

**CURRICULUM VITAE**  
**GARY L. GEISLER, PH.D.**

Home Address

1117 Rocky Mountain Drive  
Benton, AR 72019  
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Office Address

Department of Marketing & Advertising  
College of Business  
University of Arkansas at Little Rock  
Little Rock, AR 72204-1099  
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[geissler@sbcglobal.net](mailto:geissler@sbcglobal.net)

**EDUCATION:**

Ph.D., 1998

University of Georgia  
Major: Marketing  
Minor: Journalism

M.B.A., 1985

Louisiana State University – Shreveport  
Concentration: Marketing

B.S., 1984

Louisiana State University – Shreveport  
Major: General Business Administration

**DISSERTATION:**

*The World Wide Web as an Advertising Medium: A Study of Communication Effectiveness, 1998*

**RESEARCH INTERESTS:**

Research interests include, but are not limited to, the following:

- Consumer perceptions and use of the Internet as an advertising medium
- Marketer use of the Internet as a promotional, relationship marketing, and niche marketing tool
- New product development
- Attitudes toward general technology
- Services marketing, including travel and tourism
- Innovative teaching models and methods

**REFEREED JOURNAL ARTICLES:**

- Geissler, Gary L. (2014), "Bringing Marketing Research to Life via Secret Shopping," *Journal of Instructional Pedagogies*, 13, 1-8.
- Geissler, Gary L. Steve W. Edison, and Jane P. Wayland (2012), "Improving Students' Critical Thinking, Creativity, and Communication Skills," *Journal of Instructional Pedagogies*, 8, 1-11.
- Geissler, Gary L. (2011), "Using Student Input to Develop a Marketing Strategy for an Executive MBA Program," *Journal of Case Studies in Education*, 1, 118-131.
- Geissler, Gary L. and Conway T. Rucks (2011), "The Critical Influence of Customer Food Perceptions on Overall Theme Park Evaluations," *Journal of Management and Marketing Research*, 8, 4-18.
- Geissler, Gary L. and Conway T. Rucks (2011), "The Overall Theme Park Experience: A Visitor Satisfaction Tracking Study," *Journal of Vacation Marketing*, 17 (2), 127-138.
- Edison, Steve W. and Gary L. Geissler (2011), "An Investigation of Negative Word-of-Mouth Communication Among Market Mavens," *Journal of Behavioral Studies in Business*, 3, 145-154.
- Geissler, Gary L. (2010), "Healthy Food at Work?: An Examination of a Proposed Catering Service Concept," *Journal of Food Products Marketing*, 16 (4), 350-360.
- Geissler, Gary L., George Zinkhan, and Richard T. Watson (2006), "The Influence of Web Home-Page Complexity on Consumer Attention, Attitudes, and Purchase Intent," *Journal of Advertising*, 35 (2), 69-80.
- Geissler, Gary L., Conway T. Rucks, and Steve W. Edison (2006), "Understanding the Role of Service Convenience in Art Museum Marketing: An Exploratory Study," *Journal of Hospitality and Leisure Marketing*, 14 (4), 71-90.
- Geissler, Gary L. and Steve W. Edison (2005), "Market Mavens' Attitude Toward General Technology: Implications for Marketing Communications," *Journal of Marketing Communications*, 11 (2), 73-94.
- Geissler, Gary L. (2005), "An Examination of the Golf Vacation Package-Purchase Decision: A Case Study in the U. S. Gulf Coast Region," *Journal of Hospitality and Leisure Marketing*, 13 (1), 65-82.

- Edison, Steve W. and Gary L. Geissler (2003), "Measuring Attitudes Toward General Technology: Antecedents, Hypotheses, and Scale Development," *Journal of Targeting, Measurement and Analysis for Marketing*, 12 (2), 137-156.
- Geissler, Gary L. (2003), "Targeting a Niche Market of Pet Owners: Consumer Evaluation of a Mobile Veterinarian's Service Concept," *Journal of Consumer Behaviour*, 3 (1), 74-84.
- Geissler, Gary L. and John E. Gamble (2002), "Straight from the Tap?: Consumer Evaluation of a Bottled Water Product Concept," *Journal of Food Products Marketing*, 8 (2), 19-32.
- Geissler, Gary L. (2002), "Targeting Tourists: An Exploratory Study of a Proposed Online Grocery Delivery Service," *Journal of Vacation Marketing*, 8 (3) 277-286.
- Geissler, Gary L. (2002), "Designing and Maintaining an Effective Web Site to Facilitate Online Customer Relationships," *Advances in Consumer Research*, 29, 496-497.
- Geissler, Gary L. (2001), "Building Customer Relationships Online: The Web Site Designers' Perspective," *Journal of Consumer Marketing*, 18 (6), 488-502.
- Geissler, Gary, George Zinkhan, and Richard T. Watson (2001), "Key Design Elements Influencing Consumer Perceptions of Web Home Page Complexity," *Journal of the Association for Information Systems*, 2 (2), 1-46.
- Geissler, Gary L. (2000), "Driving for Success: An Exploration of Important Golf Driving Range Amenities and Associated Marketing Implications," *The Cyber-Journal of Sport Marketing*, 4, 1-10.
- Zinkhan, George M., Margy Conchar, Ajay Gupta, and Gary Geissler (1999), "Motivations Underlying the Creation of Personal Web Pages: An Exploratory Study," *Advances in Consumer Research*, 26, 69-74.
- Geissler, Gary L. and George M. Zinkhan (1998), "Consumer Perceptions of the World Wide Web: An Exploratory Study Using Focus Group Interviews," *Advances in Consumer Research*, 25, 386-392.
- Fox, Richard J. and Gary L. Geissler (1994), "Crisis in Advertising?," *Journal of Advertising*, 23 (4), 79-84.

