

PATTI WILLIAMS

The Wharton School
University of Pennsylvania
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EDUCATION

University of California, Los Angeles
Ph.D., Marketing, 1999

University of California, Los Angeles
MBA, 1993

Stanford University
AB, Communication, 1989

ACADEMIC POSITIONS

- Ira A. Lipman Associate Professor, July 2010-Present
- Visiting Scholar, Stanford Graduate School of Business, July 2010-July 2011
- Associate Professor (with tenure), Wharton School, University of Pennsylvania, July 2006
- Assistant Professor, Wharton School, University of Pennsylvania, July 2000 – June 2006
- Assistant Professor, Stern School of Business, New York University, September 1998-June 2000

PROFESSIONAL HONORS, AWARDS, GRANTS

- Associate Editor, *Journal of Consumer Research* (2018-present)
- Chair, Society for Consumer Psychology Education and Training Committee (2018-present)
- Outstanding Reviewer Award, *Journal of Consumer Psychology*, 2018
- Co-chair, Association for Consumer Research Conference, San Diego, CA, 2017
- Outstanding Reviewer Award, *Journal of Consumer Research*, 2016
- Wharton WEMBA Class of 2016, Excellence in Teaching Award
- Co-chair, Society for Consumer Psychology Conference, Phoenix AZ, 2015
- Wharton MBA Core Curriculum “Goes Above and Beyond the Call of Duty” Teaching Award, Selected by MBA students, 2014
- Guest Associate Editor, *Journal of Marketing Research* (2016-present)
- Guest Associate Editor, *Journal of Consumer Research* (June 2014-2016)
- Associate Editor, *Journal of Consumer Research* (2009-June 2014)
- Nominee, 2012 Wharton Helen Moss Anvil Teaching Award
- Wharton MBA Core Curriculum “Goes Above and Beyond the Call of Duty” Teaching Award, Selected by MBA students, Spring 2012
- Wharton MBA Core Curriculum Excellence in Teaching Award, 2011
- Wharton Excellence in Undergraduate Teaching Award, 2010
- Co-chair, Association for Consumer Research Conference Doctoral Consortium, October 2010
- AMA Doctoral Consortium Invited Faculty, June 2010
- Wharton MBA Core Curriculum “Goes Above and Beyond the Call of Duty” Teaching Award, Selected by MBA students, Spring 2008

- Wharton Excellence in Undergraduate Teaching Award, 2007
- Outstanding Reviewer Award, *Journal of Consumer Research*, 2007
- Fellow, Wharton Risk Center, 2007-present
- Wharton Excellence in Undergraduate Teaching Award, 2006
- James G. Campbell Jr. Memorial Term Assistant Professor, 2000-2006
- 2001 Marketing Science Institute Young Scholars Conference
- Marketing Science Institute Research Grant
- Procter & Gamble Market Innovation Research Fund Recipient, 1998
- UCLA Graduate Division Merit Fellowship
- American Marketing Association Doctoral Consortium Fellow, 1997
- Center for International Business (CIBER), Internationalization Marketing Consortium Fellow, 1997
- CIBER International Research Grant
- Los Angeles Women in Business MBA Fellowship Recipient
- Dean's List, UCLA, MBA Program

RESEARCH

RESEARCH INTERESTS

- The Role of Emotions and Processes of Emotion Regulation in Consumer Behavior
- Emotional and Attitudinal Ambivalence
- Emotions and Social Identity

