CHRISTOPHER PHILLIPS BLOCKER

Office	Rockwell Hall 13, College of Business, Colorado State University, 1278 Campus Delivery, Fort Collins, CO 80523, 970.682.8898, chris.blocker@colostate.edu
PhD	Haslam College of Business, University of Tennessee, Knoxville, TN
MBA, BBA	Neeley School of Business, Texas Christian University (TCU), Fort Worth, TX

Select Awards, Grants, & Honors

- 2026 AMA-EBSCO-RRBM Award Winner for Responsible Research in Business on Purpose
- 2025-2028, Tracy Family Faculty Fellow for Research & Teaching Excellence, College of Business
- 2022-2025, Dean's Distinguished Research Fellow, College of Business
- 2021-2024 Associate Editor, *Journal of the Academy of Marketing Science*
- 2024 AMA-EBSCO-RRBM Finalist for Responsible Research in Business on Human Scarcity
- 2024-2025 Tinberg Teaching Innovation Grants ($15,000) for Business Sustainability Course
- 2016-2020, 2022-2026 College of Business Summer Research Program Grants
- 2015-2017, 2020-2026 College of Business Dean's Scholar, Colorado State University
- 2021-2026 Business for a Better World Research Program Grants
- 2021 Sales Education Foundation Research Grant & University Sales Center Alliance Winner
- 2019, 2025 Global Teaching Scholar, Colorado State University–Semester at Sea (ISE)
- 2013 Young Researcher of the Year, Hankamer School, Baylor University
- 2012 Innovative Teaching Fellow - 1 of 10 university faculty selected by university provost
- 2011 Robert & Robin Nitsche Outstanding Scholar Award
- 2009 M.W. Delozier Best Paper in Conference Award, Academy of Marketing Science
- 2009-2012 Hankamer School of Business Summer Research Grants
- 2006 Graduate Teacher Award (Finalist), College of Business, University of Tennessee
- 2006 Schneider National Corporation $15,000 Dissertation Research Grant
- 2001 AT&T Gold Club Award – Top 10% in U.S. Regional Sales 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 (70% of 4,000+ total citations, Harzing 2026)
- Dissertation-based *JAMS* 2011 article on theory and modeling of dynamic cultural value (700+ cites)
- Sole author article cited as Top 10 B2B value contribution published between 1990 to 2020[1.]

Value Creation in Service, Sales, and Consumer Relationships

- Equal co-author on *JCR* 2020 article on service, selling, and consumer interactions that develops a dyadic emotion construct in relationships and expands the similarity-attraction paradigm.
- Lead author on *JCR* 2012 article using metaphor analysis to reexamine relationship marketing theory and measurement; first *JCR* article to unpack the experiential value of relationships for business buyers.

Transformative Value for Cultivating Organizational Purpose and Societal Wellbeing

- Developed 'Transformative Value' construct, a focal phenomenon for 20+ articles by other scholars
- Twenty societal-related papers, including lead author on award-winning *JAMS* and *HBR* Purpose articles, *JCP* scarcity and poverty article, and award-winning *JSR* on transformative value creation.
- Leadership in societal scholarly communities, e.g., Transformative Consumer Research and Transformative Service Research (TCR Co-Chair, SI Co-editor for *JSR*, *JPP&M* on Impact).

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1. Zeithaml, Valarie et al. (2020) "Three decades of customer value research." *Journal of Service Research* 23(4) (see appendix)

Scholarly Articles in Refereed Journals

1. "The Language of Leaving: Decoding defection via B2B customer language features," Peter Nguyen, Scott B. Friend, and Christopher P. Blocker, forthcoming, *Journal of the Academy of Marketing Science*.
   **Winner, 2021 Sales Education Foundation Research Grant Award*
   **Winner, 2021 University Sales Center Alliance (USCA) Research Grant*

2. "Navigating Consumer Emotional Vulnerability in Services," Elizabeth Minton, Frank Cabano, Christopher P. Blocker, and Elina Tang. *forthcoming*, *Journal of Service Research*.

3. Blocker, Christopher P. and Brennan Davis, "Advancing Theory to Drive Impact in Transformative Service Research," Invited commentary to 25th Anniversary Special Issue with contributions by leading authors. *forthcoming*, *Marketing Theory*.

4. Blocker, Christopher P., Joe Cannon, and Jonathan Zhang, (2025) "Are Your Company's Purpose Initiatives Working?" *Harvard Business Review*, February.

