

# STACY LANDRETH GRAU, Ph.D.

*As of August 2022*

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## EDUCATION

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- Ph.D. Business Administration (Marketing); E. J. Ourso College of Business; Louisiana State University  
May 2002; Major: Marketing; Minor: Mass Communications; Support: Statistical Methods
- M.S. Business Administration (Marketing); E. J. Ourso College of Business; Louisiana State University  
December 1997; Major: Marketing
- B.A. University of Louisiana – Lafayette  
May 1994; Major: Journalism; Minors: Political Science & English

## PROFESSIONAL DEVELOPMENT

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Entrepreneurial Mindset Certification	2020
Stanford University’s ‘Life Design Studio’ at the Hasso Plattner School of Design	2019
‘Certificated Design Thinking’, Luma Institute	2019
Stanford University’s ‘Design Thinking Bootcamp’ at the Hasso Plattner School of Design	2015
University of Virginia’s Darden School of Business ‘Specialization in Design Thinking’	2015
IDEO University courses	2015, 2021
Google Analytics and Google Adwords Workshops	2012

## ACADEMIC EXPERIENCE

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Texas Christian University, Fort Worth, TX	
• <b>Professor of Entrepreneurship &amp; Innovation Practice; Neeley School of Business</b>	<b>2018/Present</b>
• <b>Director, Idea Factory</b>	<b>2019/Present</b>
• <b>Associate professor of medical education; TCU School of Medicine</b> (Healthcare and Human Centered Design theme lead; assistant director, Prep for Practice course)	<b>2022/Present</b>
• College Diversity Advocate; Neeley School of Business	2017/2021
• Professor of Marketing Practice; Neeley School of Business	2014/2018
◦ Faculty Director, Neeley Honors; Academic lead Neeley Fellows	2012/2016
• Associate Professor of Marketing Practice; Neeley School of Business	2008/2014
• Director, Neeley Fellows Program (Business Honors)	2012/2014
◦ Director, Business Minor Program (2008-2012)	
◦ Associate Director, Neeley Fellows Program (2008-2012)	
Texas Christian University, Fort Worth, TX	2006/2008
• Assistant Professor – Division of Strategic Communication; Schieffer School of Journalism	
University of North Texas, Denton, TX	2005/2006
• Assistant Professor of Marketing, College of Business	
Villanova University, Villanova, PA	2002/2005
• Assistant Professor of Marketing, Villanova School of Business	
Louisiana State University, Baton Rouge, LA	1998/2002
• Instructor, E. J Ourso College of Business Administration	
University of Louisiana – Lafayette, LA	2000/2001
• Instructor, B.I. Moody College of Business	

## RESEARCH AND PUBLICATIONS

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### Research Interests

Corporate social responsibility initiatives  
Innovation, creativity and design thinking  
Design for social impact (healthcare, life design)

Influencer marketing and social media  
Social impact & nonprofits  
Entrepreneurship in marginalized communities

### Book Publications

Grau, Stacy Landreth (2022) **Celebrity 2.0: The Role of Social Media Influencer Marketing in Building Brands**, Business Expert Press.

Grau, Stacy Landreth (2021) **Marketing Strategies for Nonprofit Organizations: Insights and Innovation**, Oxford Books. Second edition (first edition 2014)

Wymer, Walter and Stacy Landreth Grau (2010) **Connected Causes: Internet Marketing Strategies for Nonprofit Organizations**, Lyceum Books.

### Chapter Publications

Grau, Stacy Landreth (2021), "Using design thinking to drive human centered innovation in marketing," in *Creativity + Marketing: The Fuel for Success*, Eleanora Pantano editor, Emerald Publishing.

Bower, Amanda B. and Stacy Landreth Grau (2019, 2012), "I Know it When I See It: The Definability and Consequences of Perceived Fit in Corporate Social Responsibility Initiatives," *Advertising Theory*, Shelly Rodgers and Ester Thorson, editors.