**REFEREED CONFERENCE PROCEEDINGS:**

- Geissler, Gary L. (2012), "The Effective Application of Mystery Shopping Research in Marketing Courses," *SOBIE Annual Conference Proceedings*, The Society of Business, Industry and Economics.
- Geissler, Gary L. and Conway T. Rucks (2011), "An Investigation of the Relationship Between Customer Perceptions of Theme Park Food and Overall Theme Park Evaluations," *IJAS National Conference for Academic Disciplines Proceedings*, International Journal of Arts & Sciences, 3 (3), 13.
- Geissler, Gary L. (2010), "Visitor Evaluation of a Major U.S. Theme Park," *SOBIE Annual Conference Proceedings*, The Society of Business, Industry and Economics, 242.
- Geissler, Gary L. (2010), "Moving Students Out of Their Comfort Zone and Into an Optimal Learning Zone," *SMA Annual Conference Proceedings*, Society for Marketing Advances, 11.
- Geissler, Gary L. (2010), "The Secret's Out: Observations and Reflections on the Use of Marketing Students as Secret Shoppers," *SMA Annual Conference Proceedings*, Society for Marketing Advances, 1.
- Edison, Steve W. and Gary L. Geissler (2010), "'Hmm...I Never Thought About That: An Eye-Opening Adaptation of the Six Thinking Hats System for Marketing Courses," *SMA Annual Conference Proceedings*, Society for Marketing Advances, 4.
- Edison, Steve W. and Gary L. Geissler (2010), "Spreading Like Wildfire: An Investigation of Negative Word-of-Mouth Communication Among Market Mavens," *ASBBS Annual Conference Proceedings*, American Society of Business and Behavioral Sciences, forthcoming.
- Geissler, Gary L. (2007), "Building Bridges Between College and Career," *SMA Annual Conference Proceedings*, Society for Marketing Advances, 4.
- Geissler, Gary L. (2007), "Breaking the Classroom Mold: Using Focus Groups as an Innovative Teaching Tool," *SMA Annual Conference Proceedings*, Society for Marketing Advances, 9.
- Edison, Steve W., Gary L. Geissler, and Conway T. Rucks (2007), "Examining Negative Word-of-Mouth Communication Among Market Mavens," *ISOBD Summer Conference Proceedings*, International Society of Business Disciplines, 4.

- Geissler, Gary L. (2006), "The Five A's Teaching Model: Facilitating Students' Transition from College to Careers," *SMA Annual Conference Proceedings*, Society for Marketing Advances, 7.
- Geissler, Gary L. and Steve W. Edison (2004), "Is There a Connection Between Market Mavenism and Affinity for Technology?," *AMA Winter Educators' Conference Proceedings: Marketing Theory and Applications*, (William L. Cron and George S. Low, eds.), 15, Chicago: American Marketing Association, 300-301.
- Geissler, Gary L. (2002), "A High Involvement Learning Approach: Extensive Use of Business Partners and Business Labs," *AMA Summer Educators' Conference Proceedings: Enhancing Knowledge Development in Marketing*, (William Kehoe and John Lindgren Jr., eds.), 13, Chicago: American Marketing Association, 422-423.
- Geissler, Gary L. (2002), "Targeting a Consumer Niche Market: Evaluation of an Online Delivery Service," *AMA Winter Educators' Conference Proceedings: Marketing Theory and Applications*, (Kenneth Evans and Lisa Scheer, eds.), 13, Chicago: American Marketing Association, 420-421.
- Geissler, Gary L., George M. Zinkhan, and Richard T. Watson (2000), "First Impressions: Key Design Considerations for Web Home Pages to Facilitate Relationship Marketing Online," *Relationship Marketing in the New Millennium: Theory, Methods and Tools*, (Atul Parvatiyar and Jagdish Sheth, eds.), 5, 119-121.
- Geissler, Gary L. and George M. Zinkhan (1996), "Using Humorous Advertising to Capture the Attention of the New American Television Viewer: A Theoretical Perspective," *AMA Winter Educators' Conference Proceedings: Marketing Theory and Applications*, (Edward Blair and Wagner Kamakura, eds.), 7, Chicago: American Marketing Association, 135-143.
- Geissler, Gary L. (1996), "Movie-Viewing Motivations and Experiences: In-Theater vs. In-Home," *Marketing: Moving Toward the 21st Century*, (Elnora W. Stuart, David J. Ortinau, and Ellen M. Moore, eds.), Rock Hill, SC: Southern Marketing Association, 338-343.

