

G. DOUGLAS OLSEN

Associate Professor
Department of Marketing, W. P. Carey School of Business
Arizona State University

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EDUCATION

Ph.D. Business Administration (Marketing), University of Alberta, 1992

M.B.A., University of Alberta, 1988

B.Sc. (Psychology), University of Alberta, 1986

AWARDS

- 2026 John W. Teets Graduate Teaching Award, W.P. Carey
- 2024 W.P. Carey 'Entrepreneurial Approach to Learning' Teaching Innovation Award
- 2018 W.P. Carey Graduate Student Teaching Award
- 2014 W.P. Carey Graduate Student Teaching Award
- 2006 University of Alberta, Faculty of Business,
Donald and Margaret MacKenzie MBA Teaching Award
- 2005 University of Alberta, Faculty of Business,
Donald and Margaret MacKenzie Faculty Teaching Award
- 2002 University of Alberta, Faculty of Business,
Donald and Margaret MacKenzie MBA Teaching Award
- 2002 University of Alberta, Faculty of Business,
Donald and Margaret MacKenzie Faculty Teaching Award
- 2000 University of Alberta, Faculty of Business,
Donald and Margaret MacKenzie Undergraduate Teaching Award
- 1996 The University of Calgary, Faculty of Management, New Scholar Award
- 1995 The University of Calgary, Faculty of Management, Superior Service Award
- 1995 The University of Calgary Students' Union Teaching Excellence Award
- 1993 The University of Calgary, Faculty of Management, Superior Service Award
- 1992 University of Alberta, Faculty of Business, Sessional Lecturer Award
- 1991 University of Alberta, Graduate Student Teaching Award

PROFESSIONAL SERVICE ACTIVITIES

Expert Witness Research/Testimony (Past 6 Years)

Great American Duck Races, Inc. v. Kangaroo Manufacturing, Inc., Case No. 2:17-cv-002 I 2-ROS, in the United States District Court for the District of Arizona.

Gianni Versace S.R.L v. Fashion Nova, Inc., Case No. 2:19-cv-10074, in the United States District Court, Central District of California.

Polymer80, Inc. v. Glock, Inc. and Lipsey's LLC, Case No. 3:20-cv-617, in the Western Division in the United States District Court, District of Nevada.

1724982 *Alberta ULC v. Park Avenue Wholesale, Inc.*, United States District Court, Western District of New York.

Birkenstock US Bidco, Inc.; Birkenstock USA, LP; and Birkenstock IP GMBH v. White Mountain International LLC and American Exchange Time LLC, Case No. 1:24-cv-10610, United States District Court, District of Massachusetts

Other Pre-Litigation Research

Ad Hoc Reviewer

Journals: *European Journal of Marketing*, *Journal of Advertising*, *Journal of Consumer Behaviour*, *Journal of Marketing Education*, *Journal of Retailing*, *Journal of Services Marketing*, *Journal of the Academy of Marketing Science*.

Memberships

- American Marketing Association
- Association for Consumer Research
- Society for Consumer Psychology

RESEARCH

Working Papers

Olsen, G. Douglas (2026), "Assessing Point-of-Sale and Post-Sale Confusion Evidence: An Ecological Validity Framework," working paper.

Olsen, G. Douglas (2026), "Demonstrating Nothing: Statistical Methods for Indicating an Absence of Confusion," working paper.

Published Articles

Olsen, G. Douglas and John W. Pracejus (2020), "Customized Advertising: Allowing Consumers to Directly Tailor Messages Leads to Better Outcomes for the Brand," *Journal of Business Research*, 116, 245–257.