Grau, Stacy Landreth and Susan B. Kleiser (2013) "The Heart of Organization: Developing the Nonprofit Brand," *Human Resource Management in the Nonprofit Sector: Passion and Purpose*

Social media chapter in *MKTG* (top selling introductory marketing textbook) series by Charles Lamb, Joseph Hair and Carl McDaniel; Ongoing revisions and updates for all communication related chapters

### Journal Publications (peer reviewed)

Grau, Stacy Landreth and Tracey Rockett (2022), "Creating Student-Centered Experiences: Using Design Thinking to Create Student Engagement," *Journal of Entrepreneurship* (in press).

Grau, Stacy Landreth, Susan Kleiser and Laura Bright (2019), "Exploring Social Media Addiction Among Student Millennials," *Qualitative Market Research*, 22, 2, 200-216

Logan, Kelty, Laura F. Bright, and Stacy Landreth Grau (2018), "Unfriend Me, Please!": An Examination of Social Media Fatigue Using the Theory of Rational Choice" *Journal of Marketing Theory & Practice*; 26, 4.

Bulblitz, Melissa, Jennifer Escalas, Lauren Perracchio, Landreth Grau, Anne Hamby, Mark Kay, Mark Mulder and Andrea Scott (2016) "Transformative Storytelling: A Framework for Crafting Stories for Social Change Organizations" *Journal of Public Policy & Marketing*; 35(2), 237-248

Polonsky, Michael Jay, Stacy Landreth Grau, and Sharyn McDonald (2016) "Social impact and non-profit organisations: Perspectives from non-profit and foundation managers in the United States and Australia," *Marketing Intelligence & Planning*, 34 (1), 137-158.

Zotos, Yorgos and Stacy Landreth Grau (2016) "Gender Stereotypes in Advertising: Exploring New Directions," *International Journal of Advertising*, pgs. 759-760

Grau, Stacy Landreth and Yorgos Zotos (2016), "Gender Stereotypes in advertising: a review of current research," *International Journal of Advertising*, pgs. 761-770.

- Bright, Laura F., Stacy Landreth Grau and Susan B. Kleiser (2015) "Too Much Facebook? An Exploratory Examination of Social Media Fatigue," *Computers in Human Behavior*, 44, (March), pgs. 148-155.
- Grau, Stacy Landreth and Chris Wilson (2015) "Welcome to the Real World: The Faculty-Professional Team Teaching Approach," *Journal of Advertising Education*, 19 (1).
- Folse, Judith Anne Garretson, Stacy Landreth Grau, Julie Anna Guidry and Kate Pounders (2014) "Cause Related Marketing: Does Donating Money Rather Than Products Really Matter?" *Journal of Current Issues in Research and Advertising*, 35 (1), 50-70.
- Pirsch, Julie, Stacy Landreth Grau and Michael Jay Polonsky (2013) "Lose 30 Lbs. in 30 Days: Responsible Advertising in the Weight Loss Industry," *Journal of Social Marketing*; 3 (1), 56-77.
- Bower, Amanda, Stacy Landreth Grau, Valerie Taylor (2012) "Prescription versus Over-the-Counter Medications: Are Perceptions of the Consequences of Drug Instruction Noncompliance Different?" *International Journal of Consumer Studies*; doi:10.1111/j; 1470-6431.2011.01093.x
- Polonsky, Michael Jay, Andrea Vocino, Stacy Landreth Grau and Romana Garma (2012) "The Impact of General and Carbon Related Environmental Knowledge on Attitudes and Behaviors of US Consumers," *Journal of Marketing Management*; 28, 1-2, 238-263.
- Grau, Stacy Landreth, Michael Jay Polonsky and Romana Garma (2011) "Western Consumers Understanding of Carbon Offsets and its Relationship to Behavior," *Asia Pacific Journal of Marketing and Logistics*; 23, 5.
- Amos, Clinton and Stacy Landreth Grau (2011) "Does Consumer Skepticism Negate the Effects of Visceral Cues?" *International Journal of Advertising*; 30, 4, 693-719.
- Polonsky, Michael Jay, Morgan Miles and Stacy Landreth Grau (2011) "The Managerial Implications of Carbon Management Systems: Being Prepared for Regulation" *European Business Review*; 23, 368-383.
- Grau, Stacy Landreth and Robert Akin (2011) "Experiential Learning for Non-Business Students: Student Engagement Using a Marketing Tradeshow," *Marketing Education Review*; 21, (spring), 68-78.
- Folse, Judith Anne Garretson, Ron Neidrich and Stacy Landreth Grau (2010) "Cause-Related Marketing: The Effects of Purchase Quantity and Firm Donation Amount on Consumer Inferences and Participation Intentions," *Journal of Retailing*; 86 (4), 295-309.
- Polonsky, Michael Jay, Stacy Landreth Grau and Romana Garma (2010), "The New Greenwash? Potential Marketing Problems with Carbon Offsets," *International Journal of Business Studies*; 18 (1).
- Polonsky, Michael Jay and Stacy Landreth Grau (2010), "Assessing Social Impact of Charitable Organizations – Four Alternative Approaches," *International Journal of Nonprofit and Voluntary Sector Marketing*; 14, 1-16.
- Bower, Amanda B. and Stacy Landreth Grau (2009), "Implicit Versus Explicit Third Party Endorsements: Do CSR Initiatives Imply A Nonprofit Organization Endorsement?" *Journal of Advertising*; 58 (Fall), 113-126.
- Biswas, Dipayan and Stacy Landreth Grau (2008) "Consumer Choices under Decision Framing: Loss Aversion Principles or Diminished Sensitivity to Price Differentials," *Psychology and Marketing*; 25 (5): 399-415.
- Polonsky, Michael and Stacy Landreth Grau (2008) "Evaluating the Social Value of Charitable Organizations: A Conceptual Foundation," *Journal of Macromarketing*; 28: (2): 130-140.
- Grau, Stacy Landreth (2007) "Using Blogs to Facilitate Group Communication and Collaboration: A Constructivist Learning Approach," *Journal of Advertising Education*; 11 (1), 24-32
- Grau, Stacy Landreth and Judith Anne Garretson Folse (2007) "Cause Related Marketing: The Influence of Proximity Cues and Message Framing on the Less Involved Consumer," *Journal of Advertising*; 36 (Winter), 19-34.
- Grau, Stacy Landreth, Georgina Roselli and Charles R. Taylor (2007) "Where's Tamika Catchings? A Content Analysis of Female Athlete Endorsers in Magazines," *Journal of Current Issues in Research in Advertising*; 29 (Spring), 55-65.