**ACADEMIC AWARDS/HONORS:**

- **Faculty Excellence in Public Service Award recipient**, University of Arkansas at Little Rock, College of Business, 2015.
- **AT&T Campus Brand Challenge National Championship winner**, AT&T World Headquarters, Dallas, Texas, 2014.  
--sponsored, coached, and mentored first place UALR student team
- **Taziki's National Marketing Challenge winner**, Taziki's Mediterranean Café Headquarters, Birmingham, Alabama, 2013.  
--sponsored, coached, and mentored first place UALR student team
- **Graduation and Retention Advocate Award recipient**, University of Arkansas at Little Rock, 2013.
- **St. Mary's University Distinguished Professor Award finalist**, Society for Marketing Advances, 2012.  
--lifetime achievement award
- **Ted and Virginia Bailey Teaching Award recipient**, University of Arkansas at Little Rock, 2011.  
--highest University-wide teaching award
- **The Harper W. Boyd, Jr. Professor of Excellence Award recipient**, University of Arkansas at Little Rock, College of Business, 2010-11.  
--highest College faculty honor for sustained excellence in teaching, research, and service
- **Academy of Teaching and Learning Excellence Distinguished Fellow Award recipient**, University of Arkansas at Little Rock, 2011.
- **Faculty Excellence in Teaching Award recipient**, University of Arkansas at Little Rock, College of Business, 2011.
- **Hormel Foods Meritorious Teaching Award recipient**, co-sponsored by the Marketing Management Association, 2011.  
--national teaching award
- **Sherwin-Williams Distinguished Teaching Award finalist**--represented UALR as one of three finalists of this "lifetime achievement" teaching award, co-sponsored by the Society for Marketing Advances, 2010.  
--national teaching award

- **Cengage Pride/Ferrell Innovations in Teaching Award finalist**—represented UALR as a finalist for this international teaching award, co-sponsored by the Society for Marketing Advances, 2010
- **Hormel Foods Meritorious Teaching Award recipient**, co-sponsored by the Marketing Management Association, 2009.  
--national teaching award
- **Faculty Excellence in Teaching Award recipient**, University of Arkansas at Little Rock, College of Business, 2008
- **Outstanding Service on a University Committee Award recipient**, University of Arkansas at Little Rock, 2008  
-- for service as Chair, University Committee on Tenure  
-- presented by Dr. Richard Ford, Faculty Assembly President, at the Spring 2008 University Faculty Assembly Meeting.
- **International Society of Business Disciplines Excellence in Teaching Award recipient**--represented UALR as winner of this international teaching award open to professors from all business disciplines, 2007
- **Sherwin-Williams Distinguished Teaching Award finalist**--represented UALR as one of four finalists of this “lifetime achievement” teaching award, co-sponsored by the Society for Marketing Advances, 2007  
--national teaching award
- **Houghton Mifflin Innovations in Teaching Award finalist**--represented UALR as a finalist for this international teaching award, co-sponsored by the Society for Marketing Advances, 2007
- **Teaching Fellow**, UALR Teaching Academy, 2006 – present
- **Faculty Excellence in Public Service Award recipient**, University of Arkansas at Little Rock, College of Business, 2006
- **International Society of Business Disciplines Excellence in Teaching Award finalist**--represented UALR as one of five finalists of this international teaching award among all business disciplines, 2006
- **Houghton Mifflin Innovations in Teaching Award finalist**--represented UALR as a finalist for this international teaching award, co-sponsored by the Society for Marketing Advances, 2006

- **Sherwin-Williams Distinguished Teaching Award nominee, 2005**
- **Academy of Marketing Science Outstanding Marketing Teacher Award nominee, 2005 and 2004**
- **Faculty Excellence in Research Award recipient, University of Arkansas at Little Rock, College of Business, 2005**
- **Faculty Excellence in Teaching Award recipient, University of Arkansas at Little Rock, College of Business, 2004**
- **American Marketing Association Award for Innovative Excellence in Marketing Education recipient--represented UALR as winner of this highly-competitive, national teaching award, 2002**
- **Beta Gamma Sigma Honor Business Fraternity, inducted in 1998**
- **Outstanding Young Man of America (31<sup>st</sup> Anniversary Edition), 1998**
- **Kathryn H. Hunnicutt Award for Teaching Excellence recipient, University of Georgia, 1997**
- **Research Award recipient, University of Georgia, Terry College of Business, 1996**
- **Research Award recipient, University of Georgia, Terry College of Business, 1995**
- **Louisiana Land and Exploration Company Foundation Scholarship recipient--merit award for demonstrated excellence among MBA students, Louisiana State University – Shreveport, 1985**