JOURNAL PUBLICATIONS

1. Coleman, Nicole Verrochi, Patti Williams and Andrea C. Morales (Conditionally Accepted), "Identity Threats, Compensatory Consumption and Working Memory Capacity: When and Why Feeling Threatened Leads to Heightened Evaluations of Identity-Relevant Products," *Journal of Consumer Research*
2. Williams, Patti, Nicole Verrochi Coleman, Andrea C. Morales and Ludovica Cesario (2018), "Connections to Brands that Help Others vs. Help the Self: The Impact of Awe and Pride on Social Benefit and Luxury Brands," *Journal of the Association for Consumer Research*, 3 (2), 203-215.
3. Coleman, Nicole Verrochi, Patti Williams, Andrea C. Morales and Andrew Edward White (2017), "Attention, Attitudes and Action: When and Why Incidental Fear Increases Consumer Choice," *Journal of Consumer Research*, 44 (August), 283-312.
4. Coleman, Nicole Verrochi, and Patti Williams (2015), "Looking for My Self: Identity-Driven Attention Allocation," *Journal of Consumer Psychology*, 25 (3) 504-511.
5. Williams, Patti (2014), "Emotions and Consumer Research," an invited Research Curation, *Journal of Consumer Research*, 40 (February), i-iv.
6. Coleman, Nicole Verrochi and Patti Williams (2013), "Feeling Like Myself: Emotion Profiles and Social Identity," *Journal of Consumer Research*, 40 (August), 203-222 (Lead Article). *2014 Co-Winner of the *Journal of Consumer Research* Ferber Award for Best Dissertation Published in Volume 40.
7. Drolet, Aimee, Patti Williams and Loraine Lau-Gesk (2007), "Age-Related Differences in Responses to Emotional vs. Rational Ads for Hedonic vs. Utilitarian Products," (Lead Article), *Marketing Letters*, 18 (December), 211-221.
8. Ramanathan, Suresh and Patti Williams (2007), "Immediate and Delayed Emotional Consequences of Indulgence: The Moderating Influence of Personality Type on Mixed Emotions" *Journal of Consumer Research*, 34 (August), 212-223.

9. Fitzsimons, Gavan J., Lauren G. Block and Patti Williams (2007), "Asking Questions about Vices Really Does Increase Vice Behavior," *Social Influence*, 2 (4), 237-243.
10. Fitzsimons, Gavan J., Joseph Nunes and Patti Williams (2007), "License to Sin: The Liberating Role of Reporting Expectations," *Journal of Consumer Research*, 34 (June), 22-31.
11. Williams, Patti, Lauren G. Block and Gavan J. Fitzsimons (2006), "Simply Asking Questions About Health Behaviors Increases Both Healthy and Unhealthy Behaviors," *Social Influence* 1 (2, June), 117-127.
12. Sprott, David E., Eric R. Spangenberg, Lauren G. Block, Gavan J. Fitzsimons, Vicki G. Morwitz and Patti Williams (2006), "The Question Behavior Effect: What We Know and Where We Go from Here," *Social Influence* 1 (2, June), 128-137.
13. Schweidel, David, Eric T. Bradlow, and Patti Williams (2006), "A Feature-Based Approach to Assessing Advertisement Similarity," *Journal of Marketing Research*, 43 (May/2), 237-243.
14. Williams, Patti and Aimee Drolet (2005), "Age-Related Differences in Responses to Emotional Advertisements," *Journal of Consumer Research*, 32 (December), 343-354 (Lead Article). Research funded by the Marketing Science Institute.
15. Williams, Patti, Gavan J. Fitzsimons and Lauren G. Block (2004), "When Consumers Don't Recognize 'Benign' Intentions Questions as Persuasive Attempts," *Journal of Consumer Research*, 31 (December), 540-551.
16. Fitzsimons, Gavan J., J Wesley Hutchinson, Patti Williams, Joseph W. Alba, Tanya L. Chartrand, Joel Huber, Frank R. Kardes, Geeta Menon, Priya Raghubir, J. Edward Russo, Baba Shiv, Nader T. Tavassoli, (2002), "Non-Conscious Influences on Consumer Choice," *Marketing Letters*, 13 (3), 269-279.
17. Block, Lauren G. and Patti Williams (2002), "Undoing The Effects of Seizing and Freezing: Decreasing Defensive Processing of Personally Relevant Messages," *Journal of Applied Social Psychology*, 32, 4, 803-833.
18. Williams, Patti and Jennifer L. Aaker (2002), "Can Mixed Emotions Peacefully Co-Exist?" *Journal of Consumer Research*, 28 (March), 636-649. *Runner-up for Best Paper of 2002 Award (given October 2005), *Journal of Consumer Research*
19. Fitzsimons, Gavan J., and Patti Williams (2000), "Asking Questions Can Change Choice Behavior: Does It Do So Automatically or Effortfully?" *Journal of Experimental Psychology: Applied*, Vol. 6, No. 3, 195-206.
20. Aaker, Jennifer L., and Patti Williams (1998) "Empathy versus Pride: The Influence of Emotional Appeals Across Cultures," *Journal of Consumer Research*, 25 (December) 241-261.
21. Williams, Patti (1995), "Female Role Portrayals in Advertising: Talking with Women About their Perceptions and Preferences," in *Advances in Consumer Research*, Vol. XXIII, eds. Frank R. Kardes and Mita Sujjan, Provo, UT: Association for Consumer Research, 753-760.