Grau, Stacy Landreth, Judith Anne Garretson Folse and Julie Pirsch (2007) "Cause Related Marketing: An Exploratory Study of Campaign Donation Structure Issues," *Journal of Nonprofit and Public Sector Marketing*; 18(2), 69-91.

Pirsch, Julie, Shruti Gupta and Stacy Landreth Grau (2007) "Corporate Social Responsibility: Maximizing Consumer Stakeholder Responses," *Journal of Business Ethics*; 70, 124-140.

Taylor, Charles R., Stacy Landreth and Hae-Kyong Bang (2005) "Asian Americans in Magazine Advertising: Portrayals of the "Model Minority," *Journal of Macromarketing*; 25 (December), 163-175.

Netemeyer, Richard G., Donald Williamson, Scot Burton, Dipayan Biswas, Supriya Jindal, Stacy Landreth, Gregory Mills, and Sonya Primeaux, (2002), "Psychometric Properties of Shortened Versions of the Automatic Thoughts Questionnaire," *Educational and Psychological Measurement*; 62 (1), 111-129.

Bower, Amanda B. and Stacy Landreth (2001), "Is Beauty Best? Highly Versus Normally Attractive Models in Advertising," *Journal of Advertising*; 30 (1), 1-12.

### **Non Referred Publications**

Grau, Stacy Landreth (2009) "Book Review: Digital Giving: How Technology is Changing Charity," *Journal of Nonprofit and Public Sector Marketing*; 21 (1), 108-109.

Grau, Stacy Landreth (2009) "Book Review: People to People Fundraising: Social Networking and Web 2.0 for Charities," *Journal of Nonprofit and Public Sector Marketing*; 21 (1), 110-112.

### **Work In Progress**

"The Fallout from Dropping the F-Bomb at Work: How gender impacts perceptions of, and reactions to, cursing in the workplace" with Tracey Rockett; targeted to *Organizational Behavior and Human Decision Processes*

### **Presentations and National Proceedings**

Rockett, Tracey and Stacy Landreth Grau (2022) "Building Inclusive Teams" Academy of Management Conference (Teaching & Learning), Seattle, WA.