#### **ACADEMIC EXPERIENCE:**

<b>Professor of Marketing and Advertising</b>	July 2009 - present
<b>The Harper W. Boyd, Jr. Professor of Excellence</b>	Aug 2010 – Aug 2011
<b>Associate Professor of Marketing and Advertising</b>	July 2005 – June 2009
<b>Assistant Professor of Marketing and Advertising</b>	Aug 2002 - June 2005
University of Arkansas at Little Rock, AR	

- Instruct Principles of Marketing, Principles of Advertising, Marketing Research (MBA and undergraduate), Marketing Strategy (Executive MBA), Marketing Analysis, Planning and Control (on-campus and online), Advertising Research,



Product and Service Strategy, Advertising Campaign I and II, Consumer Behavior courses and other courses, including a Brand Management module in Amiens, France.

- Serve on University Tenure Committee (Chair), Faculty Roles and Rewards Task Force (Vice-Chair) and Teaching and Service Development Committee; College Graduate, College Graduate Assessment, Faculty Annual Evaluation Form Review, College Strategic Planning, Maintenance of Accreditation Task Force, Nominating, Faculty Excellence Award, Dean Search and Student Award Committees; Departmental Advertising Curriculum and Search Committees (Chair)
- Work closely with the Arkansas Small Business and Technology Development Center on numerous, client based projects

**Assistant Professor of Marketing**

Aug 1998 – Jun 2002

University of South Alabama, Mobile, AL

- Instructed Marketing Research, Marketing Management, Advertising, Buyer Behavior, Product and Service Strategies, and Principles of Marketing
- Instructed online MBA Marketing Management course
- Teaching evaluations consistently in the top quartile among business professors
- Served on numerous committees, including assisting in the following work:
- Developed a marketing plan for the USA Online MBA program
- Designed an Electronic Commerce major
- Redesigned the teaching evaluation form used by the college
- Reviewed student athletes' NCAA eligibility status and progress
- Rewrote the college's mission statement
- Assisted in classroom renovation plans
- Researched and wrote a section of the SACS reaccreditation report
- Chaired two job search committees and an outcomes and assessment committee
- Worked closely with the Small Business Development Center and supervised marketing research for numerous local businesses and organizations as part of Marketing Research, Marketing Management, and Advertising class projects

**Graduate Research/Teaching Assistant**

Sep 1993 – May 1998

University of Georgia, Athens, GA

- Assisted Dr. Richard J. Fox and Dr. Melvin R. Crask in writing *Market Research Principles & Applications Instructor's Manual*
- Assisted Dr. George M. Zinkhan, Marketing Department Chair, on various projects
- Instructed eight sections of a Buyer Behavior course, as well as Marketing Research, Principles of Marketing, and Sales Management courses

**Presenter/Panelist**

2012 Society for Marketing Advances (SMA) Annual Conference, Orlando, FL  
2011 International Journal of Arts & Sciences National Conference for Academic Disciplines, Orlando, FL  
2010 The Society of Business, Industry and Economics (SOBIE) Annual Conference, Destin, FL  
2010 Society for Marketing Advances (SMA) Annual Conference, Atlanta, GA  
2007 Society for Marketing Advances (SMA) Annual Conference, San Antonio, TX  
2007 International Society of Business Disciplines Summer Conference, Las Vegas, NV  
2006 Society for Marketing Advances (SMA) Annual Conference, Nashville, TN  
2005 New Faculty “Promotion and Tenure Primer” Panel, UALR, Little Rock, AR  
2004 AMA Winter Marketing Educators’ Conference, Scottsdale, AZ  
2002 AMA Summer Marketing Educators’ Conference, San Diego, CA  
2002 AMA Winter Marketing Educators’ Conference, Austin, TX  
2001 Association for Consumer Research (ACR) Conference, Austin, TX  
2000 Fifth Research Conference on Relationship Marketing, Atlanta, GA  
1998 Association for Consumer Research (ACR) Annual Conference, Montreal, Canada  
1998 Academy of Marketing Science (AMS) Annual Conference, Norfolk, VA  
1997 Association for Consumer Research (ACR) Annual Conference, Denver, CO  
1996 AMA Winter Marketing Educators' Conference, Hilton Head, SC  
1996 Southern Marketing Association (SMA) Annual Conference, New Orleans, LA  
1995 Delta Sigma Pi Meeting, The University of Georgia, Athens, GA  
1992 Marketing and Customer Service Seminar, Utah State University, Logan, UT