BOOKS AND VOLUMES

Advances in Consumer Research, Volume 45 (2017), Ayelet Gneezy, Vladas Griskevicius and Patti Williams

Marketing for Financial Advisors (2009), Keith Niedermeier, Eric Bradlow and Patti Williams, McGraw Hill.

BOOK CHAPTERS

Coleman, Nicole Verrochi and Patti Williams (2013), "The Emotional Self," In *The Routledge Companion to Identity and Consumption*, Russell Belk and Ayalla Ruvio (Eds), 43-51.

Drolet, Aimee, Loraine Lau-Gesk, Patti Williams and Hyewook Genevieve Jeong (2010), "Socioemotional Selectivity Theory: Implications for Consumer Research," In *The Aging Consumer: Perspectives from Psychology and Economics*, Aimee Drolet, Norbert Schwarz, and Carolyn Yoon (Eds), Taylor & Francis.

Williams, Patti, (2004) "Persuading with Emotions: Finding Emotions that Resonate with Consumers," *Next Generation Business Handbook*, Subhir Chowdhury, Ed., pp. 584-595.

Block, Lauren and Patti Williams (2000), "Consumer Behavior," *Gale Encyclopedia of Business and Finance*, MacMillan Reference USA: New York.

PAPERS UNDER REVIEW & IN REVISION

Yimin Cheng, Anirban Mukhopadhyay and Patti Williams "Smiling Signals Intrinsic Motivation," Under Second Round Review, *Journal of Consumer Research*

Coleman, Nicole Verrochi, Patti Williams, Andrea C. Morales and Gavan J. Fitzsimons, "Emotional Reactions to Stock-outs: Predicting Satisfaction and Retaliatory Behaviors," Under Review, *Journal of the Association for Consumer Research* Special Issue on Consumer Emotions in the Marketplace

Cesareo, Ludovica, Eugenia C. Wu, Keisha M. Cutright and Patti Williams "The Consequences of Beautiful Products: Sacredness, Awe, and Forgiveness," Invited Revision, *Journal of Consumer Research*

Coleman, Nicole Verrochi, Patti Williams and Andrea C. Morales, "Hardening My Heart: Regulating Emotions to Resist Sad Appeals," Invited Revision, *Journal of Consumer Research*

WORKING PAPERS/ SELECTED RESEARCH IN PROGRESS

"Luxury Counterfeiting: Exploring Mental Schemas Through Visual Studies," (with Robert Meyer and Ludovica Cesareo), *Working Paper in Progress*

"Recognizing My Self: Emotion Recognition and Social Identity," (with Nicole Verrochi Coleman), *Data Collection in Progress*

"Mixed Indulgences: Increased Functionality, Reduced Preferences?" (with Lauren Grewal and Nicole Verrochi Coleman), *Manuscript in Preparation*

"When Do Mixed Emotions Reflect Reality?" (with Nicole Verrochi Coleman), *Revision in progress*

“Moral Behavior and Managing Warm-Glow,” (with Americus Reed II, Ludovica Cesareo and Nicole Verrochi Coleman), *Data Collection in Progress*

CONFERENCE PRESENTATIONS

“Connections to Brands that Help Others vs. Help the Self: The Impact of Awe and Pride on Social Benefit and Luxury Brands,” (with Nicole Verrochi Coleman, Andrea Morales and Ludovica Cesareo), Society for Consumer Psychology Boutique Conference, Sydney, Australia, January 2018

“To Err is Human, to Forgive is Divine: How Beautiful Products Evoke Awe, Perceptions of Sacredness, Uniqueness and Divinity,” (with Ludovica Cesareo, Eugenia Wu and Keisha Cutright), Society for Consumer Psychology Conference, February 2017

“Attention, Attitudes and Action: When and Why Incidental Fear Increases Consumer Choice” (with Nicole Verrochi Coleman, Andrea C. Morales and Andrew Edward White), Association for Consumer Research Conference, October 2016

“That’s Not How I Should Feel: Emotion Profile-Inconsistent Emotions and Identity Threats” (with Nicole Verrochi Coleman), Association for Consumer Research European Conference, June 2015

“Mixed Indulgences: Increased Functionality, Reduced Preferences?” (with Lauren Grewal and Nicole Verrochi Coleman), Society for Consumer Psychology, February 2015.