Logan, Kelty, Laura F. Bright and Stacy Landreth Grau (2016), "Unfriend Me, Please: An examination of social media fatigue and its antecedents," Marketing EDGE Direct/Interactive Marketing Research Summit, Los Angeles, CA

Bublitz, Melissa, Jennifer Escalas, Lauren Perracchio, Landreth Grau, Anne Hamby, Mark Kay, Mark Mulder and Andrea Scott (2016) "Transformative Digital Storytelling: A Framework for Crafting Stories for Social Change Organizations"; *Association for Consumer Research Conference* (Berlin).

Grau, Stacy; Anne Hamby, Melissa Bublitz, Andrea Scott and Mark Mulder (2016) "Special Session: Stories with a Purpose: Leveraging the Art and Science of Storytelling for Social Change," *Marketing & Public Policy Conference* (San Luis Obispo, CA).

Hamby, Anne; Andrea Scott and Stacy Grau (2016), "The Substance of Stories: A Typology of Narratives based on Purpose and Outcomes," *Marketing & Public Policy Conference* (San Luis Obispo, CA)

Bublitz, Melissa; Stacy Grau and Pia Furcheim (2016), "Storytelling for the Digital Age: SIO Stories that Create Social Media Buzz," *Marketing & Public Policy Conference* (San Luis Obispo, CA)

Grau, Stacy Landreth, Laura Bright and Susan B. Kleiser (2015), "Is it time to De-Face? Using the Consumption Continuum Framework to explore social media addiction among Millennials" *American Academy of Advertising Annual Conference*, (Chicago, IL.)

Grau, Stacy Landreth and Laura Bright (2014) "So Long Don Draper? Account Planning, Big Data and Advertising and the Implications inside and outside of the classroom," special session for *American Academy of Advertising 2014*.

Grau, Stacy Landreth, Laura Bright and Susan B. Kleiser (2012), "Too Much Facebook: An Exploratory Study of Social Media Fatigue," *American Marketing Association Summer Educators Conference*

Polonsky, Michael Jay, Andrea Vocino, Stacy Landreth Grau and Romana Garma (2010) “General and Carbon Related Environmental Knowledge, Attitudes and Behavior: A Structural Equation Modeling Approach,” *American Marketing Association Summer Educators Conference*

Polonsky, Michael Jay, Stacy Landreth Grau and Romana Garma (2009), “Exploring US Consumers Understanding of Carbon Offsets,” *Academy of Marketing Sciences Conference*

Grau, Stacy Landreth, Michael Jay Polonsky and Romana Garma (2009) “Marketing Claims Regarding Carbon Offset Programs: A Comparison of U.S. and Australian Consumer Knowledge and Behavior,” *American Marketing Association Marketing and Public Policy Conference*

Amos, Clinton and Stacy Landreth Grau (2009) “Visceral Cues and Consumer Skepticism: Consumer Reaction to Weight Loss Advertising,” *American Marketing Association Marketing and Public Policy Conference* 2009.

Polonsky, Michael Jay and Stacy Landreth Grau (2008) “Social Value Measurement and Nonprofit Organizations: Preliminary Views of Nonprofit and Foundation Managers,” *Australia and New Zealand Marketing Academy Conference*

O’Neil, Julie, Paul Schrodtt and Stacy Landreth Grau (2008) “An Examination of the Linkages Among Stewardship Tactics, Relationship Outcomes and Donor Behavior in Nonprofit Organizations,” *National Communication Association Conference*

Landreth Grau, Stacy and Julie A. Pirsch (2008), “Lose 30 lbs. in 30 Days: Responsible Advertising in the Weight Loss Industry,” *American Marketing Association Marketing and Public Policy Conference*

Landreth Grau, Stacy and Michael Jay Polonsky (2006) “How is Social Impact Measured in the Nonprofit Sector? A Preliminary Review of Approaches,” *American Marketing Association Marketing and Public Policy Conference*.

Garretson, Judith A. and Stacy Landreth (2005) “Cause Related Marketing: Consumer Effort and Firm Donation Type,” *American Marketing Association Marketing and Public Policy Conference*.