- Presented “Out on a Limb: Reflections on 15 Years of Client-Based Class Projects” at the 2012 SMA Annual Conference
- Presented “An Investigation of the Relationship Between Customer Perceptions of Theme Park Food and Overall Theme Park Evaluations” at the IJAS National Conference for Academic Disciplines
- Presented “Visitor Evaluation of a Major U.S. Theme Park” at the 2010 SOBIE Annual Conference
- Presented “The Secret’s Out: Observations and Reflections on the Use of Marketing Students as Secret Shoppers” and “Moving Students Out of Their Comfort Zone and Into an Optimal Learning Zone” at the 2010 SMA Annual Conference
- Presented “Building Bridges Between College and Career” and “Breaking the Classroom Mold: Using Focus Groups as an Innovative Teaching Tool” at the 2007 SMA Annual Conference
- Presented “Examining Negative Word-of-Mouth Communication Among Market Mavens,” at the 2007 ISOBD Summer Conference
- Presented “The Five A’s Teaching Model: Facilitating Students’ Transition from College to Careers,” at the 2006 SMA Annual Conference
- Discussed “Tenure Do’s and Dont’s” as a panelist at UALR, October 17, 2005

- Presented “Is There a Connection Between Mavenism and Affinity for Technology?,” at the 2004 AMA Winter Conference
- Presented “A High-Involvement Learning Approach: Extensive Use of Business Partners and Business Labs,” at the 2002 AMA Summer Conference
- Presented “Targeting a Consumer Niche Market: Evaluation of an Online Delivery Service,” at the 2002 AMA Winter Conference
- Presented “Designing and Maintaining an Effective Web Site to Facilitate Online Customer Relationships” at the 2001 ACR Conference
- Presented “First Impressions: Key Design Considerations for Web Home Pages to Facilitate Relationship Marketing Online” at the 2000 Research Conference on Relationship Marketing.
- Presented “Motivations Underlying the Creation of Personal Web Pages: An Exploratory Study” at the 1998 ACR Conference
- Discussed “Conducting Qualitative Research Concerning the Web” as a panelist at the 1998 AMS Conference
- Presented “Consumer Perceptions of the World Wide Web: An Exploratory Study Using Focus Group Interviews” at the 1997 ACR Conference
- Presented “Using Humorous Advertising to Capture the Attention of the New American Television Viewer: A Theoretical Perspective” at the 1996 AMA Winter Marketing Educators' Conference
- Presented “Movie-Viewing Motivations and Experiences: In-Theater vs. In-Home” at the 1996 SMA Annual Conference
- Presented “Job Searching: Networking and Interviewing Strategies” to the University of Georgia Pi Chapter of the International Business Fraternity of Delta Sigma Pi, January 17, 1995
- Presented “The Importance Of Tracking Studies In Building A Decision-Oriented Infrastructure” at the Utah State University 1st Annual Marketing and Customer Service Seminar, March 11, 1992

#### **Conference Track Chair**

2007 AMA Summer Marketing Educators' Conference, Washington, D.C.

- Track Title: “Marketing Education and Teaching Innovation”

#### **Conference Session Chair**

2007 AMA Summer Marketing Educators' Conference, Washington, D.C.

- Session Title: “Improving the Planning, Implementation, and Assessment of Marketing Education”

2007 International Society of Business Disciplines Summer Conference, Las Vegas, NV

- Session Title: “Marketing”

**Conference Discussion Leader**

2007 Society for Marketing Advances Annual Conference, San Antonio, TX

- Session Title: “Marketing Strategies Regarding Relationships, Customer Equity, and the Elderly’s Use of the Internet”

**Reviewer**

2012 – Society for Marketing Advances Conference

2011 – Society for Marketing Advances Conference

2008 – Society for Marketing Advances Conference

2007 – present – *Journal of Advertising*

2004 - present *Journal of the Academy of Marketing Science*

2002 Society for Marketing Advances Conference

2001 Academy of Marketing Science Conference

2000 American Marketing Association Summer Conference

1999 American Marketing Association Winter Marketing Educators’ Conference

1998 *Journal of International Purchasing Management*

1998 Academy of Marketing Science Conference

1997 International Conference on Information Systems

**Guest Lecturer**

University of Arkansas at Little Rock

University of South Alabama, Mobile, AL

University of Georgia, Athens, GA

University of Colorado, Denver, CO

University of Denver, Denver, CO

- Guest lectured in various classes at UALR, 2005 to present
- Guest lectured in various classes at the University of South Alabama, 1998 to 2002
- Guest lectured in Dr. Cathy O’Keefe’s CP 100 New Student Seminar for Epsilon freshmen at the University of South Alabama, October 13, 1998
- Guest lectured in graduate Electronic Commerce class at the University of Georgia, Spring 1997, Spring 1998
- Guest lectured in Dr. George Zinkhan's graduate Consumer Behavior class at the University of Georgia, Spring 1996, Fall 1996, Fall 1997, Summer 1998
- Guest lectured in Dr. Fred Stephenson's Principles of Marketing class at the University of Georgia during Fall 1994 and Winter 1995
  - “How Focus Group Research Can Be Used To Develop and Refine Advertising Strategies.”
- Numerous guest lectures in the University of Colorado, Denver and University of Denver Executive MBA Program Marketing Strategies, Consumer Behavior, and Business Entrepreneur classes from Winter 1992 through Summer 1993