“That’s Not How I Should Feel: Emotion Profile-Inconsistent Emotions as Identity Threats,” (with Nicole Verrochi Coleman), Society for Consumer Psychology, March 2014

“Apocalypse Now: The Effect of Fear and Time Orientation on Choice Deferral,” (with Andrew Edward White and Andrea C. Morales), Society for Consumer Psychology, March 2014

“Hardening My Heart: Regulating Emotions to Resist Sad Appeals,” (with Nicole Verrochi Coleman), Society for Consumer Psychology, March 2014

“Conversation: The Effect of Affect,” Society for Consumer Psychology, March 2014

“Hardening My Heart: Persuasion Knowledge and Emotion Regulation,” (with Nicole Verrochi Coleman), Association for Consumer Research Conference, October 2013

“When do Mixed Emotions Reflect Reality,” (with Jennifer L. Aaker), Association for Consumer Research Conference, October 2012

Angry Avengers or Disappointed Deferrers: Consumers’ Emotional Reactions to Stockouts,” (with Nicole Verrochi Coleman and Gavan J. Fitzsimons), Association for Consumer Research, October 2012

“Emotional Reactions to Stockouts: Predicting Retaliatory Behaviors,” (with Nicole Verrochi Coleman and Gavan J. Fitzsimons), Society for Consumer Psychology European Conference, June 2012

“Will I Always Choose Champagne?: How Emotion Norms Shape Consumption Choices” (with Eugenia Wu, Gavan Fitzsimons and Mary Frances Luce), Association for

Consumer Research Conference, October 2010

"Feeling Like Myself: Emotion Profiles and Identity," (with Nicole Verrochi)
Association for Consumer Research Conference, October 2010

Accentuate the Positive, Eliminate the Negative: Attention and Emotion Regulation,"
(with Nicole Verrochi), Association for Consumer Research Conference, October 2010

"Why People Fear Embarrassment: The Role of Empathy Neglect," (with Loraine Lau-
Gesck and Aimee Drolet), Association for Consumer Research Conference, October 2009

"Mixed Indulgences: When Removing Sin May Backfire," (with Neela Saldanha),
Association for Consumer Research Conference, October 2007

"Layered Not Stirred: Negative Mixing for Emotional Intensity," (with Kirsten
Grasshoff), Society for Consumer Psychology Conference, February 2005

"Ordering, Layering, and Mixing Emotions: The Impact on Advertising Response," (with
Kirsten Grasshoff), Association for Consumer Research Conference, October 2004

"Oops Will I Do It Again? Mixed Emotions After Impulsive Behaviors," (with Suresh
Ramanathan) Association for Consumer Research European Conference, June 2003 and
the Association for Consumer Research Conference, October 2003

"License to Sin: The Liberating Role of Reporting Expectations" (with Gavan Fitzsimons
and Joe Nunes), Society for Consumer Psychology Conference, February 2003 and
Association for Consumer Research Conference, October 2003

"Price Partitioning: No One Likes Surprises," (with Joe Redden and Gavan Fitzsimons),
Association for Consumer Research Conference, October 2003

"The Impact of Emotional Advertising Appeals on Consumer Implicit and Explicit
Memory: A Diagnosticity versus Accessibility Perspective," Association for Consumer
Research Conference, October 2002

"Reflections of Reality: Mixed Emotions and Perceptions of Verisimilitude," (with
Jennifer Aaker), Association for Consumer Research Conference, October 2002

"When is Asking Questions the Answer?" (with Gavan Fitzsimons and Lauren Block),
Association for Consumer Research Conference, October 2001

"Automaticity and Affect," Choice Symposium, June 2001

"The Peaceful Co-Existence of Conflicting Emotions," (with Jennifer Aaker),
Association for Consumer Research Conference, October 2000

"The Persuasiveness of Emotional versus Rational Advertising Appeals on Young versus
Elderly Consumers" (with Aimee Drolet), Marketing Science Conference, UCLA, June
2000

"Culture and Expectations of Emotional Valence: The Peaceful Co-existence of
Conflicted Emotions," (with Jennifer Aaker), Association for Consumer Research,
European Conference, June 1999.