5. Blocker, Christopher P., Joe Cannon, Jonathan Zhang, and Jiaqing Sun, (2025) "From Market-Oriented to Mission-Oriented: How can companies balance commercial value and social responsibility?" Research Highlights, *Management Insights*, 41(2), pg-18-22, 2025.

6. Blocker, Christopher P., Joe Cannon, and Jonathan Zhang, (2025) "Purpose-driven transformation: A roadmap for leaders to enhance social impact and business performance," *California Management Review*.

7. Ozanne, Julie, Brennan Davis, Christopher P. Blocker, Benet DeBerry-Spence, and Becky Gann, (2024) "Transitioning to New Paradigms for Societally Impactful Research," *Journal of Public Policy & Marketing*, **Editorial to Special Issue on Impact Research*.

8. Blocker, Christopher P., Joe Cannon, and Jonathan Zhang, (2024) "Purpose Orientation: An Emerging Theory Transforming Business for a Better World," *Journal of the Academy of Marketing Science*,
   ** 2026 AMA-EBSCO-RRBM Award for Responsible Research in Marketing, Winner*
   ** Profiled as a CSU Source Story: Lip service or living it out? (April 2024).*
   ** Chosen for the Responsible Research in Business & Management (RRBM) Honor Roll*

9. Blocker, Christopher P., Jon Zhang, Ron Hill, Caroline Roux (2023) "Scarcity as Strategy: Innovative Business Models for a Resilient Future," *California Management Review*.

10. Blocker, Christopher P., Jon Zhang, Ron Hill, Caroline Roux, Canan Corus, Martina Hutton, Joshua Dorsey, and Elizabeth Minton. (2023) "Rethinking Scarcity and Poverty: Building Bridges for Shared Insight and Impact," *Journal of Consumer Psychology*, (33) 3. **Profiled in Biz Source*
    ** 2024 AMA-EBSCO-RRBM Award for Responsible Research in Marketing Finalist*
    ** Chosen for the Responsible Research in Business & Management (RRBM) Honor Roll*
    ** Top 10% downloads and cited paper in 2023 in Journal of Consumer Psychology.*
    ** Altmetric score 22, high-attention 91st percentile compared to same-age publications*

11. Blocker, Christopher P. "Take a Hike: Promoting Interdisciplinary Learning and Sustainable Value with Design Thinking," Christopher P. Blocker. (2023), *Marketing Education Review*.

12. 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," *Journal of Consumer Affairs*.

13. 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*.

14. Barrios, Andrés, Christopher P. Blocker, and Shikha Upadhyaya. (2022) "Valuing Less and Guarding More: Consumption Stewardship in Restricted Contexts," *International Journal of Consumer Studies*.

15. Tang, Elina and Christopher P. Blocker (2022) "Promoting Social Resilience in Service Communities: A Molecular Biology Perspective," *Journal of Services Marketing,* special issue "Broadening and Reinvigorating the Service Discipline to Reduce Human Suffering and Improve Well-Being."

16. 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.*

17. 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*.
    **Chosen for the Responsible Research in Business & Management (RRBM) Honor Roll*
    **Profiled as a Transformative Consumer Research Practitioner webinar on approaches to fighting poverty with 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)*

18. 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*

19. 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.

20. 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.

21. Blocker, Christopher P., and Andrés Barrios, (2015) "The Transformative Value of a Service Experience," *Journal of Service Research*, 18 (3), 265-283. (Profile on Customer Think)
    **Best Paper Award (funded) – Runner-Up, Center for Services Leadership, Arizona State University.*
    **Top 10 cited paper 2015-2018, Journal of Service Research. Editor presentation, October 2018.*

22. 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.

23. Bettencourt, Lance, Christopher P. Blocker, Mark B. Houston, and Daniel J. Flint (2015) "Rethinking Customer Relationships," *Business Horizons*, 58 (1), 99-108.

24. 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.

25. 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.

26. 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.

27. 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.

28. Blocker, Christopher P., (2012) "The Dynamics of Satisfaction and Loyalty after Relational Transgressions," *Journal of Services Marketing*. Vol. 26 (2), 94-101.

29. 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*.

30. 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.

31. 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.

32. Blocker, Christopher P. (2011) "Modeling Customer Value Perceptions in Cross-Cultural Business Markets," *Journal of Business Research* (64), 533-540. **Cited in Zeithaml et al. 2020 appendix as one of Top 10 B2B Customer Value article in 3 decades*

33. 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 downloaded IMM (2011-2021).*

34. 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.