Polonsky, Michael Jay and Stacy Landreth (2005) “Evaluating Good Works: The Social Impact of Nonprofit Organizations,” *American Marketing Association Marketing and Public Policy Conference*.

Landreth, Stacy, Julie Pirsch and Judith Garretson (2004) “Cause Related Marketing Campaign Donation Structures: Maximizing Firm Benefit and Minimizing Consumer Mistrust,” *American Marketing Association Marketing and Public Policy Conference*.

Pirsch, Julie, Shruti Gupta and Stacy Landreth (2004) “The Strategic Role of Corporate Social Responsibility Programs in Generating Customer Loyalty and Brand Trial,” *American Marketing Association Summer Educators Conference. Selected as Best Paper in the Marketing and Society Track*

Bower, Amanda and Stacy Landreth (2002) “Prescription versus Over-the-Counter Medications: Are Perceptions of the Consequences of Drug Instruction Noncompliance Different?” *Society for Marketing Advances Conference*.

Biswas, Dipayan and Stacy Landreth (2002) “Product Option Choices Under Decision Framing: The Moderating Effects of Additional Product Information,” *Academy of Marketing Science Conference*

Landreth, Stacy and Amanda Bower (2002) “Implied Seals of Approval and Cause Related Marketing: Implications for Public Policy,” *American Marketing Association Marketing and Public Policy Conference*.

Landreth, Stacy (2002) “The Effect of Corporate Philanthropy and Negative Products on Consumer Evaluations: Does the Good Outweigh the Bad?” *American Marketing Association Winter Educators Conference*.

Landreth, Stacy and Supriya Jindal (2001), “Negative Events and the Endorser: When the Tables are Turned,” *Society for Marketing Advances Conference*, Selected as Best Student Paper in Consumer Behavior and Advertising Track.

## TEACHING

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### **Teaching Honors**

- Neeley Alumni Professor of the Year Award, Neeley School of Business, 2018
- Nominated for Dean's Teaching Award, Neeley School of Business, 2016
- Innovation in Curriculum Award, Neeley School of Business Spring 2016
- Outstanding Fellows Faculty Award, Neeley School of Business Spring 2015
- Outstanding Undergraduate Teacher – Non-Tenure Track Faculty, Neeley School of Business Spring 2012
- Outstanding Fellows Faculty Award, Neeley School of Business Spring 2011
- Innovations in Teaching Award, Neeley School of Business Spring 2010

### **Courses Taught**

#### Texas Christian University – Neeley School of Business (Fall 2008 – present)

Undergraduate: Entrepreneurial Leadership; *Innovation & Creativity*; *Design for Social Impact (honors colloquia)*; Values Centered Entrepreneurship; Survey of Entrepreneurship (business minors); Principles of Marketing (business minors); Marketing Management (business majors); *Market Analysis*; Customer Insights; *Marketing Communications (business minors)*; *Digital Marketing*; *Strategic Communications Campaigns* (NSAC – 1<sup>st</sup> place 2012; 3<sup>rd</sup> place 2013); *Marketing Communications and Social media (collaboration with professionals)*; *Business Honors Seminar*; *Design Thinking*; *Creative problem solving & storytelling (honors colloquia)*

Graduate: *Digital Marketing*; *Content and social media marketing*; *Introduction to Design Thinking*

*\*Italics – courses designed and created*

#### Texas Christian University (Division of Strategic Communication) (Fall 2006-Spring 2008)

Undergraduate: Research & Evaluation; Media Analysis & Planning; Campaigns (NSAC – 1<sup>st</sup> place 2007)

Graduate: *Advertising & the Consumer*

#### University of North Texas (Marketing) (Fall 2005-Summer 2006)

Undergraduate: Consumer Behavior; Advertising Management

Graduate (MBA): Marketing Management

#### Villanova University (Marketing) (Fall 2002-Spring 2005)

Undergraduate: Principles of Marketing; *Integrated Marketing Campaigns (National Student Advertising Competition)*