"The Mere-Measurement Effect: An Automatic or Intentional Effect on Purchase
Behavior?" (with Gavan Fitzsimons), Association for Consumer Research Conference,
October 1998.

“Individualist versus Collectivist Cultures: How Ego versus Other-Focused Emotional Appeals Affect Persuasion,” (with Jennifer Aaker), Association for Consumer Research Conference, October 1997.

“Across Media Advertising Variation to Increase Consumer Recall for Ads and Foster Transfer-Appropriate Advertising,” Association for Consumer Research Conference. Working paper presentation, October 1996.

“Repetition and Variation to Increase Advertising Effectiveness: Not Either/Or, But Both,” Presented at the XIII Annual University of Houston Doctoral Symposium in Marketing, 1995.

INVITED TALKS

“Feeling Like I Should: Emotions and Social Identity,” University of Toronto, January 2015; Temple University, January 2015; Rutgers University Marketing Camp, April 2015, Tuck Marketing Camp, May 2015; Drexel University, December 2015; Vanderbilt Marketing Camp, April 2016.

“Feeling Like Myself: How Discrete Emotions Guide Consumer Behavior,” Marketing Science Institute Conference, *Behavioral Economics and Beyond: Insights and Applications*, March 2015, Duke University

“Feeling Like Myself: The Impact of “Right” and “Wrong” Emotions on Social Identity,” University of Texas, Austin, May 2014

“Emotions, Identity and Self-Regulation,” Invited Session, Perspectives: Feelings (with Michel Pham and Angela Lee), Association for Consumer Research Conference, October 2013, Chicago, IL

“Conversation on Feelings in Consumer Behavior,” with Aparna Labroo and Michel Pham, Society for Consumer Psychology Annual Conference, February 2012, Las Vegas, NV

“Feeling Like Myself, Feeling Like I Should,” Carey School of Business, Arizona State University, April 2011; Stanford University Graduate School of Business, May 2011; HKUST Marketing Department Research Camp, December 2011

“Ambivalence in Consumer Behavior: Mixed Emotions and Conflicting Attitudes,” Fuqua School, Duke University, October 2006

“Ambivalence in Consumer Behavior,” Marketing Science Institute Young Scholars Reunion, May 2006 (Santa Fe, NM)

“The Role of Emotions in Persuasion,” Association for Consumer Research, Doctoral Consortium, October 2005 (San Antonio, TX)

“Mixed Emotions: How Consumers Cope with Ambivalent Reality,” University of Southern California, Marshall School of Business, September 2004; The Anderson School at UCLA, April 2005

“The Role of Emotions in Persuasion,” Presentation at the Association for Consumer Research, Doctoral Consortium, October 2003

“Mixed Emotions: How Consumers Cope with Ambivalent Reality,” School of Management, Northwestern University, September 2003

“The Moderating Influence of Aging on Responses to Emotional versus Rational Advertising Appeals,” Rutgers Camden School of Business, April 2003

“Coming in Under the Radar: When Intention Questions Automatically Change Behavior,” University of Chicago Graduate School of Business, March 2003

“When Is Asking Questions the Answer: The Moderating Influence of Persuasion Knowledge on the Mere Measurement Effect,” Baruch College, Zicklin School of Business, April 2002

“The Motivational Implications of Social Endings and the Differential Persuasiveness of Emotional versus Rational Advertising Appeals” Cornell University, Johnson School of Management, March 2002

“Emotional Dissonance,” Marketing Science Institute, Young Scholars Conference, January 2001

“Emotions and Aging: The Persuasiveness of Emotional Appeals on Young versus Elderly Consumers,” Stanford University Graduate School of Business, October 1999.

“The Impact of Emotional Advertising Appeals on Consumer Memory: An Accessibility/Diagnosticity Perspective,” Procter and Gamble Corporation, Cincinnati, Ohio, September 1998.

“The Impact of Emotional Advertising Appeals on Consumer Memory: An Accessibility/Diagnosticity Perspective,” Paper presented at: New York University; Wharton School; University of South Carolina; Rice University; University of California, Berkeley; INSEAD; Columbia University; Penn State University. September-November 1997.