- Pracejus, John W., Qian (Claire) Deng, Paul R. Messinger, and G. Douglas Olsen (2020), "Fit in Cause Related Marketing: An Integrative Retrospective," *Journal of Global Scholars of Marketing Science*, 30 (2), 105–114.
- Thomas, Dominic, G. Douglas Olsen, and Kyle Murray (2018), "Evaluations of a Sequence of Affective Events Presented Simultaneously: An Investigation of the Peak-End Rule," *European Journal of Marketing*, 52 (3/4), 866–881.
- Pracejus, John W., Thomas C. O'Guinn, and G. Douglas Olsen (2013), "When White Space is More than Burning Money: Economic Signaling Meets Visual Rhetoric," *International Journal of Research in Marketing*, 30, 211–218.
- Chowdhury, Rafi, G. Douglas Olsen, and John W. Pracejus (2011), "How Many Pictures Should Your Print Ad Have? The Effects of Increasing the Number of Images in Print Advertisements on Affective and Cognitive Resources," *Journal of Business Research*, 64 (1), 3–6.
- Chowdhury, Rafi, G. Douglas Olsen, and John W. Pracejus (2008), "Integration of Same and Oppositely Valenced Affective Stimuli Under Simultaneous Presentation Conditions," *Journal of Advertising*, 37 (3), 7–18.
- Pracejus, John W., G. Douglas Olsen, and Thomas C. O'Guinn (2006), "How Nothing Became Something: White Space, Rhetoric, History, and Meaning," *Journal of Consumer Research*, 33 (1), 82–90.
- Olsen, G. Douglas and John W. Pracejus (2004), "Integration of Positive and Negative Affective Stimuli," *Journal of Consumer Psychology*, 14 (4), 374–384.
- Pracejus, John W. and G. Douglas Olsen (2004), "The Role of Brand/Cause Fit in the Effectiveness of Cause-Related Marketing Campaigns," *Journal of Business Research*, 57 (6), 635–640.
- Olsen, G. Douglas, John W. Pracejus, and Norman Brown (2003), "When Profit Equals Price: Consumer Confusion about Donation Amounts in Cause Related Marketing," *Journal of Public Policy & Marketing*, 22 (2), 170–180.
- Pracejus, John W., G. Douglas Olsen, and Norman Brown (2003), "On the Prevalence and Impact of Vague Quantifiers in the Advertising of Cause Related Marketing," *Journal of Advertising*, 32 (4), 19–28.
- Olsen, G. Douglas (2002), "Salient Stimuli in Advertising: The Effect of Contrast Interval Length and Type on Recall," *Journal of Experimental Psychology: Applied*, 8 (3), 168–179.
- Olsen, G. Douglas (1997), "The Impact of Interstimulus Interval and Background Silence on Recall," *Journal of Consumer Research*, 23 (4), 295–304.
- Olsen, G. Douglas (1995), "Creating the Contrast: The Influence of the Presence and Position of Silence on Information Recall and Attribute Importance," *Journal of Advertising*, 24 (4), 29–44.
- Olsen, G. Douglas (1994), "The Sounds of Silence: The Use and Influence of Silence in Television Advertising," *Journal of Advertising Research*, 34 (5), 89–95.
- Olsen, G. Douglas (1994), "Enhancing Learning in Consumer Behavior by Incorporating Course Material into Radio Scripts," *Journal of Marketing Education*, 16 (1), 59–64.

Conference Proceedings

- Olsen, G. Douglas (1993), "The Influence of Method of Deal Expression on Deal Attractiveness and Behavioral Intentions," *Proceedings of the Administrative Sciences Association of Canada Annual Conference*, June, 221–231.

Olsen, G. Douglas (1990), "A New Method to Study Outcomes of Judgment and Choice Processes," in *Proceedings of the Annual Conference of the Administrative Sciences Association of Canada, Marketing Division*, J. Liefeld, ed., Whistler, British Columbia, June, 259–265.

Conference Presentations

Olsen, G. Douglas and John W. Pracejus (2020), "Understanding Social and Interpersonal Influences on the Desire for Surprise Gifts," American Marketing Association Winter Conference, San Diego, California, February.

Olsen, G. Douglas and John W. Pracejus (2019), "'Surprise Me!': Understanding Social and Interpersonal Influences on the Desire for Surprise Gifts," INFORMS Marketing Science Conference, Rome, Italy, June.

Olsen, G. Douglas and John W. Pracejus (2019), "'Surprise Me!': Understanding Some of the Social and Interpersonal Influences on the Desire for Surprise Gifts," La Londe Conference on Consumer Behavior, La Londe, France, June.

