

# SHERI L. LAMBERT

Department of Marketing and Supply Chain Management  
Fox School of Business | Temple University  
Philadelphia, PA 19122  
[www.fox.edu/sheri-lambert](http://www.fox.edu/sheri-lambert)  
e: [sheri.lambert@temple.edu](mailto:sheri.lambert@temple.edu) • t: 610.563.1059

## EDUCATION

MBA Ross School of Business, The University of Michigan, Ann Arbor, MI (1999)  
B.Sc Industrial Engineering (BSIE), Purdue University, West Lafayette, IN (1988)

## ACADEMIC EMPLOYMENT

Managing Director, The Fox Center for Executive Education (2020-present)  
Academic Director, MS in Marketing Research & Analytics (2019-present)  
Assistant Professor of Practice in Marketing, MSCM-Fox School of Business (2017-present)

## AWARDS & HONORS

Excellence in Case-Based Research (2021)  
Andrisani-Frank Undergraduate Teaching Award, Fox School of Business, Temple University (2021)  
MSCM Department Service Award (2021)  
Crystal Apple Undergraduate Teaching Award (2019)  
Excellence in Teaching Award-MSCM Department (2019)  
Paynter, Isabel, Unsolicited Student Letter to Temple News, (May 7, 2019) *Dear Professor*. Retrieved from <https://temple-news.com/letter-dear-sheri-lambert/>  
Great Teacher Award Nominee, Temple University (2021)  
Fox and STHM *Impact Award Nominee- Making a Difference: Bringing Real World into the Classroom* (2019)

## RELEVANT NON-TEACHING ACTIVITY

Fox Center for Executive Education, Managing Director, Temple University (Sept 2020 to present)  
American Marketing Association (AMA) Collegiate Chapter, Faculty Advisor, Temple University (July 2020 to present)  
MS-Market Research & Analytics, Academic Director, Temple University (Sept 2019 to present)  
Fox Management & Business Review (MBR) Committee, Reviewer (January 2021 to present).  
MSMR-Industry Advisory Board (Oct 2019 to present)  
MSMR-Industry Expert Guest Lecture Series (Aug 2019 to present)  
Faculty Development in International Business (FDIB) Program, Advisory Board Member (Sept 2020 to June 2021)

## PREVIOUS ACADEMIC APPOINTMENTS

Project Executive, Fox Management Consulting, Temple University, Philadelphia, PA	2021, 2019, 2016
Adjunct Professor, Fox School of Business, Temple University, Philadelphia, PA	2017-2018
Adjunct Professor, Department of Marketing, West Chester University, West Chester, PA	2017-2018
Adjunct Professor, Department of Marketing, La Salle University, Philadelphia, PA	2017-2018

## NON-ACADEMIC EMPLOYMENT

Consultant, Sports Poll, SSRS, Glen Mills, PA	2020-present
Consultant, Institute for Business and Information Technology (IBIT), Philadelphia, PA	Summer 2020
Consultant, SSRS, Glen Mills, PA	2018-2020
NA Board of Director / Chief Marketing Officer, Big Sofa Technologies, London, UK/Collegeville, PA	2016-2018
Managing Director US, Leger Marketing, Ft. Washington, PA	2014-2016
Executive Vice President and Global Director, Ipsos Travel & Leisure Group, Ipsos, New York, NY	2011-2014
Global EVP & Managing Director, Synovate Travel & Leisure Sector (Ipsos), Plymouth Meeting, PA	2005-2011
Managing Director, NA Transportation Sector, Kantar Group-Taylor Nelson Sofres (TNS), Horsham, PA	1998-2005
President, TNS NFO Plog Research Company, Kantar Group, Horsham, PA	1998-2000
Vice President, Automotive Division, Chilton Research Services, Radnor, PA	1995-1998
Managing Partner, Ducker Research Company, Birmingham, MI	1989-1995
Industrial Engineer, General Motors Corporation, Detroit, MI	1988-1989