**Small Business/Organization Consultant (Pro Bono)**

University of Arkansas at Little Rock, AR  
 University of South Alabama, Mobile, AL

**List of Client-Based Class Projects:**

<b>Client</b>	<b>Semester</b>	<b>Course</b>
AT&T	Fall 2014	Advertising: IMC
Junior Achievement of Arkansas	Fall 2014	Principles of Advertising
Mim’s House Children’s Books	Fall 2014	Directed Study
UALR Athletic Department	Spring 2014	Principles of Advertising
Taziki’s Mediterranean Café	Fall 2013	Advertising: IMC
Etniq Minerals	Fall 2013	Product & Service Strategy
Exceptional Physical Therapy	Fall 2013	Product & Service Strategy
Beam Lite Industries	Fall 2013	Product & Service Strategy
Arkansas Children’s Hospital	Spring 2013	Brand Strategy (MBA)
Habibi Medical Supply	Spring 2013	Brand Strategy (MBA)
Campus to Careers	Fall 2012	Marketing Strategy (MBA)
Copeland’s of Little Rock	Fall 2012	Marketing Strategy (MBA)
Kitchen Express	Fall 2012	Marketing Strategy (MBA)
Suzanne Dew, Veterinarian	Fall 2012	Marketing Strategy (MBA)
Vanness, Inc.	Fall 2012	Marketing Strategy (MBA)
Woods Architect Group	Fall 2012	Marketing Strategy (MBA)
RealLifeSkin, Inc,	Fall 2012	Marketing Strategy (MBA)
Jimmy John’s of Conway	Fall 2012	Product & Service Strategy
RazorChemical	Fall 2012	Product & Service Strategy
S C Roofing	Fall 2012	Product & Service Strategy
Bottletree in Hillcrest	Fall 2012	Product & Service Strategy
Northwestern Mutual	Fall 2012	Principles of Advertising
Northwestern Mutual	Spring 2012	Principles of Advertising
Maumelle Health Mart	Fall 2011	Product & Service Strategy
Money Magic	Fall 2011	Product & Service Strategy
Hardin Farms and Market	Fall 2011	Product & Service Strategy
Green Corner Store	Fall 2011	Product & Service Strategy
The Goatee Saver	Fall 2011	Product & Service Strategy
Seasons of Love Cakes	Fall 2011	Product & Service Strategy
UALR Basketball	Fall 2011	Principles of Advertising
Natural Awakenings Magazine	Fall 2010	Product & Service Strategy
Good Old Days Foods	Fall 2010	Product & Service Strategy
The Meat Shoppe	Fall 2010	Product & Service Strategy
Kent’s Downtown	Fall 2010	Product & Service Strategy
American Pizza Pie	Fall 2010	Product & Service Strategy

<b>Client</b>	<b>Semester</b>	<b>Course</b>
Starving Artist Café	Fall 2009	Product & Service Strategy
J4 Images	Fall 2009	Product & Service Strategy
Lindsey's BBQ Restaurant	Fall 2009	Product & Service Strategy
Critter Control, Inc.	Fall 2009	Product & Service Strategy
Goddess Products	Fall 2009	Product & Service Strategy
Michael West, Private Investigator	Fall 2009	Product & Service Strategy
Tornado Shelters, Inc.	Fall 2009	Directed Study
Allbright Ideas Advertising Agency	Fall 2009	Principles of Advertising
Cissy's Log Cabin	Fall 2009	Principles of Advertising
Arkansas Twisters Arena Football	Fall 2009	Principles of Advertising
UALR Executive MBA Program	Spring 2009	Marketing Strategy (EMBA)
UALR Ottenheimer Library	Spring 2009	Marketing Strategy (EMBA)
Go Green Biofuels	Fall 2008	Product & Service Strategy
Kitchenco	Fall 2008	Product & Service Strategy
Lettie's Cakes by Design	Fall 2008	Product & Service Strategy
Simply the Best Catering	Fall 2008	Product & Service Strategy
Taylor Hypnosis	Fall 2008	Product & Service Strategy
Girlie Gear	Fall 2008	Product & Service Strategy
Cantrell Service Center	Fall 2008	Product & Service Strategy
Tropical Smoothie Café	Fall 2008	Consumer Behavior
Dynamic Solutions Inc.	Fall 2008	Consumer Behavior
Barbara Yates, CPA	Fall 2008	Directed Study
U. S. Navy	Spring 2008	Marketing Research
Canine Country Club of Arkansas	Fall 2007	Product & Service Strategy
Stanley Hardware	Fall 2007	Product & Service Strategy
Woodside Coffee	Fall 2007	Product & Service Strategy
Classic Cleaners	Fall 2007	Product & Service Strategy
Cold Stone Creamery	Fall 2007	Product & Service Strategy
Downtown Deli	Fall 2007	Product & Service Strategy
Out on the Rock.com	Fall 2007	Product & Service Strategy
The Butcher Shoppe	Fall 2007	Product & Service Strategy
Moe's Southwest Grill	Spring 2007	Marketing Analysis...(MBA)
American Family Foods, L.L.C.	Spring 2007	Marketing Analysis...(MBA)
Darlin's Restaurant	Spring 2007	Marketing Analysis...(MBA)
The Cathedral School	Spring 2007	Marketing Analysis...(MBA)
Crazy Hibachi Company	Spring 2007	Marketing Analysis...(MBA)
Juviderm	Spring 2007	Marketing Research
Omnibalm	Summer 2007	Directed Study
The Ozark Society	Fall 2006	Product & Service Strategy
Mary Ellen Vandergrift, Attorney	Fall 2006	Product & Service Strategy
Craig Homes	Fall 2006	Product & Service Strategy