Olsen, G. Douglas and John W. Pracejus (2019), "Collaborative Advertising: Allowing Consumers to Directly Customize Messages Leads to Better Outcomes for the Brands," La Londe Conference on Consumer Behavior, La Londe, France, June.

Olsen, G. Douglas and John W. Pracejus (2018), "How Surprise Can Lead to Customer Delight in a Retail Context," 25th International Conference on Recent Advances in Retailing and Consumer Services Science, Funchal, Madeira, Portugal, July.

Wang, Helen Si, Mary Jo Bitner, Amy Ostrom, and G. Douglas Olsen (2014), "Dynamics of Customer Participation in Service Conversations," American Marketing Association Winter Conference, Orlando, Florida.

Chowdhury, Rafi, G. Douglas Olsen, and John W. Pracejus (2009), "How Many Pictures Should Your Print Ad Have? The Effects of Increasing the Number of Images in Print Advertisements on Affective and Cognitive Resources," La Londe Consumer Behavior and Communication Conference, La Londe, France.

Olsen, G. Douglas, Christopher Lynch, and Jennifer Argo (2007), "Hurting Those We Love the Most: The Negative Impact of Self Comparative Advertising," European Association for Consumer Research Conference, Milan, Italy.

Chowdhury, Rafi, G. Douglas Olsen, and John W. Pracejus (2005), "Integration of Same and Oppositely Valenced Affective Stimuli Under Simultaneous Presentation Conditions," Sixth International Seminar on Marketing Communications and Consumer Behavior, La Londe, France.

Chowdhury, Rafi, Adam Finn, and G. Douglas Olsen (2005), "Investigating the Simultaneous Presentation of Advertising and TV Programming," Administrative Sciences Association of Canada Annual Conference, Toronto, Ontario.

Chowdhury, Rafi, Adam Finn, and G. Douglas Olsen (2004), "Investigating the Simultaneous Presentation of Advertising and Television Programming," INFORMS Conference, Banff, Alberta.

Chowdhury, Rafi, G. Douglas Olsen, John W. Pracejus, and Moira Mireault (2004), "Integration of Oppositely Valenced Affective Stimuli," Association for Consumer Research Annual Conference, Portland, Oregon.

Pracejus, John W. and G. Douglas Olsen (2003), "On the Prevalence and Impact of Vague Quantifiers in Cause Related Marketing," Fifth International Seminar on Marketing Communications and Consumer Behavior, La Londe, France.