35. 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. **Top 10 B2B segmentation paper by citation (Ritter and Pedersen 2024).*

36. 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

"Phygital Mise en Place: A Six-Stage Framework for Human-Centered Organizational Transformation Across Physical and Digital Ecosystems," with Wided Batat and colleagues, under 1st round review, *Journal of Macromarketing*.

"Enhancing Survivor Engagement and Justice Outcomes through Continuum of Care Service Interventions," with Colleen Harmeling, Elina Tang, and International Justice Mission (IJM). $4.9 million proposal under review with the Trafficking in Persons Office at the U.S. State Department.

"Investigating the Effects of Purpose Orientation on Performance," with Wenqian Ni and Jonathan Zhang," Data collection and analysis phase. Target: *Journal of Marketing*.

"Just Transitions in Resource Deprived Communities: Insights for Climate Equity," with M. Hutton, C. Corus, C. Roux, L. Ong, and M. Cannon. Additional multi-stakeholder data being collected, Target: *Journal of Consumer Research*.

"The Role of Frontline Worker Wellbeing in Operationalizing Firm-Specific Incentives," Samantha Conroy, Ellen Frank-Miller, Christopher P. Blocker. Previously submitted to *Administrative Science Quarterly*.

"Purpose Beyond Borders and Boundaries: Shaped by Leaders and Peers," with María Paula Flórez Jiménez and Álvaro Lleo De Nalda, preparing for submission, Target: *Journal of Business Research*.

"The Interactive Influence of Purpose and Narrative Labeling on Brand Authenticity," Christopher P. Blocker, Chris Berry, Charlie Ebert, experimental studies, Target: *Journal of Business Ethics*.

"How Entrepreneurs Cope with Poverty and Sell to Customers," Christopher P. Blocker, Steve Bradley, and Ryan Mullins, revising for 2nd revision for *Entrepreneurship Theory & Practice*.

"The Role of Enduring Service Design for Social Determinants of Health (SDOH)," Gallan, Andrew, Anu Helkkula, Lynn Abou Jaoudé, Christopher P. Blocker, Janet Davey, Rebekah Russell-Bennett, Emily Tanner. Target: *Journal of Service Research*

"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, write-up stage, Target: *Journal of Public Policy & Marketing*.

"Synthesizing Marketplace Relationship 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*.

Select Conference Publications and Presentations

Conroy, S., Blocker, C., Frank-Miller, E. & Parker, S. Job Quality Intervention Success. *Academy of Management meeting*, Copenhagen, 2025.

Gallan, Andrew, Rebekah Russell-Bennett, Anu Helkkula, Lynn Abou Jaoudé, Christopher Blocker, Janet Davey, and Emily Tanner, "Addressing Social Determinants of Health: Applying a Service Design Approach," 2024 AMA SERVSIG, Kedge Business School, Bordeaux, France.

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, "Price Strategy and Affordability in Subsistence Markets," *5th Subsistence Marketplaces Conference*, University of Illinois, 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, "Marketing Capabilities for Microventure Performance and Well-being in Subsistence Markets," *4th 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 27th, 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 Sensemaking 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

Blocker, Christopher P., (2023), "Innovating New Curves for Scholarly Impact," Research with Policy Impact, College of Business, Colorado State University.

Blocker, Christopher P., (2021), "Branding the University," Keynote, MarComm Summit, Colorado State University.

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.