## TEACHING ACTIVITY

<i>Fox School of Business, Temple University</i>	2017 to present
Consumer and Buyer Behavior (MKTG 5101, MKTG 3596)	
Digital Innovation in Product Management and Branding (DIM-MKTG 5605)	
Fox Management Consulting Practicum (BA 5388-FMC Capstone) – <i>Project Executive</i>	
Fox Without Borders (non-credit certificate for MBA students & Alumni)	
International Business (IB 2509–Global Immersion-Egypt ( <i>virtual</i> ) SP2021, Thailand SP2020)	
Marketing Management in the Enterprise (MKTG 5801-EMBA Cohort)	
Market Strategy (MKTG 4501–Capstone Class)	
<i>Fox Center for Executive Education</i>	
Digital Marketing (SP2021)	
<i>West Chester University</i>	2017, 2018
Marketing Research & Consumer Insights	
Principles of Marketing	
<i>La Salle University</i>	2017, 2018
Principles of Marketing	

## MENTORING AND ADVISING

Marketing Internship Advisor	2017-present
Directed Individual/Independent Study (graduate and undergraduate)	2019, 2020, 2021
MS-Market Research and Insights Curriculum Coordinator	2020

## RESEARCH INTERESTS

Marketing Research Innovation & Research Methods; Consumer Buyer Behavior; Digital Innovation in Marketing; Emerging Markets Strategies; Managing Innovation Across Borders; Coping Mechanisms for Working Mothers

## PUBLICATIONS

Lambert, Sheri and Lavin, Amy (2021) *Higher Education: Brand Differentiation through Engagement in Challenging Times*, Journal of Education Advancement and Marketing, Summer 2021, Vol 6, No 1, 1-11

Peterson M., Lambert S.L. (2015) *Thinking Straight about Generational Marketing: Lessons from Analyzing US Consumers' Vacationing*. In: Spotts H. (eds) *Assessing the Different Roles of Marketing Theory and Practice in the Jaws of Economic Uncertainty*. *Developments in Marketing Science: Proceedings of the Academy of Marketing Science*. Springer, Cham. [https://doi.org/10.1007/978-3-319-11845-1\\_81](https://doi.org/10.1007/978-3-319-11845-1_81)

Peterson, Mark and Lambert, Sheri L. (2003) *A Demographic Perspective on US Consumers' Out-of-Town Vacation Usage and Satisfaction with Commercial Lodging Services while on Vacation*, Journal of Travel Research, Nov 2003, Vol 42, No 2, 116-124

## **PUBLICATIONS – CASE WRITING & TEACHING MATERIALS** (Teaching Notes are indicated by the abbreviation TN)

Lambert, Sheri and Marilyn Anthony (2021) *Swoon: Mixing up the Perfect Marketing Cocktail*. London, Canada: Ivey Publishing. November, 2021

Keywords: DTC, Branding, Positioning, Product Extensions, Marketing Strategy, RTD Beverages, Female Entrepreneurs

Lambert, Sheri and Sara Honovich (2021) *Environmental Disruptions Affecting Crayola's Back-to-School Strategy*. Ivey ID: 9B21A014, TN (8B21A014). London, Canada: Ivey Publishing. May 7, 2021

Keywords: Branding, Omnichannel Transformation, BOPIS, Positioning, Marketing Strategy, Environmental Disruptions

Lambert, Sheri, Lavin, A., & Paris, D. (2021) *L'Oréal USA: Digitally Optimizing Consumer Insights*. Ivey ID: 9B21A012, TN (8B21A012). London, Canada: Ivey Publishing. April 15, 2021

Keywords: Digital-First Strategy, Consumer Insights, Marketing Research, Influencer Marketing, Brand Management

Hill, TL, Lambert, Sheri, Ready, K. (2021) *APY Art Centre Collective: Taking Indigenous Art to the City*. Ivey ID: 9B21M019, TN (8B21M019). London, Canada: Ivey Publishing. March 4, 2021

Keywords: Social Impact, Social Entrepreneurship, Digital Marketing, Growth Strategies, Indigenous Peoples