- Pracejus, John W. and G. Douglas Olsen (2002), "Brand Fit in Cause Related Marketing," Association for Consumer Research Annual Conference, Atlanta, Georgia.
- Olsen, G. Douglas and John W. Pracejus (2002), "Donation Amounts in Cause Related Marketing: An Assessment of the Potential for Consumer Deception Under Estimable, Calculable and Abstract Formats," Association for Consumer Research Annual Conference, Atlanta, Georgia.
- Pracejus, John W., G. Douglas Olsen, and Thomas C. O'Guinn (2002), "Nothing Is Something: A Figure of Commercial Speech," Association for Consumer Research Annual Conference, Atlanta, Georgia.
- Olsen, G. Douglas and John W. Pracejus (2002), "Donation Amounts in Cause Related Marketing: An Assessment of the Potential for Consumer Deception Under Estimable, Calculable and Abstract Formats," Marketing Science Conference, Edmonton, Alberta.
- Olsen, G. Douglas and John W. Pracejus (2002), "Objectives and Factors Moderating the Success of White-Space in Print Advertising: A Survey of Advertising Agency Creative Directors," European Marketing Academy Annual Conference, Spain.
- Olsen, G. Douglas and Richard D. Johnson (2001), "The Impact of Background Lyrics on Recall and Recognition of Concurrently Presented Verbal Information in an Advertising Context," Association for Consumer Research Annual Conference, Austin, Texas, October.
- Olsen, G. Douglas (2001), "The Impact of Contrast Interval Length and Type on Information Retention: Are Silence and Music Equivalent?" European Association for Consumer Research Conference, Berlin, Germany.
- Pracejus, John W. and G. Douglas Olsen (2001), "The Importance of Brand Fit in Cause Related Marketing," European Association for Consumer Research Conference, Berlin, Germany.
- Pracejus, John W. and G. Douglas Olsen (2001), "The Role of Brand/Cause Fit in the Effectiveness of Cause Related Marketing Campaigns," Fourth International Seminar on Marketing Communications and Consumer Behavior, La Londe, France.
- Olsen, G. Douglas (1999), "Attention and Habituation in the Auditory Domain," Association for Consumer Research Annual Conference, Columbus, Ohio, October.
- Olsen, G. Douglas, Joffre Swait, Richard D. Johnson, and Jordan J. Louviere (1997), "Predictive Abilities of Judgment and Choice When Models are Not Guaranteed to be Robust," Association for Consumer Research Annual Conference, Denver, Colorado.
- Olsen, G. Douglas and D. Todd Ferguson (1996), "Question Classification and Use in Current Advertising Practice," Administrative Sciences Association of Canada Annual Conference, Montreal, Quebec.
- Olsen, G. Douglas (1995), "The Inter-Stimulus Interval: Can You Have Too Much of a Good Thing?" Association for Consumer Research Annual Conference, Minneapolis, Minnesota.
- Olsen, G. Douglas and Joffre Swait (1994), "The Importance of Nothing: Selected Findings," American Marketing Association Summer Educators' Conference, San Francisco, California.
- Olsen, G. Douglas (1994), "The Influence of Silence on Information Recall," Administrative Sciences Association of Canada Annual Conference, Halifax, Nova Scotia.
- Olsen, G. Douglas and Joffre Swait (1993), "The Influence of Method of Deal Expression on Choice and Quantity Decisions," Marketing Science Conference, St. Louis, Missouri.
- Olsen, G. Douglas and Richard D. Johnson (1992), "The Influence of Search and a Nonpurchase Alternative on Judgment and Choice Tasks," ORSA/TIMS Conference, Orlando, Florida.

- Olsen, G. Douglas and Richard D. Johnson (1992), “The Influence of a Nonpurchase Alternative on Judgment and Choice Conjoint Tasks,” American Marketing Association Summer Educators’ Conference, Chicago, Illinois.
- Olsen, G. Douglas, Richard D. Johnson, and Jordan J. Louviere (1991), “Predictive Validity of Choice and Judgment Tasks in Marketing Research,” Marketing Science Conference, Delaware.
- Olsen, G. Douglas and Mukesh Bhargava (1991), “Abstraction and the Use of Attribute Information by Consumers,” Marketing Science Conference, Delaware.
- Olsen, G. Douglas and Mukesh Bhargava (1991), “What Information are Consumers Abstracting from the Market Place to Use in Retail Decisions?” Administrative Sciences Association of Canada Annual Conference, Niagara Falls, Ontario.
- Olsen, G. Douglas and Richard D. Johnson (1991), “Robustness of Judgments and Choices for Different Presentation Formats,” Society for Judgment and Decision Making Annual Meeting, San Francisco, California.
- Olsen, G. Douglas, Richard D. Johnson, and Jordan J. Louviere (1990), “Are Order and Practice Effects Task Dependent?” Marketing Science Conference, Champaign-Urbana, Illinois.

TEACHING

Courses Taught at W.P. Carey – Standard

- WPC 150 – Business and Society (3 Modules Related to Marketing)
- MKT 302 – Applied Marketing Management and Leadership
- MKT 352 – Marketing Research (Taught In-Person and Created Online Version)
- MKT 432 – Consumer Behavior
- MKT 502 – Marketing Management (EMBA, Full-Time, Evening and Online)
- MKT 550 – Product and Service Innovation
- MKT 561 – Customer Centric Research and Innovation
- MKT 562 – Advanced Analytics for Marketing Decisions (Created/Taught Online Version)
- MKT 590 – Business Plan Creation
- MKT 591 – MBA Consulting Projects Course