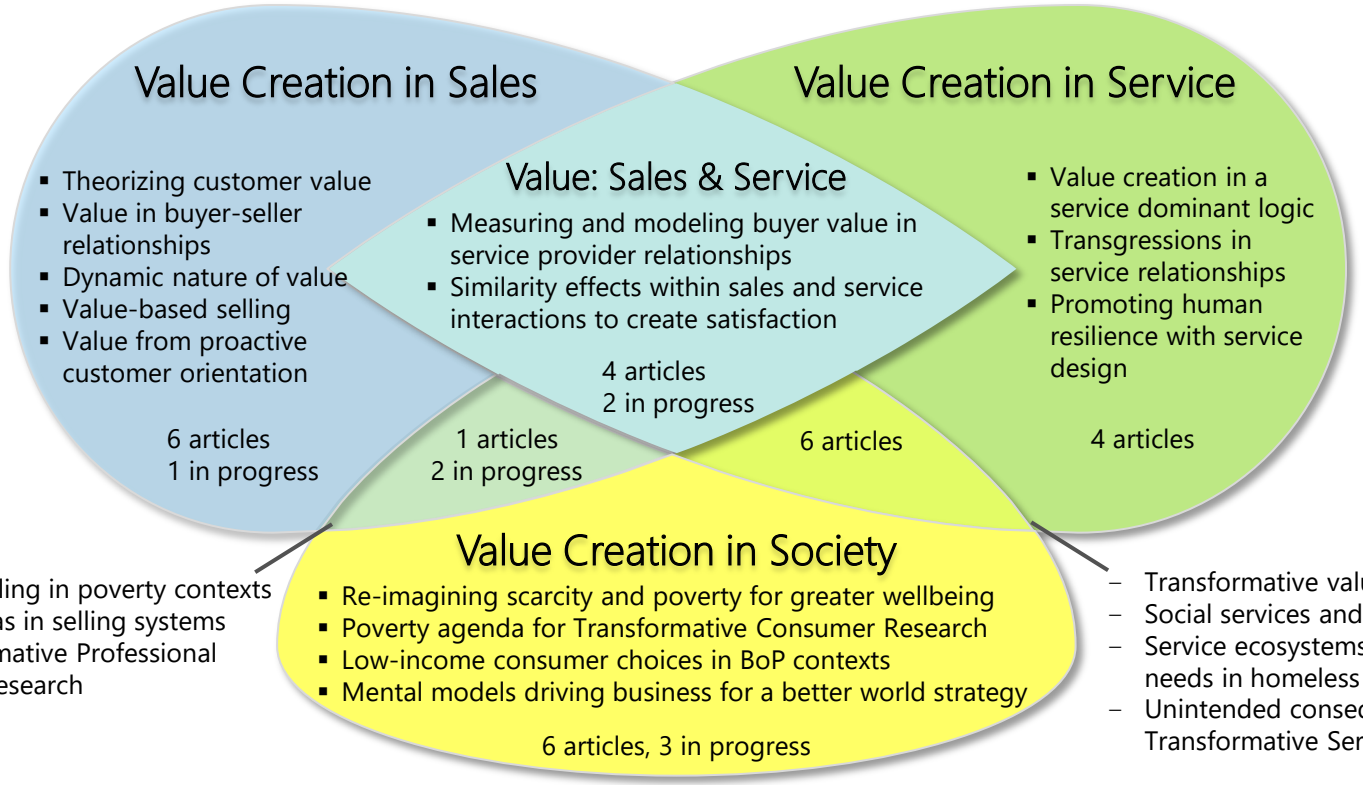
Blocker, Christopher P. (2009) "The Emotionally Intelligent Salesperson" *Keller Center Research Report*, August 2009, Baylor University.

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



- Value selling in poverty contexts
- Racial bias in selling systems
- Transformative Professional Selling Research

- Transformative value in services
- Social services and well-being
- Service ecosystems to address needs in homeless pathways
- Unintended consequences in Transformative Service Research

Field-level contributions across work streams and domains:

- Refining value creation theory, measurement, and modeling
- Value creation in marketplace relationships
- Transformative value and service consumption for societal wellbeing

Updated May 2023

Teaching Activity

Designed and led 13 courses across six universities since 2004, with emphasis on active learning, external engagement, and cross-cultural adaptation within and across 20+ countries

- Transforming Business for Sustainable Impact (Colorado State U. 2024-2026) (Profile 1, 2)
- International Business Experience (MBA program) –Panama/Peru (Colorado State U. 2024)
- Product Design (Colorado State U. 2016-2024, Semester at Sea, 2019, 2025) (Profile)
- Design Thinking for Sustainable Enterprise (Impact MBA) (Colorado State U., 2021-2022)
- 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 2007-2012, Colorado State 2013-2016, Semester at Sea 2019, 2025)
- 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