Paris, D., Wilcox, J., Lavin, A., & Lambert, S. (2019) *Opera Philadelphia: Segmentation Strategies for Changing Markets*. Ivey ID: 9B19A039, TN (8B19A039). London, Canada: Ivey Publishing. August 16, 2019

Keywords: Segmentation, Targeting and Positioning, Growth Strategies, Data-Driven Decision Making

## **BOOK CHAPTERS**

Peterson, Mark and Sheri L. Lambert, *Thinking Straight about Generational Marketing: Lessons from Analyzing US Consumers' Vacationing*. In Spotts, Harlan E. (Ed), Assessing the Different Roles of Marketing Theory and Practice in the Jaws of Economic Uncertainty, Springer Cham Publishing, 237, (2015)

## **NON-ACADEMIC PUBLICATIONS**

Reavey, Brooke and Lambert, Sheri. (2021) *A Predictable Result: Polls Were Wrong (Again), Now What?* Quirk's Marketing Research Review, March/April 2021, Vol 35, No 2, 64-64

## **SELECTED WORK IN PROGRESS**

*Incorporating Data Privacy into the Marketing Research Curriculum*, (target submission: *Journal of Marketing Education*) data collected, manuscript in preparation for submission with Brooke Reavey, PhD

*The New Face of Market Research: DIY Market Researchers*, (target submission: *Journal of Business Research*) data collection in progress, with Brooke Reavey, PhD

*L'Abode Accommodations Down Under: Agile Leadership Navigates Pandemic Threat To Business Survival* (target submission: *Ivey Publishing*), with Dennis Paris and Jennifer Fitzgerald

Keywords: Agile Leadership, Crisis Decision Making, Property Sharing Model, International, Female Founder

*Carciege: An Innovative Alternative to Car Sales*. (forthcoming: *Ivey Publishing*) London, Canada: Ivey Publishing, with Sunil Wattal and Jerry Miller (DBA '17)

Keywords: *Purchase Decision Process, Branding, Innovation, Sales Strategy, Automotive Retailing*

*Ford Resource & Engagement Center: Recovery through the Power of Networks* (forthcoming, Ivey Publishing)

Keywords: *Nonprofit Management, NGOs, Social Impact, Community Center, International, Crisis Decision Making*

*Breastcancer.org: Fundraising Challenges of a Social Enterprise in a Crowded Market* (forthcoming, Ivey Publishing), with Sara Honovich

Keywords: *Social Impact, Nonprofit Management, Website Monetization, Breast Cancer, Online Community, Fundraising*

*Strategic Management at AcademyOne: Growth to an Exit Strategy* (target submission: Ivey Publishing)

Keywords: *Valuation, Strategy Management, Sales Development, Sales Strategy, Entrepreneurship, EduTech*

*J.Crew: Are Americans Ready to Dress Down?* (target submission: Ivey Publishing)

Keywords: *Consumer Insights, Market Research, Product Expansion, Retail Apparel, Athleisure*

## **JOURNAL AND CASE REVIEWING**

Reviewer for *Fox Management & Business Review (MBR)*. Peer review of abstracts, articles and nanopublications on topics related to Marketing. (January 2021 to present)

Reviewer for *2021 Fox International Business Case Writing Competition*, Translational Research Center at the Fox School Business. Sponsored by Ivey Publishing, Temple Center for International Business Education and Research (CIBER) and Innovation & Entrepreneurship Institute. (October 2021)

Reviewer for case submissions for *North American Case Research Association (NACRA)* annual conference. (2020, 2021)

## **PRESENTATIONS AND PANEL DISCUSSIONS**

Panelist, *Breastcancer.org: Fundraising Challenges of a Social Enterprise in a Crowded Market*, NACRA 2021 Annual Conference, Case Presented, Social Impact and Sustainability Track (Online), with S. Honovich, October 2021

Panelist, *FREC: Recovery Through the Power of Networks*, NACRA 2021 Annual Conference, Case Presented, Social Impact and Sustainability Track (Online), October 2021