Graduate (MBA): Decisions in Marketing; Marketing Communication Management

Graduate (FTMBA): Marketing Management

#### Louisiana State University (Marketing) (Spring 1998-Summer 2002)

Undergraduate: Principles of Marketing; Consumer Analysis & Behavior; Marketing Communications: Promotions; Marketing Management

#### University of Louisiana – Lafayette (Marketing) (Fall 2000-Spring 2001)

Undergraduate: Principles of Marketing; Consumer Behavior; Promotions; Marketing Management; Retailing; Business Marketing

### **Executive Education and Private Coaching**

Design Thinking – Executive MBA conference; Certified Public Communicators Certification; Catalyst 2021 and 2022 with Rogue Water

Design Thinking for K-12 Schools (Institute for Independent Schools; Trinity Valley School; Fort Worth Academy of Fine Arts; I.M. Terrell Academy for STEM and VPA)

Design Thinking for Adaptive Leadership

Marketing Essentials (Digital and Social Media Marketing; Design Thinking)

Custom Design Thinking Programs for several companies (Cook Children's, JPS, APEX, NAAWLI, DFW Airport, Goodway Group)

## **ADMINISTRATION & SERVICE**

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### **Texas Christian University**

Director, IdeaFactory (2019 to present). In this capacity, we are creating a hub for innovation at TCU. We work with students, faculty, staff and community to provide training on human centered design, systems thinking, life design and social innovation and social change. This includes coaching, courses, collaboration and co-curricular activities.

Director, Neeley Honors Program (2014-2016). In this capacity, I taught a course aimed to give senior honors students the tools to write a thesis. Additionally, I worked with the JV Roach Honors College to ensure that the business school is offering classes (lower division cultural visions), honors electives (lower division business core) and Honors Colloquia courses. There are approximately 300 honors students in the business school.

Academic Director, Neeley Fellows Program (2014-2016). In this capacity, I oversaw the academic programming for 90 honors students including co-curricular and experiential activities. As part of this, I taught a junior lab series on the role of business in the community.

Director, Neeley Fellows program (2012-2014). This is one of two premier undergraduate programs in the Neeley School of Business. This is a highly selective honors program for business students with approximately 90 undergraduate students. Students come from all business majors. The program's focus on enhanced academic experiences and professional development opportunities. As Director, I planned and implemented student professional development activities acting as an executive coach for each student and worked with faculty to ensure a high quality academic honors experience. Other aspects included service learning, thesis research, international travel, corporate visits (DFW and NYC). I worked with a program leadership team consisting of the assistant dean for students, career services director, and center for professional communication director. The academic leadership team consists of all Fellows faculty and the Associate Dean. Additionally, I worked with the development team to secure funding opportunities for the program. To date, we have secured more than \$100,000 in endowment for student travel and the class of 2013 started a travel endowment for the program.

### **TCU**

- Member, Search committee for Dean – School of Interdisciplinary Studies (2021)
- Member, Search committee for Dean – JV Roach Honors College (2022)
- Faculty Senate (2018-2019)
- Member - Lead On Committees: TCU profile (Teacher Scholar subcommittee; Retention subcommittee)
- Member - University Academic Appeals Committee
- Member – University Evaluation Committee: 2008-2012
- Member – Intellectual Property Committee: 2011-2014
- Member – Academic Appeals: 2013 - 2016
- Member – John V Roach Honors College Honors Advisory: 2012 - 2016
- Member – TCU Center for Connection Advisory Committee: 2013 - 2016
- Texas Women in Higher Education Institutional Representative: 2013 - 2018

### **Neeley School of Business**

- College Diversity Advocate (2018- 2021) & Chair, Neeley Inclusive Excellence Committee (2020-present)
- Member – Entrepreneurship & Innovation department chair search committee; instructor search (2021-2022)
- Chair – Entrepreneurship & Innovation PPP search committee (2022)
- Member – Dean's search committee (2019)
- PPP Advisory Committee (through 2020)
- Undergraduate Curriculum Committee
- Dean's Advisory Committee (2016-2019)
- Associate Director, Neeley Fellows Service Learning for Junior year; advisor Net Impact: (2009-2012)
- Director of the Business Minor Program (2008-2012)
- Member – Neeley Aspen Initiative (2014 – 2016)
- Marketing Department liaison to the library (2009 – 2016)