Co-Chair, Transformative Consumer Research, reporting to ACR's board	2026-2029
Associate Editor, *Journal of the Academy of Marketing Science*	2021-2024
Editorial Review Board, *Journal of the Academy of Marketing Science*	2018-present
Editorial Review Board, *Journal of Service Research*	2017-present
Editorial Review Board, *Journal of Macromarketing*	2019-present
Editorial Review Board, *Journal of Public Policy & Marketing*	2016-present
Editorial Review Board, *Phygital Business Review*	2026-present
External reviewer tenure and promotion, UT-Pan Am, U. San Diego	2025
Co-Editor, Special Issue on TCR Impact, *Journal of Public Policy & Marketing*	2022-2024
Co-Editor, Special Issue on Transformative Service, *Journal of Service Research*	2019-2021
Co-Chair Transformative Consumer Research Impact Festival at AMA	2021-2022
Transformative Consumer Research (TCR) Advisory Board	2014-2017, 2021-
Poverty Track Chair, Transformative Consumer Research Conference	2015, 2011, 2021
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
Faculty mentor for Ph.D. student at peer university, AMS Mentor program	2009

University

School of Sustainable Futures Research Committee	2026-
Provost's Council for Engagement	2023-2026
Search Committee, Spring 2027 Voyage Academic Dean, Semester at Sea	2025
Facilitator, Semester Long, Student Palaver Group, Semester at Sea	2025
"Designing Your Life," Voyage Evening Seminar, Semester at Sea	2025
"What's a Good Economy?" Seminar for Lifelong Learners, Semester at Sea	2025

- Multicultural Undergraduate Research Art & Leadership Symposium – Coach 2023
  *Mentee, Joselle Gyamfi, College of Natural Sciences, 1st place, Innovation & Entrepreneurship
- "Branding the University" – Key Speaker, University MarComm Summit 2021
- Multicultural Undergraduate Research Art & Leadership Symposium – Judge 2021, 2023
- 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
- University 1000 Professor (6-week orientation course for incoming freshman) 2009
- New Faculty Orientation, Invited Guest Speaker 2008

College

- College Research Committee 2025-
- College of Business Career Fair, Faculty Volunteer 2025-
- Graduate Programs Committee 2019-2025
- Daniels Fund Ethics Initiative Partner 2024
- Business for a Better World Dissertation Competition, Co-Chair 2022
- Business for a Better World, Student Research Faculty Fellow 2022-2023
- 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

- Departmental Search Committee (Tenure Track Faculty) 2026
- BUS 225 Course Coordinator 'Transforming Business for Sustainable Impact' 2024-present
- Center for Marketing & Social Impact, committee 2019-present
- Faculty Mentor 2023-present
- Promotion & Tenure Committee 2017-present
- Departmental Search Committee (Department Chair) 2024
- Departmental Search Committee (2 Tenure Track Faculty) 2023
- Departmental Search Committee, (Post-Doc Instructor) 2021-2022, 2023
- Summer Enterprise Research – Departmental Funding Committee 2021
- Departmental Search Committee, Chair (2 Tenure Track Faculty) 2018
- Departmental Search Committee (1 Tenure Track Faculty) 2015
- Undergraduate Thesis Advisor and Committee Member 2014-2016, 2023
- 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

- Homeward Alliance, Murphy Center Gear Room volunteer 2025-present
- LifeWorks Homeless Microbusiness start-up advisor (pro bono) 2023-2024
- Engineering Brightness, STEM service trip with youth in Nicaragua 2023
- TEDx Speaker "Creativity," Colorado Early College High School Event 2019
- Strategy consulting, ad hoc, Homeward Alliance, Fort Collins (pro bono) 2018-2019
- Volunteer, Faith Family Hospitality, Services for Homeless, Fort Collins 2015-2023
- 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 Day Center, volunteer teacher in mPowerment job program 2010-2013

Consulting and Engaged Scholarship

- Research, collaborative workshops, and consulting with 3M, ABB, Anderson-Vreeland, Cisco, Enterprise Holdings, Equifax, Fiserv, GTT, Homeward Alliance, HPE, International Justice Mission, Leadership Edge, Leidos, LifeWorks, NetApp, PeopleReady, Pure Storage, Restoration Project, Sabre, SAP, Smartsheet, Schneider National, Vanguard, Vixxo, Yes Energy.

Employment History and Industry Experience

- Professor, Department of Marketing, College of Business, Colorado State University, Fort Collins, CO (July 2024-present)
- Associate Professor, Department of Marketing, College of Business, Colorado State University, Fort Collins, CO (June 2016-June 2024)
- Faculty Member, Semester at Sea, Institute for Shipboard Education, Fort Collins, CO (2019, 2025)
- Assistant Professor, Department of Marketing, College of Business, Colorado State University, Fort Collins, CO (2013-May 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 (acquired by T-Mobile), 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, acquired by HP), Plano, TX (1996), responsible for billing national accounts and analyzing process improvements.