TEACHING

Strategic Brand Management, Undergraduate (MKTG 278) and MBA (MKTG 778), Spring 2018

Information Processing Perspectives in Consumer Behavior, PhD Seminar (MKTG 952 and MKTG 953), Fall 2012, Spring 2014, Spring 2018

Marketing Management I (MKTG 611); MBA Core Course, Fall 2012, 2013, 2014, 2016; Wharton Executive MBA/Philadelphia Core Course (MKTG 611), Spring 2013, 2014, 2015

Marketing Management II (MKTG 622): Strategy; MBA Core Course, Spring 2008, 2009, 2010, 2012; Wharton Executive MBA/San Francisco Core Course (MKTG 622), Spring 2009, 2010, 2011, 2012

Advertising Management, Undergraduate (MKTG 235) and MBA (MKTG 755), Fall 2001, 2002 and 2003, Spring 2005, 2006, 2007, 2008, 2009, 2017

Marketing and Electronic Commerce, Undergraduate (MKTG 227) and MBA (MKTG 784), Spring 2001, Fall 2002 and 2003

Undergraduate Introduction to Marketing, (NYU) Spring 1998, Fall 1999

EXECUTIVE TEACHING

INCLUDING: Essentials of Marketing; Business Essentials; United Healthcare; Deutsche Poste WorldNet; InBev; Microsoft; IBM; McNeil; Merrill Lynch; Morgan Stanley; First Caribbean; LG Electronics; AXA; Prudential; Korean Management Association; Deloitte;

SAP; Cheil; First Caribbean Bank; CFA Institute; Wyeth; Hitachi; Wyndham; Newell Rubbermaid; AICPCU; Vistakon Institute; Tyco Electronics; Danisco; GlaxoSmithKline; Penske; Google; PennVet; Vertex; Genentech; Chubb; Bech-Bruun; Citi Global Wealth; Vanguard; (Wharton)

Stern Advantage Program (NYU);

Northrop Grumman Marketing Program (UCLA)

Academic Dean, Estee Lauder Companies Global Marketing University. Extensive Executive Education partnership including: William P. Lauder Leadership Symposium (annual, for 40 high potentials, taught in partnership with William Lauder, Chairman, Estee Lauder Companies), Global Marketing Symposium (multi-year program for top 150+ marketers around the world, focused on insights-driven strategy development, media excellence, innovating the retail experience and ROI measurement); Integrating Marketing and Finance for Strategic Excellence; Global Information Services Strategic Development; General Managers Program; Brand General Managers Program; Human Resources Strategic Development; R&D and Global Supply Chain Leadership Program; Day long seminars on branding and consumer excellence for individual brands (including Clinique, Estee Lauder, MAC)

SERVICE TO THE FIELD

- Associate Editor, *Journal of Consumer Research* (2018-present)
- Chair, Society for Consumer Psychology Education and Training Committee (2018-present)
- Co-chair, 2017 Association for Consumer Research Conference (San Diego, CA)
- Guest Associate Editor, *Journal of Marketing Research* (2016)
- Co-chair, 2015 Society for Consumer Psychology Conference (Phoenix, AZ)
- *Journal of Consumer Research*, Editorial Review Board (2003-2009; 2014-2017)
- *Journal of Consumer Psychology*, Editorial Review Board (2010-present)
- Guest Associate Editor, *Journal of Consumer Research* (June 2014-2015, 2017)
- *Journal of Marketing* Editorial Review Board (2015-2016)
- Associate Editor, *Journal of Consumer Research* (2009-June 2014)
- *Journal of Consumer Research*, Early Career Award Committee (2013)
- *Journal of Consumer Psychology*, Editorial Review Board (2005-present)
- *Journal of Marketing Research*, Editorial Review Board (2008-present)
- Senior Associate Editor, Association for Consumer Research Conference (2011, St. Louis, MO)
- Doctoral Consortium Co-Chair, Association for Consumer Research Conference (2010, Jacksonville, FL)
- Associate Editor, Association for Consumer Research Conference (2009, Pittsburgh, PA)
- Association for Consumer Research Conference Round-table Program Co-Chair, 2005 (2005, San Antonio, TX; 2006, Orlando, FL)
- Member of Association for Consumer Research Program Committee (2002-2008, 2011, 2012, 2013, 2015, 2016)
- Society for Consumer Psychology Conference Program Committee (2012, 2013, 2014, 2018)
- Ad hoc reviewer *Marketing Science*, *Journal of Marketing*, *Journal of Public Policy and Marketing*, *Psychological Science*, *Journal of Applied Social Psychology*, *Journal of Retailing and Consumer Service*, *Psychology and Marketing*, SCP Sheth Doctoral Dissertation Competition, MSI Alden G. Clayton Dissertation Proposal Competition