*The New Modern Marketing Researcher: The DIY Platform User*, American Marketing Association (AMA), Training Workshop (Webinar) June 4, 2021 [with 400 in attendance]

Panelist, *APY Indigenous Art Centre Collective Case on Digital Marketing Strategy and the Ecosystem*, Manuscript ID NACRA-100-2020, NACRA 2020 Annual Conference, Case Presented, Social Impact and Sustainability Track (Online), with TL Hill and K. Ready, October 2020

Panelist, *Small Business—Obstacles & Pitfalls Facing Brick and Mortars*, Temple University SBDC | Fox School of Business, with East Passyunk Business Improvement District, Panel Discussion (Philadelphia, PA), October 2019

Panelist, *2020 Vision-Seeing the Future of Video More Clearly*, Philadelphia Interactive Marketing Association (PhIMA), Panel Discussion (Philadelphia, PA), May 2019

*Seeing is Believing-When Technology Makes Meaning Out of Actions*. MRMW North America-The Conference for Marketing Research. The Rise of Digital Disruption (Chicago, IL), April 2017

*Incorporating Innovative Methodological Techniques, Coupled with Best Practices, for Research Around the Globe*. 69<sup>th</sup> WIN/Gallup International Annual Conference (Marrakech, Morocco), May 2016

Conference Paper, Peterson, Mark and Sheri L Lambert, *Thinking Straight about Generational Marketing: Lessons from Analyzing US Consumers' Vacationing*, Proceedings of the Academy of Marketing Science. Springer, Cham. [https://doi.org/10.1007/978-3-319-11845-1\\_81](https://doi.org/10.1007/978-3-319-11845-1_81), (Indianapolis, IN), October 2014

*5 Top Practices to Improve Loyalty in Travel, Hospitality and Retail*. Discover Insights in Big Customer Data, VoC Fusion Conference (Las Vegas, NV), May 2013

## INVITED TALKS, EDITORIAL AND MEDIA MENTIONS

*Black Friday 2021: Walmart, Best Buy, Target, Amazon offer deals, sales for Holiday Shopping*, California News Times (November 19, 2021), <https://californianewstimes.com/black-friday-2021-walmart-best-buy-target-amazon-offer-deals-sales-for-holiday-shopping/597965/>

**NBC10-Philadelphia**, on-camera interview with Tracy Davidson, *Retailers and the 2021 Holiday Season* (November 16, 2021)

**Morning Rush, Newsy**, on-camera interview with Veronica de la Cruz, *Pre-Black Friday Deals in Full Swing* (November 12, 2021), clip, <https://video.snapstream.net/Play/9b39OGiDdkPIzFXJuu0SPM?accessToken=csuh2rixv7ga5>

*Black Friday could get messy this year: Here's what retail experts say to expect*, **MarketWatch**, Courtney Jespersen (November 4, 2021), [https://www.marketwatch.com/story/black-friday-could-get-messy-this-year-heres-what-retail-experts-say-to-expect-11635535768?link=MW\\_latest\\_news](https://www.marketwatch.com/story/black-friday-could-get-messy-this-year-heres-what-retail-experts-say-to-expect-11635535768?link=MW_latest_news)

*Millennial Money: Experts expect 5 things this Black Friday*, **The Washington Post**, Courtney Jespersen (October 19, 2021), [https://www.washingtonpost.com/business/millennial-money-experts-expect-5-things-this-black-friday/2021/10/19/d30942ba-30cb-11ec-8036-7db255bff176\\_story.html](https://www.washingtonpost.com/business/millennial-money-experts-expect-5-things-this-black-friday/2021/10/19/d30942ba-30cb-11ec-8036-7db255bff176_story.html)

Interviewed by **NerdWallet**, Courtney Jespersen, about Black Friday 2021, AP Newswire, *Millennial Money: Experts expect 5 things this Black Friday*, (October 19, 2021), <https://apnews.com/article/coronavirus-pandemic-business-lifestyle-health-seattle-dafbb9004487d476702c778b7fabaa1a>