Supplementary Teaching Activities

adidas Global Sales Academy, Creator/Instructor, Course 2: adidas Advanced Digital-Accelerating Your Digital Business, 2020–2023.

adidas Global Sales Academy, Creator/Instructor, Course 1: adidas – Planning Your Digital Business, February–March, 2020–Present. This course was the recipient of five Brandon Hall Awards:

- 2021, Gold, Best Advances in Competencies and Skill Development;
- 2021, Gold, Best Unique or Innovative Learning and Development Program;
- 2021, Gold, Best Unique or Innovative Sales Training Program;

- 2022, Gold, Best Use of Blended Learning; and,
- 2022, Gold, Best Program for Sales Training and Performance.

AZNext Early Career Leadership (W.P. Carey Custom Course), “Marketing,” April 2023.

Center for Services Leadership, Service Process and Innovation Sprint Program, “Creating Change,” offered twice annually, September 2021 to 2024.

W.P. Carey, Purdue University & Agricultural Retailers Association, “Visualize Your Service Process and Delivery from the Customers’ Point of View,” Tempe, AZ, offered annually, January, 2020–Present.

NexTraq, “Innovation and Service Excellence,” Atlanta, GA, January, 2020.

Center for Services Leadership, Strategic Service Institute, Faculty Director and Presenter, 2011–2020.

Thunderbird School of Global Management, Executive Education, Small Business Leadership Academy, “Delivering Service Excellence,” 2012–2022.

Center for Services Leadership, Honeywell Customer Program, Course Creator/Instructor/Team Coordinator, “101 – Foundations of Service Excellence,” offered multiple times per year, 2017–2019.

Center for Services Leadership, Honeywell Customer Program, Course Creator/Instructor/Team Coordinator, “102 – Delivering Service Excellence,” offered multiple times per year, 2017–2019.

Center for Services Leadership, Honeywell Customer Program, Course Creator/Instructor/Team Coordinator, “103 – Voice of the Customer,” offered multiple times per year, 2017–2019.

Center for Services Leadership, Honeywell Customer Program, Course Creator/Instructor/Team Coordinator, “104 – Blueprinting Service Experiences,” offered multiple times per year, 2017–2019.

adidas Sales OPS Program, ASU President’s Office, “Creating Change,” February, 2019.

adidas GHIPO Program, ASU President’s Office, “Expanding on Service Innovation,” October, 2018.

Cobham Aerospace. “A Toolset for Launching an Innovative New Product.” January, 2018.

ASU Libraries Annual Meeting, “Making Innovative Ideas Work,” In conjunction with Amy Ostrom, May, 2018.

EDGE Program for Schultz Family Foundation, SME and Script Writer for 10 modules (Foundations of Customer Service; Not All Customers Are The Same; Active Listening; Developing a Professional Image; Working On A Team; Time Management; Goal Setting; Dealing With Difficult Situations; Budget and Finance Basics; Managing Income and Assets). Program targeting at-risk youth. Completed, June, 2018.

Society of Psychologists in Management (SPIM). Factors Underpinning Change. Scottsdale, AZ, February 2017.

SCORE Annual Board Meeting, Service Excellence and Innovation, Unpaid presentation. Washington, DC, February 2017.

STORE Capital Inside Track Forum, Creating Change that Works, Scottsdale, AZ. February 2017.

PetSmart Corporate Education Retreat, “Creating Change,” Tempe, AZ. Not a paid presentation. April 2017.

CASE Conference for Higher Education, Creating Change in Educational Contexts, Phoenix, AZ. November 2017.

Bulthaup Kitchen Design, Factors Impacting the Impact of Marketing Efforts and the Resonance of Your Brand, April 2015, Tempe, AZ.

Boeing Aerospace, Developing and Delivering Exceptional Service, March 18, 2015, in St. Louis, MO as part of CSL initiative.

Alliance Residential Executive Development, Delivering an Exceptional Customer Experience, February 2015, Phoenix, AZ.

Insight Executive Development, Delivering Exceptional Service, November 2014, Phoenix, AZ.