- Guest lecturer – Chilean MBA program (spring 2009; fall 2010; spring 2011; spring 2013)
- Marketing Curriculum Committee member (2011-2012); (2015-2016)

### **School of Interdisciplinary Studies**

- SIS leadership council
- SIS Curriculum committee
- STEM Scholar admission committee

### **J.V. Roach Honors College**

- Member – Wendy Williams promotion committee (2022)
- Member – Ron Pitcock (interim dean) promotion committee (2021)
- Honors Admissions Reader
- Chair, search committee (2 lecturer positions) (2018)
- JV Roach Honors Faculty Partner & Honors Colloquia Faculty

### **Research and Teaching Grants**

#### **Internal Grants**

- Neeley School of Business Summer Research Grant (2022) \$10,000
- Neeley School of Business Summer Research Grant (2020) \$10,000
- Instructional Development Grant at Texas Christian University (2012) \$4,000
- Neeley School of Business Summer Research Grant (2012) \$5,000
- Research and Creativity Fund at Texas Christian University (2007) Received \$1,460 for “Over the Counter (OTC) and OTC Switch Drugs: A Content Analysis of Drug Facts Labels”
- Instructional Development Grant at Texas Christian University (2007) Received \$2,042 for “Account Planning: Curriculum Additions in Advertising/Public Relations”
- Summer support and research grants from University of North Texas and Villanova University.
- Learning Enhancement Grant at University of North Texas (2006). Received \$6,000 to develop online course for advertising management.

#### **External Grants**

- “From the Ground Up: Integrative Soil Resource Management and Marketing for Sustainable Urban Farming in Food Deserts” with Omar Harvey et al submitted to the Sustainable Agriculture Research and Education (SARE) 2022-2025, \$377,000.
- Polonsky, Michael Jay and Stacy Landreth Grau “Evaluating Good Works: The Social Impact of Nonprofit Organizations,” Received \$10,000 grant from the Arthur W. Page Center for Integrity in Public Communication at The Pennsylvania State University 2005-2006.

### **Service to the Academy**

- Special Issue Editor for *International Journal of Advertising* on Gender and Advertising
- Current Editorial Review Boards: *Journal of Advertising* (outstanding ad hoc reviewer 2008); *International Journal of Advertising*, *Journal of Product and Brand Management*
- Past Editorial Review Board: *Journal of Nonprofit & Public Sector Marketing*, *Journal of Current Issues in Research and Advertising* (currently serve as ad hoc reviewer)



- Ad Hoc Reviewer: *Journal of Interactive Advertising*, *Journal of Retailing*; *European Journal of Marketing*; *Journal of Economic Policy*; *Journal of Business Ethics*; *International Journal of Nonprofit & Voluntary Sector Marketing*; *Management Research News*; *World Social Marketing Conference*; *AEJMC – Public Relations Division Conference*; *Marketing and Public Policy Conference*; *Academy of Marketing Science Conference*; *American Academy of Advertising Conference*; *Society of Consumer Psychology Conference*; *American Marketing Association Educators Conference (societal marketing track)*
- Grant Reviewer for Swiss National Science Foundation
- Various conference track chairs (AMA, Marketing & Public Policy); vice chairman for communication for MASSIG until 2012
- American Academy of Advertising Research Committee: 2014 - 2018

### **Pro Bono Consulting & Leadership Service to the Community**

- Developed and conducted design thinking workshops for Volunteer Now and several other area nonprofits and educational institutions; Innovation for Social Impact Workshop through IdeaFactory
- Served as a lead researcher for the Fort Worth Chamber of Commerce’s Vision Fort Worth 2030 project. Worked with team to develop the research plan; conducted five focus groups and several interviews; worked with Susan Kleiser in the Neeley School of Business to design, collect and analyze nine surveys (Fort Worth; four comparable cities; four aspirational cities) and presented with Dr. Kleiser during the “big brainstorm” to the public and Mayor.
- Worked with Jacque Lambiase in the Schieffer School of Journalism to co-direct the TCU Nonprofit Communicator’s Conference (formerly the DFW Nonprofit Communicators Conference) for the past three years; have worked on conference planning and developed presentations; conference has attracted more than 150 professionals from the DFW area each year.
- Developed a strategic volunteering project for the Neeley Fellows with Catholic Charities and the Ladder Alliance; funded by a grant from the Center for Community Service & Service Learning at TCU.
- DFW Net Impact (restart leadership team 2009) & Net Impact TCU Adviser (earned Gold and Silver status)

