting poverty, featuring co-author Marjorie Sims, Managing Director of Ascend at the Aspen Institute, (Summer 2021)  
\*Profiled as [CSU Source Story: Transforming Services to Help Families Flourish](#) (Summer 2021)
8. 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
9. 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.
10. 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.
11. 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.

12. 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.
13. Bettencourt, Lance, Christopher P. Blocker, Mark B. Houston, and Daniel J. Flint (2015) "Rethinking Customer Relationships," *Business Horizons*, 58 (1), 99-108.
14. Hamilton, Kathy, Maria G. Piacentini, Emma Banister, Andres Barrios, Christopher P. Blocker, Catherine A. Coleman, Ahmet Ekici, H el ene Gorge, Martina Hutton, Fran oise 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.
15. Blocker, Christopher P., Julie A. Ruth, Srinivas Sridharan, Colin Beckwith, Ahmet Ekici, Martina Goudie-Hutton, Jos e Antonio Rosa, Big e 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.
16. 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.
17. 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.
18. Blocker, Christopher P., (2012) "The Dynamics of Satisfaction and Loyalty after Relational Transgressions," *Journal of Services Marketing*. Vol. 26 (2), 94-101.
19. Blocker, Christopher P., Julie A. Ruth, Srinivas Sridharan, Colin Beckwith, Ahmet Ekici, Martina Goudie-Hutton, Jos e Antonio Rosa, Big e 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*.
20. 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.
21. 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.
22. 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
23. 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.

24. 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.
25. 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.
26. 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

- "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*.
- "Analyzing Customer Defection and Sales Win-Back Strategies via Machine Learning," Scott B. Friend, Peter Nguyen, and Christopher P. Blocker. analysis stage, target *Journal of Marketing*.  
 \*Winner, 2021 Sales Education Foundation Research Grant Award  
 \*Winner, 2021 University Sales Center Alliance (USCA) Research Grant
- "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*.
- "Synthesizing Marketplace Similarity Effects and Developing a Configurational Agenda," Christopher P. Blocker, 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*.
- "How to Understand and Strategically Respond to Stakeholder Scarcity" Christopher P. Blocker and Jonathan Zhang, target: *MIT Sloan*.
- "Take a Hike: Promoting Interdisciplinary Learning and Sustainable Value with Design Thinking," Christopher P. Blocker. under review, *Marketing Education Review*.

### 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.

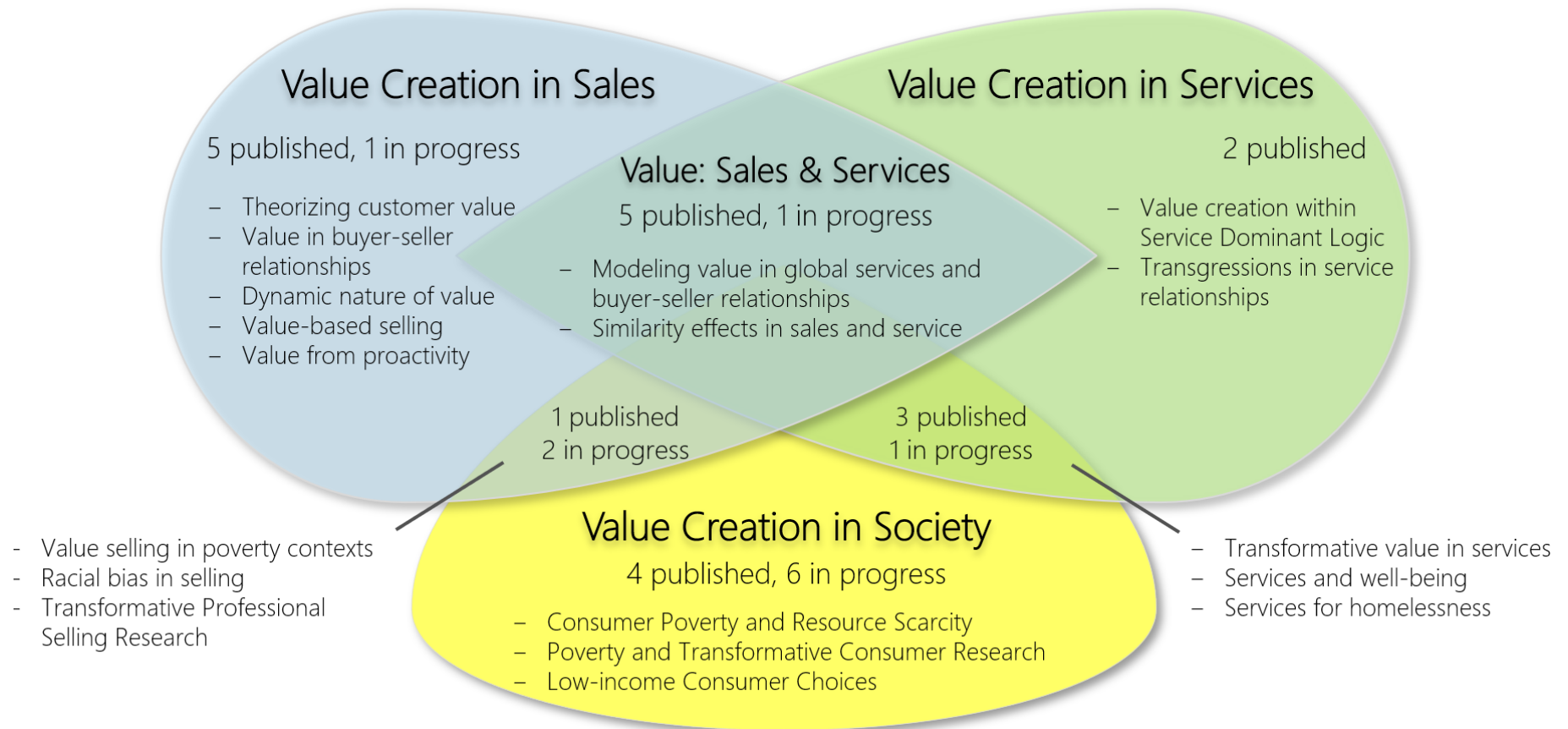
Blocker, Christopher P. (2010) "Emotional Intelligence Symmetry in Consumer-Salesperson Interactions," *Texas Marketing Faculty Colloquium*, University of Texas at San Antonio, Invited presentation.

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 (Impact MBA) (Colorado State U., 2021-2022)
- Product Design (Colorado State U., Semester at Sea, 2016-2022)
- Marketing for Social & Sustainable Enterprises (Impact MBA) (Colorado State U., 2016-2018)
- International Marketing (Colorado State U., 2014-2020)
- Marketing Management - Executive MBA (Tulane U. 2013-2017)
- Marketing Principles (Baylor, Colorado State, 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-
- Poverty Track Chair, Transformative Consumer Research Conference 2015, 2011, 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, 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 Professor (6 week orientation course for incoming freshman) 2009
- New Faculty Orientation, Invited Guest Speaker 2008



## Service Activity (continued)

### College

- Business for a Better World Dissertation Competition, Co-Chair 2022
- Business for a Better World, Student Research Faculty Fellow 2022
- Graduate Programs Committee 2019-present
- Impact MBA Program Faculty 2016-2022
- Associate Dean Search Committee 2018
- CSU Todos Santos – College of Business Engagement Exploratory 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 (June 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.