Center for Executive and Professional Development, Service Leadership and Branding, Customized for the City of Avondale. Fall 2013, Avondale, AZ.

Center for Executive and Professional Development, Leading Innovation Success Spring 2013, Tempe, AZ.

CSL, Honeywell Service on the Front-Lines Program, Course 6 (Business to Business Marketing) - 8 offerings, 2012–2013.

CSL, Honeywell Service on the Front-Lines Program, Course 8 (Voice of the Customer) - 8 offerings, 2012–2013.

East Valley Business Group, Overcoming Barriers to Growth, November, 2013, Mesa, AZ.

Marketing Strategy Course, Alberta Executive MBA Program, 2000–2008.

Public Policy and Communication, Senior Executive Development Program, Government of Alberta - University of Alberta, School of Business, Center for Executive Development, 2000–2007. Taught in Conjunction with Dr. Michael Percy (2000) and Dr. Ian Montgomerie (2001–2008).

Public Policy and Communication, Management Development Program, Government of Alberta - University of Alberta, School of Business, Center for Executive Development, 2000–2007.

Marketing Strategy, Management Fundamentals Program, University of Alberta, School of Business, Center for Executive Development, 2003–2008.

Marketing Strategy, CEP Program, University of Alberta, School of Business, Center for Executive Development, 2002. Taught in Conjunction with Dr. Paul Messinger.

ACADEMIC SERVICE

Co-Chair (along with Dr. Christopher Lee), Clinical Professor Search Committee, 2022–2023.

Departmental Representative, W. P. Carey DEI Committee (2021–2024). Met on a monthly basis to discuss and make recommendations regarding DEI initiatives impacting faculty, staff and students.

Interim Chair, Department of Marketing, January 2021 – June 2022. Engaged in all activities related to chair of the department including: Biweekly administrative meetings (Chairs, Faculty Council);

Hiring and onboarding of faculty and staff; Annual performance reviews and coordination of promotions within the department; Oversight of programs at the undergraduate, Masters and Ph.D. level, scheduling of courses and coordination of assessment; Administration of budget, involving policy setting and approval regarding research funding, travel requests, facilities and overall operating expenses; Strategic planning.

Member, Administrative Council, 2016–2017; 2020–2022.

Associate Chair, Department of Marketing, August, 2018 – December, 2020. Assisted the Department Chair with administrative tasks, including course coordination, peer-teaching evaluations, course over-rides, undergraduate student petitions and advice regarding department related activities.

Academic Consultant for University Development Institute, Zayed University (Dubai), 2021. Developed two key reports related to: (1) employee engagement, and (2) KPI development.

Chair, Faculty Council of W. P. Carey School of Business, 2016–2017; 2020. Committee typically meets on a monthly basis to evaluate changes put forward to programs offered by W. P. Carey at the undergraduate and graduate level. The committee also comments on more general faculty related business, including applications to the W. P. Carey Hall of Fame.

Co-Chair (along with Dr. Andrea Morales), Consumer Behavior Faculty Search Committee, 2018.

Co-Chair (along with Dr. Michael Wiles), Service Faculty Search Committee, 2018–2019.

Director, Strategic Management and Service Leadership (SMSL) Specialization, MBA Program, 2012–2017. This position liaised with the MBA Office, Department of Marketing, Center for Services Leadership and MBA Students to offer a cutting-edge degree offering. The following initiatives were undertaken in an effort to evaluate and strengthen the program: (1) review of marketing specializations and course offerings at over 50 MBA programs across North America to assess the competitiveness of the program and sufficiency of course offerings; (2) review of existing courses offered at ASU both within the Department of Marketing and the MBA Program more broadly in an attempt to figure out areas of synergy, overlap and bolstering; (3) development of a revised curriculum that would fit with the Graduate Program Office “Future Forward” MBA initiative; and, (4) the redevelopment of a handbook for the program outlining key personnel, faculty, course sequencing, CSL involvement and bios of students (first and second year).