Interviewed by **The Philadelphia Inquirer**, Kevin Riordan, Columnist of 'The Upside,' about nostalgia marketing, *Penfold, the storied British golf brand of James Bond fame, is getting a new swing from this Havertown dad*, (in digital, October 11, 2021, and in print, October 18, 2021), [https://www.inquirer.com/life/penfold-heart-golf-brand-revival-james-bond-philly-squash-coach-gavin-perrett-20211011.html?utm\\_medium=referral&utm\\_source=ios&utm\\_campaign=app\\_ios\\_article\\_share&utm\\_content=D43WEDINDFF57LSRJEDB7PPFFU](https://www.inquirer.com/life/penfold-heart-golf-brand-revival-james-bond-philly-squash-coach-gavin-perrett-20211011.html?utm_medium=referral&utm_source=ios&utm_campaign=app_ios_article_share&utm_content=D43WEDINDFF57LSRJEDB7PPFFU)

*Faculty Face-Off: The Cost of the Educated Consumer*, with Subodha Kumar, **Fox Focus Magazine**, The Transformation Issue, in print and digital (Spring 2021), pg 12-15, <https://online.fliphtml5.com/actmp/tnim/#p=16>

Interviewed by Fox Newsroom, Temple University, Josh Kelly, *No back seats in the virtual classroom: Building the brand of online learning* (Aug 25, 2021), <https://www.fox.temple.edu/posts/2021/08/no-back-seats-in-the-virtual-classroom-building-the-brand-of-online-learning/>

*Back to the Classroom: Lessons from the Virtual World* (July 21, 2021) [Temple News](#)

Interviewed by **The Philadelphia Inquirer**, Christian Hetrick, Staff Writer, about pandemic fatigue and consumer spending, *Philly consumers' spending goes up as pandemic recedes*, (June 1, 2021), <https://www.inquirer.com/business/philadelphia-reopening-consumer-spending-opentable-reservations-20210601.html>

*Agile Leaders keep the conversation moving forward for future generations* (March 8, 2021) [Temple News](#)

*New Fox case study details L'Oréal's decision to be 'In the Moment'* (March 3, 2021) [Temple News](#)

*The Target Dress Challenge Sparks Conversation and Sales*, interviewed by **Forbes**, Marcia Layton Turner, Contributor, about viral marketing, (February 26, 2021), <https://www.forbes.com/sites/marciaturner/2021/02/26/the-target-dress-challenge-sparks-conversation-and-sales/>

*Valentine's Spending in the Shadow of a Pandemic*, cited as an Industry Expert, **The WalletHub** (February 2, 2021), [https://wallethub.com/edu/best-and-worst-cities-for-valentines-day/10056#expert=Sheri\\_L.\\_Lambert](https://wallethub.com/edu/best-and-worst-cities-for-valentines-day/10056#expert=Sheri_L._Lambert)

*Build Savings, Social Media Clout by Pinching Pennies in Frugal February*, interviewed by **KYW Radio**, Entercom, Kim Glovas, Anchor/Reporter, about Frugal February, print and on air, (February 1, 2021), <https://www.radio.com/kywnewsradio/news/local/penny-pinchers-gain-social-media-clout-for-frugal-february>

*In the Middle of a Pandemic, A South Philly Couple Open an Eco-Friendly Store*, interviewed by the **Philadelphia Inquirer**, Katie Park, Reporter, about Sustainable Consumerism (Dec. 17, 2020), *The Philadelphia Inquirer*, print and digital, (Jan 4, 2021), <https://www.inquirer.com/business/retail/good-buy-supply-philadelphia-sustainability-covid-20210104.html>

*Immersed in Thailand in the time of COVID-19* (Dec 15, 2020) [Temple News](#)

*Job Market Trends for Recent Grads* (Dec 9, 2020) [ZIPPIA-The Career Expert](#)

