

CHRISTOPHER PHILLIPS BLOCKER

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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

- 2022-2025, Dean's Distinguished Research Fellow, College of Business
- 2024 AMA-EBSCO-Responsible Research in Business and Management Award (Finalist)
- 2021-2024 Associate Editor, *Journal of the Academy of Marketing Science*
- 2024-2025 Tinberg Teaching Innovation Grants (\$15,000) for Business Sustainability Course
- 2016-2020, 2022-2024 College of Business Summer Enterprise Research Program Grant
- 2015-2017, 2020-2025 College of Business Dean's Scholar, Colorado State University
- 2021-2024 Business for a Better World Research Program Grant
- 2021 Sales Education Foundation Research Grant Award
- 2021 University Sales Center Alliance (USCA) Research Grant 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 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 Grant
- 2006 Graduate Teacher Award (Finalist), College of Business, University of Tennessee
- 2006 Schneider National Corporation \$15,000 Dissertation Research Grant
- 2006 Integrated Value Chain Endowment Award, University of Tennessee
- 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 (70% of 3,000+ total citations, [Harzing 2024](#))
- Dissertation-based *JAMS* 2011 article on theory and modeling of dynamic cultural value (600+ cites)
- Sole author article cited as Top 10 B2B value contribution (1990-2020)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 and Strategies for Cultivating Societal Wellbeing

- Developed 'Transformative Value' construct, a focal phenomenon for 14 articles by other scholars
- Sixteen societal-related papers, including lead author on *JAMS* organizational purpose article, *JCP* scarcity and poverty article, and award-winning *JSR* article on transformative value creation.
- Leadership in societal scholarly communities, e.g., Transformative Consumer Research and Transformative Service Research (TCR Advisory, Co-editor *JSR* SI on TSR, *JPP&M* SI on Impact).

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. 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.
2. Blocker, Christopher P., Joe Cannon, and Jonathan Zhang, (2024) "Purpose Orientation: An Emerging Theory Transforming Business for a Better World," forthcoming: *Journal of the Academy of Marketing Science*, special issue on Reimagining Marketing Strategy: Driving the Debate on Grand Challenges. *Profiled as a [CSU Source Story](#): Lip service or living it out? Research clarifies how businesses seek purpose beyond profit (April 2024).
3. Blocker, Christopher P., Jon Zhang, Ron Hill, Caroline Roux (2023) "Scarcity as Strategy: Innovative Business Models for a Resilient Future," *California Management Review*.
4. 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*. *2024 AMA-EBSCO-RRBM Award for Responsible Research in Marketing (Finalist) *Profiled in [Biz Source](#) *Chosen for the Responsible Research in Business & Management (RRBM) Honor Roll, *Top 10% downloads and cited paper in 2023 in *Journal of Consumer Psychology*.
5. Blocker, Christopher P. "Take a Hike: Promoting Interdisciplinary Learning and Sustainable Value with Design Thinking," Christopher P. Blocker. (2023), *Marketing Education Review*.
6. 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*.
7. 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*.
8. Barrios, Andrés, Christopher P. Blocker, and Shikha Upadhyaya. (2022) "Valuing Less and Guarding More: Consumption Stewardship in Restricted Contexts," *International Journal of Consumer Studies*.
9. 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."
10. 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.
11. 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 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)

12. 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
13. 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.
14. 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.
15. 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 (funded) – Runner-Up, Center for Services Leadership, Arizona State University.
 *Top 10 cited paper 2015-2018, *Journal of Service Research*. Editor presentation, October 2018.
16. 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.
17. Bettencourt, Lance, Christopher P. Blocker, Mark B. Houston, and Daniel J. Flint (2015) "Rethinking Customer Relationships," *Business Horizons*, 58 (1), 99-108.
18. 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.
19. 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.
20. 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.
21. 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.
22. Blocker, Christopher P., (2012) "The Dynamics of Satisfaction and Loyalty after Relational Transgressions," *Journal of Services Marketing*. Vol. 26 (2), 94-101.
23. 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*.

24. 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.
25. 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.
26. 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
27. 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).
28. 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.
29. 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).
30. 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

- "Out of Time? 'When' Language Predicts Business Customer Defection," Peter Nguyen, Scott B. Friend, and Christopher P. Blocker, under review, *Journal of Marketing Research*.
 *Winner, 2021 Sales Education Foundation Research Grant Award
 *Winner, 2021 University Sales Center Alliance (USCA) Research Grant
- "Good Work on the Frontlines: Improving Job Quality for Frontline Workers in Small and Medium-Sized Enterprises," Samantha Conroy, Ellen Frank-Miller, Christopher P. Blocker. Revising for resubmission, *Journal of Applied Psychology*.
- "What's your Path to Purpose? A Leader's Roadmap," Christopher P. Blocker, Joe Cannon, Jon Zhang. Under review, *Harvard Business Review*.
- "The Interactive Influence of Purpose and Narrative Labeling on Brand Authenticity," Christopher P. Blocker, Chris Berry, Charlie Ebert, qualitative and experimental studies, Target: *Journal of Business Ethics*.
- "How 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 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*
- "Emotional Vulnerability in Services," Elizabeth Minton, Ron Hill, Frank Cabano, and Christopher P. Blocker, 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