Faculty Director, Services Leadership Institute/Strategic Service Institute (2011–2020). The position acted in a consultative capacity regarding program content and then coordinated/integrated the material presented by the speakers. From 2012 to 2017, this also involved presenting course material. The program underwent a major revision, and the new 5-day program was developed into two connected but independent modules: (1) Service Management – to provide the foundational content; and, (2) Advanced Service Leadership. The revision involved major consultations with stakeholders as well as internal coordination of personnel.

Academic Director, Honeywell Leadership Academy, 2016–2020.

Academic Director of Online Programs for CSL, 2016–2019.

Member/Ad Hoc Chair of Master's Standards Committee, 2011–2017. W.P. Carey School of Business, Arizona State University. Committee evaluates student appeals, often involving removal from the

program. Committee also evaluates nominations/applications for teaching awards at the Master's level.

Member, Faculty Council of W. P. Carey School of Business (2011–2016).

Faculty Presenter, W.P. Carey MBA Open House, 2013–2019.

Member, University Undergraduate Standards Committee, 2012–2017.

Member and Chair, Department of Marketing, Performance Review Committee, 2009, 2011–2020; 2023–Present.

Senator, Arizona State University Senate, 2008–2012.

Host and Committee Member, Higher Learning Commission Reaccreditation, 2012–2013.

Mentor, Obama Scholarships Program at Arizona State University, 2009–2011.

Associate Dean – MBA Programs, University of Alberta, School of Business, 2005–2008.

Director, Business Teaching Development Program, University of Alberta, School of Business, 2005–2008.

Chair, Graduate Students Policy Committee, University of Alberta, School of Business, 2005–2008.

Member, School of Business Executive Committee, University of Alberta, School of Business, 1999, 2005–2008.

Member, Faculty Evaluation Committee, University of Alberta, School of Business, 2005.

Director, Technology Commercialization Specialization, MBA Program, University of Alberta, School of Business, 2005–2006.

University Faculty Representative, Alumni Association, University of Alberta, 2002–2006.

Member, Ethics Review Board, School of Business, University of Alberta, 1999–2005.

Coordinator, Research Participation Program, School of Business, University of Alberta, 2000–2005.

Member, Department of Marketing, Business Economics and Law, Chair Selection Committee, University of Alberta, 2001 & 2004.

Member, Professional Development Programs Committee, Faculty of Business, University of Alberta, 1999–2002.

Consultant, MBA Program Development, School of Business, University of Alberta, 2001.

Member, Executive Committee, Faculty of Business, University of Alberta, 1999–2000.

Committee Member, Dean's Research Advisory Committee, University of Calgary, 1993–1998.

Committee Member, Faculty of Management Appeals Committee, University of Calgary, 1995–1997.

Faculty Chair, United Way Campaign, University of Calgary, 1994–1996.

Committee Member, Information Resources and Services Committee, University of Calgary, 1993–1994.

Committee Member, Network User's Group, University of Calgary, 1993–1994.

EMPLOYMENT HISTORY

Principal Consultant, Novetics, 2020–Present.

Interim Department Chair, Department of Marketing, W.P. Carey School of Business, Arizona State University, 2021–2022.

Associate Professor, Department of Marketing, W.P. Carey School of Business, Arizona State University, 2008–Present.

Associate Dean – MBA Programs, Department of Marketing, Business Economics and Law, Faculty of Business, University of Alberta, 2005–2008.

Associate Professor, Department of Marketing, Business Economics and Law, Faculty of Business, University of Alberta, 2004–2008.

Assistant Professor, Department of Marketing, Business Economics and Law, Faculty of Business, University of Alberta, 1998–2004.

Director of Advanced Statistical Analysis, The Advisory Group (Calgary), 1995–2000.

Consultant, G. Douglas Olsen Corp. (Marketing Research), 1992–2003.

Area Chair, Marketing Area, Faculty of Management, The University of Calgary, 1996–1998.

Associate Professor, Marketing Area, Faculty of Management, The University of Calgary, 1995–1998.

Assistant Professor, Marketing Area, Faculty of Management, The University of Calgary, 1992–1995.