*This year, there won't be any of the 'off the list' impulse buys, or last-minute runs to the mall on Christmas Eve, The Mercury and The Daily Local*, MediaNews Group (Nov 26, 2020), [https://www.pottsmmerc.com/business/innovation-is-the-name-of-the-game-when-it-comes-to-holiday-shopping/article\\_602e53e6-2e67-11eb-91a1-9b53119578b0.html](https://www.pottsmmerc.com/business/innovation-is-the-name-of-the-game-when-it-comes-to-holiday-shopping/article_602e53e6-2e67-11eb-91a1-9b53119578b0.html)

*As the Holidays Approach, More Consumers Turn to Online Shopping*, interviewed by **KYW Radio**, Entercom, Kim Glovas, Anchor/Reporter, about the 2020 Holiday Shopping Season and Black Friday, print and on air, (Nov 20, 2020), <https://omny.fm/shows/kywam-on-demand/as-the-holidays-approach-more-consumers-turn-to-on>

Interviewed by Fox Newsroom, Temple University, Steve Orbanek, *Innovation is the Name of the Game' this Holiday Shopping Season* (Nov 19, 2020), <https://www.fox.temple.edu/posts/2020/11/innovation-is-the-name-of-the-game-this-holiday-shopping-season/>

[Podcast] *This Holiday Shopping Season Could be Make or Break for Businesses on the Edge*. InDepth Podcast with Matt Leon, **KYW News Radio**, (Nov 19, 2020), <https://www.radio.com/kywnewsradio/podcasts/kyw-newsradio-in-depth-229/this-holiday-shopping-season-could-be-make-or-break-for-businesses-on-the-edge-350474690>

[Podcast] *Why we're likely saying 'goodbye' to Black Friday: How Consumers are putting Money where their Values are and what Businesses can do to Solve the Retail Industry's Challenges during a Global Pandemic*. **Catalyst Podcast**, Season 2, Ep 5 (Nov 2020), <https://www.fox.temple.edu/catalyst/goodbye-black-friday/>

*Immersed in Thailand in the time of COVID-19*, **Fox Focus Magazine**, The Perspectives Issue, in print and digital (Fall 2020), <https://www.fox.temple.edu/posts/2020/12/immersed-in-thailand-in-the-time-of-covid-19/>

*Engaging On-line Teaching Techniques*, Highlighted in the Professor Corner section of the Weekly Tips, Fox Online & Digital Learning Communications outreach (Oct 12 2020), <https://www.fox.temple.edu/online-digital-learning/weekly-tips/>

*TRC Provides the Bridge Between Academics and Industry*, LinkedIn (July 4, 2020), <https://www.linkedin.com/pulse/trc-provides-bridge-between-academics-industry-sheri-lambert/?published=t>

*Fans, Empty Stadiums and Ghost Games: The Continued Impact of COVID19 on Sports*, LinkedIn (May 24, 2020), <https://www.linkedin.com/pulse/fans-empty-stadiums-ghost-games-continued-impact-covid19-lambert/>

*COVID-19: Marketing in a Time of Crisis* (April 17, 2020), Temple University Center for International Business Education and Research Speaker Series, Video and LinkedIn, Ep 5 (May 2, 2020), <https://www.linkedin.com/pulse/marketing-time-crisis-sheri-lambert/>

*Educating the Next Pioneers of Market Research* (July 2, 2020) [Temple News](#)

Stilianos, Nicole, (April 30, 2019) *MSCM Launches Marketing Industry Speaker Series*, Temple News. Retrieved from <https://www.fox.temple.edu/posts/2019/04/mscm-launches-speaker-series/>

*Letter: Dear Sheri Lambert* (May 7, 2019) [Temple News](#)

*MSCM Launches Marketing Industry Speaker Series* (Apr 20, 2019) [Temple News](#)

*Costa Concordia Still Making Waves* (Mar 1, 2012) [Travel Press](#)

*Costa Cruises Accident May Cause Ripple Effect* (Mar 1, 2012) [Ipsos News](#)

*Global Survey 'Checks Out' Hotels* (Apr 27, 2009) [Travel Breaking News](#)

*Plugged-in Hotels Seen Ringing in More Guests* (Apr 16, 2009) [Reuters](#)