TO THE SCHOOL/UNIVERSITY

- MBA Executive Committee (2016-2017)
- Wharton Committee on Identity and Branding (2009-2013)

- Co-chair (with Sigal Barsade) Baker Retailing Center Conference, “*Emotional Connections in Retailing: Designing Consumer and Employee Emotional Experiences*,” (May 2013)
- Wharton Executive Education Advisory Board (2007-2011)
- MBA Cohort F Faculty Liaison (2009-2010)
- Wharton PhD Program Executive Committee (2007-2010)
- University of Pennsylvania Graduate Council (2007-December 2008)
- Wharton Committee on Faculty Attraction and Retention (2008-2009)
- MBA Case Day Teaching (2007, 2008, 2009)
- Wharton Undergraduate Curriculum Committee (2002-2003, 2006-2007)

TO THE DEPARTMENT

- MKTG 611 (Core) Course Coordinator (Fall 2013, 2014, 2016)
- Marketing Department Rookie Recruiting Committee Chair (2016)
- Marketing Department MBA Advisor (2012-2015)
- Wharton Marketing Department Non-Rookie Recruiting Committee (2011-2012, 2012-2013, 2013-2014)
- Wharton Marketing Department PhD Committee (2014-2016)
- Marketing Department PhD Program Coordinator (2007-2010)
- Coordinator, Marketing Department Friday Brown Bag Series (2010)
- Coordinator, Wharton Marketing Department Seminar Series (2006-2007)
- Coordinator, Wharton/UPenn Decision Processes Seminar Series (2004-2005)
- Wharton Undergraduate Marketing Adviser (2003-2006)
- Wharton Marketing Department Curriculum Committee (2001-2003, 2017-2018)
- Wharton Marketing Department Recruiting Committee (2002, 2004, 2006 (Chair), 2007, 2009)

DOCTORAL COMMITTEES

- Cindy Chan, Wharton, Degree 2015 (University of Toronto)
- Diogo Hildebrand, Baruch, Degree 2013 (Grenoble)
- Stephanie Finnel, Wharton (co-advisor with Americus Reed), Degree 2012 (Post Doc at University of Maryland)
- Neela Saldanha, Wharton (primary advisor), Degree 2010 (PepsiCo)
- Nicole Verrochi Coleman, Wharton (primary advisor), Degree 2010 (University of Pittsburg); *Ferber Award Winner 2014*
- Eugenia Wu, Duke, Degree 2010 (Cornell University)
- Yanliu Huang, Wharton, Degree 2009 (Drexel University)
- Jane Machin, Wharton, Degree 2006 (Virginia Tech)
- Joe Redden, Wharton, Degree 2006 (University of Minnesota)
- Shenghui (Jerry) Zhao, Wharton, Degree 2005 (University of Miami)
- Elizabeth Gelfand Miller, Wharton, Degree 2003 (Boston College)
- Andrea Morales, Wharton, Degree 2002 (Arizona State University)
- Suresh Ramanathan, NYU, Degree 2002 (University of Chicago)

POST-DOCTORAL ADVISING

- Ludovica Cesareo 2015-2018 (PhD: Sapienza Rome; Lehigh University)

PROFESSIONAL BACKGROUND

Munger, Tolles & Olson, 1990-1991, Legal Assistant

Stanford Alumni Association, Continuing Education, 1989-1990, Program Coordinator

OTHER INFORMATION

AFFILIATIONS Association for Consumer Research, Society for Consumer Psychology

VOLUNTEER ACTIVITIES Class Correspondent, Class of 1989, *Stanford Magazine*, 1989-present

Recipient of Stanford Associates Award of Merit, 2010-2011

Nominated to Stanford Associates, in recognition of excellence in volunteer service to Stanford University, 2003