### **Board Service**

- President, CoAct – 2020 to 2022
- Rogue H20 – 2020 to 2021
- National Charity League Vice President – 2019 to 2021
- Dallas Social Venture Partners – Partner through 2020
- Board of Directors (2015-2021) & Chair of Social Enterprise (2015-2019), Chair Governance Committee Center for Transforming Lives
- Board of Directors, Communities in Schools Tarrant County 2012-2016
- Board Member, Economic Development Advisory Committee for the City of Keller, Texas 2005-2007

### **Other Nonprofit Service**

- The Social Impact Project (Women’s Center, Project Access, Adera Foundation, Eagle Mountain ISD) design challenges for nonprofit organizations
- Various other community organizations (Campfire USA Advisory Board, Lena Pope Communications Committee, The Parenting Center Advisory Board, Girls Scouts Texas Oklahoma Plains Chapter)
- Co-Chair Bidz for Kidz Fundraiser, Kindperplatz of Fine Arts 2012 – raised more than \$100,000 each year (school has approximately 100 students)
- Various positions for parent volunteers at Trinity Valley School

## INDUSTRY & PROFESSIONAL EXPERIENCE

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<b>HCO Lab, Founder</b> <i>Design thinking initiatives for organizations (partnership)</i>	2019/present
<b>Dallas Social Venture Partners, Partner</b>	2019/2020
<b>Global Prairie, Integrated Communications</b> <b>Director, Research, Planning &amp; Insights</b> <i>Global Prairie has offices in Fort Worth, Kansas City, Cleveland, New York, Denver and Washington DC. In this role, I work with account teams developing all research endeavors for clients in Healthcare, Agriculture, Pharmaceutical, Government (Affordable Care Act), Nonprofit organizations, and all other agency clients</i>	2013/2015
<b>Louisiana State University Grant</b> <ul style="list-style-type: none"><li>• <i>Compiled database for the Louisiana Office of Tourism to track advertising inquiries</i></li><li>• <i>Worked with marketing staff and advertising agency consortium to determine the most effective ad placements</i></li></ul>	1999/2001
<b>Vice President of E-Business Development</b> <b>Firefly Digital – Lafayette, La.</b> <i>Web development and computer software design</i> <ul style="list-style-type: none"><li>• <i>Coordinated new business activities</i></li><li>• <i>Coordinated project development for New Orleans Daiquiris/Fat Tuesday account</i></li></ul>	2000
<b>Marketing Consultant</b> <ul style="list-style-type: none"><li>• <i>Advised several clients in manufacturing, advertising, non-profit and retailing</i></li></ul>	1996/1999
<b>Account Executive</b> <b>Bauerlein Advertising – New Orleans, La.</b> <i>Advertising Agency</i> <ul style="list-style-type: none"><li>• <i>Managed the Louisiana Lottery Corporation account during transition period</i></li><li>• <i>New business pitches for several healthcare clients</i></li></ul>	1997
<b>Strategic Planner/New Business Development</b> <b>Calzone and Associates – Lafayette, La.</b> <i>Advertising Agency</i> <ul style="list-style-type: none"><li>• <i>Directed new business development activity</i></li><li>• <i>Planning and research for Louisiana Office of Economic Development</i></li><li>• <i>Developed several internal account service systems to facilitate communication between clients and within the agency</i></li></ul>	1996
<b>Account Executive/ Supervisor</b> <b>DavisPartners – Lafayette, La.</b> <i>Advertising Agency</i> <ul style="list-style-type: none"><li>• <i>Directed marketing activity for several major healthcare clients including Orlando Regional Healthcare System, and M.D. Anderson Cancer Center Orlando</i></li><li>• <i>Prepared new business pitches for the above clients as well as Columbia Healthcare System of Louisiana</i></li><li>• <i>Developed several internal account service systems to facilitate communication between clients and within the agency</i></li></ul>	1994/1996