*Summer Travel Preview: Where You'll Want to Go This Summer* (May 1, 2006) [NBC News](#)

*Summer Travel Preview 2006* (Apr 7, 2006) [Forbes](#)

*Chinese Travelers are a Market Force to be Reckoned With* (Sep 29, 2005) [Business Wire](#)

*Does Technology Change Americans' Travel Options?* (Sep 6, 2005) [The Free Library](#)

## ACADEMIC TALKS, HOSTED WEBINARS & WORKSHOPS

*Who are DIY marketing researchers? A close look at the do-it-yourself marketing research segment and predominant trends within*, with Brooke Reavey, PhD., American Marketing Association (AMA) Marketing News, May 27, 2021, <https://www.ama.org/marketing-news/who-are-diy-marketing-researchers/>

ProfessionOWLS Mentor Workshops for the Temple University Alumni Association (March 26, 2021)

*Top 5 Marketing Strategies to Implement during COVID*, Fox PMBA, Industry Lunch & Learn Webinar (Oct 20, 2020)

Javeriana University, Bogotá, Colombia, *Marketing in Times of a Crisis* (Sept 30, 2020)

LaSalle University, *Marketing Research in Today's World* (Oct 2017)

Drexel University, *Effective Marketing Research: More than Numbers* (Apr 2017)

DeSales University, *Is any PR good PR? A Case in the Cruise Industry* (Apr 2014)

Skidmore College, *Why Focus on Market Research as a Career* (March 2003)

## FUNDS RAISED & GRANTS RECEIVED

*Fox Executive Education Fees*. Took over management in September 2020. Stabilized relationships with clients and faculty. Helped to secure new contracts for \$160,000 (out of a total of \$240,000) for AY 2020-2021. Strategic plan (AY 2021-22) submitted and approved, September 2021.

## EXECUTIVE EDUCATION AND PROFESSIONAL ACTIVITIES

Association of National Advertisers (ANA) Educational Foundation's Visiting Professor Program, June 2021

Moderator, "Data, Ethics and the Future of Work in the Digital Global Economy," Fireside Chat Recordings with Industry Experts from Amazon, Vodafone, Palantir and RedArc, Faculty Development for International Business (FDIB) – Virtual Program, May/June 2021

Digital Marketing & Data Visualization Workshop for marketing executives. With Amy Lavin, Greg Ebbecke and Bill Kitsch. On-line. June 2021

Faculty Development for International Business (FDIB) research trip to Flinders University, Adelaide, Australia. July 2019

## OTHER SCHOLARLY, UNIVERSITY SERVICE & PROFESSIONAL ACTIVITIES

Lecturer, Fox Without Borders, Egypt & MENA virtual seminar, Fox Global Programs	Fall 2021
Managing Director, <i>Center for Fox Executive Education</i> , Temple University	2020–present
SPO Faculty Advisor, <i>American Marketing Association (TU-AMA)</i> , Temple University	2020–present
Lead Faculty, <i>MSMR Industry Advisory Board</i> , Temple University	2019–present
Committee Member, Faculty Engagement Committee	2019–present
Academic Director, MS- Market Research & Insights	2019–present
Organizer, Industry Expert Series	2019–present
Evaluator, Annual AMA Collegiate Student Case Competition	2018, 2019
Evaluator/Judge, Annual Student Target Case Competition	2018-present

## RELEVANT ENRICHMENT, TRAINING & DEVELOPMENT

*How to provide the most helpful conference review?*, NACRA 2021: Reviewer Workshop, North American Case Research Association (NACRA), June 2021

*Returning to Campus: Strategies for Success in a Hybrid World (Professional Development Week)*, Center for the Advancement of Teaching, June 2021