<b><u>Client</u></b>	<b><u>Semester</u></b>	<b><u>Course</u></b>
Larry's Pizza	Fall 2006	Product & Service Strategy
Golf Carts of Arkansas	Fall 2006	Product & Service Strategy
The Wonder Place	Fall 2006	Product & Service Strategy
Tallulah Boutique	Fall 2006	Product & Service Strategy
Safari Club International	Fall 2005	Product & Service Strategy
Arkansas Face Veneer	Fall 2005	Product & Service Strategy
Firehouse Subs	Fall 2005	Product & Service Strategy
Custom Audio & Video, Inc.	Fall 2005	Product & Service Strategy
GLO Limited	Fall 2005	Product & Service Strategy
H. D. Pruett Tutoring Service	Fall 2005	Product & Service Strategy
Little Rock Tours	Fall 2005	Product & Service Strategy
FBI	Spring 2005	Advertising Campaigns II
Canine Country Club of Arkansas	Spring 2005	Directed Study
FBI	Fall 2004	Advertising Campaigns I
Smart Southern Homes	Fall 2004	Current Topics in Marketing
Healthy Options	Fall 2004	Current Topics in Marketing
Competitive Edge Sports Academy	Fall 2004	Current Topics in Marketing
Farmers Insurance Agency	Fall 2004	Current Topics in Marketing
Steve's Speed Shop	Fall 2004	Current Topics in Marketing
Art Outfitters	Fall 2004	Current Topics in Marketing
Oliver's Montessori School	Fall 2004	Current Topics in Marketing
Chameleon Art Glass	Fall 2004	Current Topics in Marketing
Medicharms	Fall 2004	Directed Study (MBA)
Fantastic China	Spring 2004	Marketing Research (MBA)
Scholars-the Math Experts	Spring 2004	Marketing Research (MBA)
Alana's Accessories	Spring 2004	Marketing Research (MBA)
Medicharms	Spring 2004	Marketing Research (MBA)
Lindsey's Bar-B-Que Sauce	Spring 2004	Marketing Research (MBA)
Razorback Feed and Supply	Spring 2004	Marketing Research (MBA)
Party Prints	Spring 2004	Directed Study
Treasure Beyond Measure	Fall 2003	Current Topics in Marketing
Big Rock Candy Company	Fall 2003	Current Topics in Marketing
Boulevard Bread Company	Fall 2003	Current Topics in Marketing
Peter's Glass Company	Fall 2003	Current Topics in Marketing
VISIT FLORIDA	Fall 2003	Advertising Campaigns
Bryant Fitness Zone	Summer 2003	Directed Study (MBA)
Career Planning Toolkit	Spring 2003	Marketing Research (MBA)
Nomis Tatoo Studio	Spring 2003	Marketing Research (MBA)
Arkansas Twisters	Spring 2003	Principles of Advertising
Brett/Robinson Vacation Rentals	Spring 2002	Marketing Management (MBA)
Accelerated Technology, Inc. - I	Spring 2002	Marketing Management (MBA)