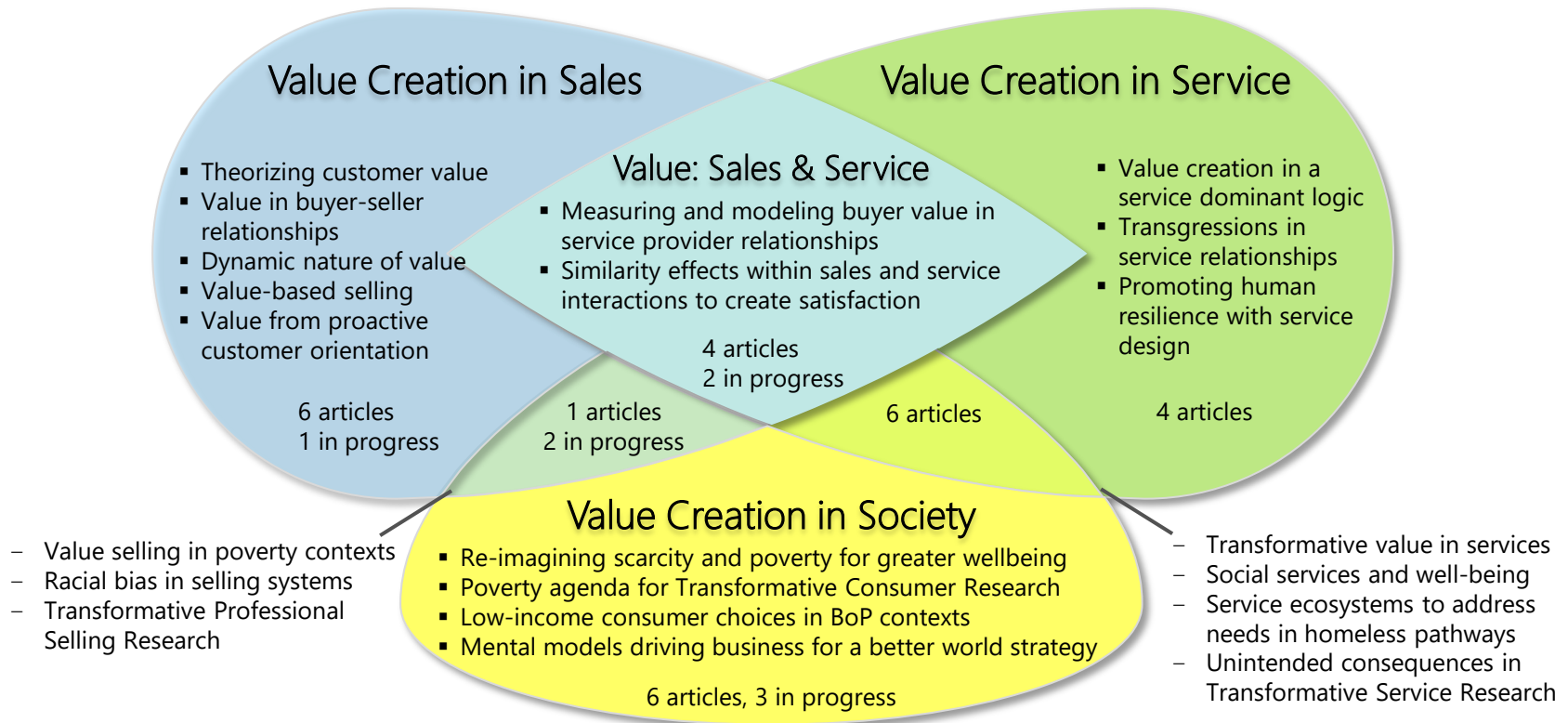
- Gallan, Andrew, Rebekah Russell-Bennett, Anu Helkkula, Lynn Abou Jaoudé, Christopher Blocker, Janet Davey, and Emily Tanner, "Addressing Social Determinants of Health: Applying a Service Design Approach," 2024 AMA SERVSIG, Kedge Business School, Bordeaux, France.
- Blocker, Christopher P., Joe Cannon,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



- 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

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)
- International Business Experience (MBA program) –Panama/Peru (Colorado State U. 2024)
- Product Design (Colorado State U. 2016-2024, Semester at Sea, 2019, 2025)
- 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

- Associate Editor, *Journal of the Academy of Marketing Science* 2021-2024
- 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
- 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
- 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

- Provost's Council for Engagement 2023-present
- 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

Service Activity (continued)

College

- Graduate Programs Committee 2019-present
- 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

- Center for Marketing & Social Impact, committee 2019-present
- Faculty Mentor 2023-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
- Promotion & Tenure Committee 2017-present
- 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

- LifeWorks Homeless Microbusiness start-up advisor (pro bono) 2023-present
- 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-present
- 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

- Research, collaborative workshops, and consulting activities with *3M, ABB, Anderson-Vreeland, Enterprise Holdings Inc., Equifax, Fiserv, GTT, Homeward Alliance, HPE-Aruba, Leadership Edge, Leidos, 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.