*Setting Expectations*, Sales Training Workshop, Sales Evolution, June 2021

*Writing a Syllabus that Doesn't Stink*, Center for the Advancement of Teaching, Dec 2020  
*Pedagogies of Care: Equity and Inclusion in Online Classes*, Center for the Advancement of Teaching, Sept 2020  
*Asynchronous Online Teaching Institute (AOTI)*, Center for the Advancement of Teaching, August 2020  
*IRB Member-Basic Course (32 Modules)*, July 2020  
*CITI Practice Runs Training-Basic Course*, July 2020  
*CITI Good Clinical Practice-Basic Course*, July 2020  
*Faculty Enrichment Workshop-Understanding Motivation*, MS-DIM, Temple University, May 2020  
*Teaching a Writing-Intensive Course: A Workshop for Temple Faculty*, Temple University, August 2019  
*Global Immersion Faculty Workshop*, Temple University, August 2019  
 Temple University CIBE-Faculty Development in International Business (FDIB), *Understanding the International Business Environment through Innovation in Australia*, Adelaide (Flinders University) & Sydney (Western Sydney University), Australia, July 2019  
*17<sup>th</sup> Annual Faculty Conference on Teaching Excellence*, Center for the Advancement of Teaching, January 2019  
*Case Writing Workshop*, IVEY Business School/Temple University, July 2018  
*Fox Teaching Academy*, Temple University, SP2017  
*Fox Online Teaching Certificate*, Temple University, SP2020, SP2017

## OTHER ACTIVITIES AND BOARD APPOINTMENTS

Women in Business Education (WiBE), Member	2021-present
Waynesborough Woods HOA Board, Corresponding Secretary	2020-present
The Union League of Philadelphia	2018-present
UNICEF – Philadelphia Steering Committee	2017-present
Philadelphia Charity Ball, Board Member	2017-2020
Women Corporate Directors, Member	2017-2019
Big Sofa Technologies, US Board of Directors and Global PLC Board	2016-2018
Breastcancer.org, Board of Directors & Board Member Emeritus	2008-2014
Elite Companies Charitable Foundation, Board Member	2010-2015
TechFocus Research, Board of Directors	2001-2003

## EXPANDED NON-ACADEMIC WORK EXPERIENCE

<b>Big Sofa Technologies</b> , Collegeville, PA / London, United Kingdom Technology and consulting start-up firm based in the U.K. with IPO - Fall 2016 <i>Chief Marketing Officer, North America</i> <i>Member of NA Board of Directors and Global PLC Board</i>	2016-2018
<b>Leger Marketing</b> , Montreal, Canada / Ft. Washington, PA Largest Canadian-owned polling, research and strategic marketing <i>Managing Director, Leger US – Marketing &amp; Consumer Insights</i> <i>Member, Leger Executive Leadership Team</i>	2014-2016
<b>Ipsos</b> , New York, NY Second largest, survey-based market research firm in the world based in Paris. Publicly traded, with over \$1billion in turnover, and coverage in 125 countries <i>Executive Vice President, Ipsos CX &amp; Loyalty Group</i> <i>Executive Vice President and Global Director, Ipsos Travel &amp; Leisure Group</i>	2005-2014



*Executive Vice President, Travel & Leisure, Synovate  
Synovate Executive Global Team  
(Synovate part of Ipsos acquisition, 2011)*

**Taylor Nelson Sofres (TNS), Kantar Group, Horsham, PA** 1998-2005  
TNS, now part of Kantar, is one of the world's largest information companies and the world's largest custom marketing research firm based in the UK and publicly traded, with a footprint in over a 100 countries and annual revenue of \$2B  
*Managing Director, North America Automotive, Transportation, Travel & Hospitality Sector  
President of TNS NFO Plog Research Company  
Executive Director of Joint Venture with ABC-ESPN (ESPN SportsPoll)  
(Part of TNS Intersearch acquisition, 1998)*

**Chilton Research Services, Radnor, PA** 1995-1998  
*Vice President, Automotive and Transportation  
(Chilton Research acquired by TNS, 1998)*

**Ducker Research Company, Birmingham, MI** 1989-1995  
*Managing Partner, Industrial Market Research Firm*

**General Motors Corporation, Detroit, MI** 1988-1989  
*Industrial Engineer*