<b><u>Client</u></b>	<b><u>Semester</u></b>	<b><u>Course</u></b>
Accelerated Technology, Inc. - II	Spring 2002	Marketing Management (MBA)
Monroeville Chamber of Commerce	Spring 2002	Directed Study
Veterinary House Calls	Fall 2001	Marketing Management (MBA)
Partners Financial Group	Fall 2001	Marketing Management (MBA)
Wintzell's Oyster House	Fall 2001	Marketing Management (MBA)
Gulf Coast Aerospace, Inc.	Fall 2001	Marketing Management (MBA)
Adaptive Solutions, Inc.	Fall 2001	Marketing Management (MBA)
Mobile Ballet	Fall 2001	Directed Study
Mobile Seagulls	Spring 2001	Advertising
Mobile Area Water & Sewer System	Spring 2001	Directed Study
Mobile Museum of Art	Fall 2000	Marketing Research
Bay Provisioners	Spring 2000	Marketing Management (MBA)
Image Gallery	Spring 2000	Marketing Management (MBA)
Bleachers Restaurant	Spring 2000	Marketing Management (MBA)
Mobile Alabama Bowl	Spring 2000	Advertising
Broadway Bagels Café	Fall 1999	Marketing Research
FunStuff Productions, Inc.	Fall 1999	Marketing Research
Image Gallery	Fall 1999	Marketing Research
Praytor Realty	Fall 1999	Marketing Research
Gourmet Galley	Fall 1999	Marketing Research
Storm Audio	Fall 1999	Marketing Research
McGill-Toolen Catholic High	Fall 1999	Marketing Research
Jackson Agency LLC	Fall 1999	Marketing Management (MBA)
Jesse's Flower Cottage	Fall 1999	Marketing Management (MBA)
Milestone Automotive	Fall 1999	Marketing Management (MBA)
McGill-Toolen Catholic High	Spring 1999	Marketing Research
Motion and Graphic Image Corp.	Spring 1999	Marketing Research
Papa's Place Restaurant	Spring 1999	Adult Interdisciplinary Studies
Mobile Admirals	Spring 1999	Advertising
McAdams Design	Fall 1998	Marketing Research
Motion and Graphic Image Corp.	Fall 1998	Marketing Research
University of South Alabama	Fall 1998	Marketing Research

**Note:** See home page ([www.cba.ualr.edu/cbadirectory/](http://www.cba.ualr.edu/cbadirectory/)) for detailed project descriptions.



**BUSINESS PROFESSIONAL AWARDS/HONORS:**

- U S WEST Quality Improvement Process Team Leader, 1991-1992
- U S WEST Market Research & Analysis Felicitous Award (for outstanding client service), 1991

**BUSINESS EXPERIENCE:**

**Marketing Research Manager**  
U S WEST, Inc., Denver, CO

Apr 1990 - June 1992

- Managed market research for U S WEST Direct, National Publishing Organization, National Marketing Services, Market Information Products, Foreign Directory Division, Marketing Resources Group, and Transwestern Publishing subsidiary
- Conducted new product, market segmentation, advertising, customer satisfaction, and promotions research
- Developed and implemented new Market Research & Analysis Employee Orientation Program
- Served as a Quality Improvement Process team leader
- Presented new product research/strategies to the U S WEST Direct Board of Directors and received unanimous approval for the largest new product funding in 1992
- Led 1992 "How To Be Successful in Strategic Marketing" video conference broadcast to various regional offices, including Phoenix and Seattle
- Worked closely with Grey Advertising and other ad agencies to plan advertising

**Senior Marketing Research Analyst**  
Coors Brewing Company, Golden, CO

Dec 1988 - Apr 1990

- Responsible for all Coors Light brand research (e.g., advertising, promotions, packaging)
- Responsible for all Southern region marketing research
- Researched and helped develop an advertising "formula" for Coors Light
- Researched and recommended new general market, African American, and Hispanic national and regional television, radio, and outdoor advertising for Coors, Coors Light, Coors Extra Gold, and Killian's brands
- Worked closely with several advertising agencies, including Foote, Cone & Belding - Chicago, IL (Coors Light), GSD&M - Austin, TX (Hispanic, Coors, and Coors Extra Gold), and Uniworld - New York, NY (African American)
- Researched and recommended Coors Light packaging changes
- Involved in Keystone brand name and packaging research

- Conducted Young Adult research, which included a national college survey with results published in USA Today and elsewhere
- Conducted extensive Hispanic research, which included projects among the Mexican, Cuban, and Puerto Rican subcultures
- Managed the Field and Sensory Supervisor who was responsible for all existing and new product taste tests
- Researched, recommended, and helped develop Coors Light marketing strategies, which resulted in brand growth from the fifth largest selling beer in America to the third largest selling brand during my tenure
- Recommendations from my research report about Coors Light's advertising strategy directly quoted by Pete Coors, President, during the 1989 Annual Convention address

**Account Manager/Project Director**

May 1987 - Dec 1988

Decision Analyst, Inc., Arlington, TX

- Managed 10 accounts, including Southwestern Bell Mobile Systems, GTE Mobilnet, and GTE Airfone
- Directed qualitative and quantitative research projects for corporations, such as Lennox Heating and Air Conditioning, Burger King, and Grandy's restaurant chain
- Involved in over 75 market research projects

**OTHER ACTIVITIES:**

Member, American Marketing Association

Member, Society for Marketing Advances

Member, Academy of Marketing Science

Member, Marketing Management Association

Member, Association for Consumer Research