

Dante M. Pirouz, Ph.D.

Richard Ivey School of Business
& The Brain and Mind Institute
Western University
1255 Western Road #3355
London, Ontario N6G 0N1
CANADA
Office: (519) 661-3886
Cell: (810) 841-3705

POSITIONS

Assistant Professor

Richard Ivey School of Business, Western University 2010 - present

Visiting Assistant Professor

Wharton School of Business, University of Pennsylvania July, 2014 - February, 2015

EDUCATION

Ph.D. University of California, Irvine - Paul Merage School of Business, Irvine, CA 2010
Consumer Psychology & Cognitive Neuroscience

M.B.A. University of Pennsylvania - Wharton School of Business, Philadelphia, PA 1992

M.A. University of Pennsylvania - Lauder Institute of International Studies, Philadelphia, PA 1992

B.A. University of California, Los Angeles - College of Letters and Science, Los Angeles, CA 1988
Graduated *Cum Laude*

JOURNAL PUBLICATIONS

1. Jeffrey, Jennifer, Jodie Whelan, Dante M. Pirouz and Anne Snowdon, "Risk Assessment in Booster Seat Use," *Accident Analysis and Prevention* (in press 2016).
2. Leonhardt, James M., Jesse R. Catlin, and Dante M. Pirouz. "Is Your Product Facing the Ad's Center? Facing Direction Affects Processing Fluency and Ad Evaluation." *Journal of Advertising* 44, no. 4 (2015): 315-325.
3. Pezzuti, Todd, Dante M. Pirouz, and Cornelia Pechmann. "The effects of advertising models for age-restricted products and self-concept discrepancy on advertising outcomes among young adolescents." *Journal of Consumer Psychology* 25, no. 3 (2015): 519-529.
4. Pirouz, Dante M., Allison R. Johnson, Matthew Thomson, and Raymond Pirouz. "Creating Online Videos That Engage Viewers." *MIT Sloan Management Review* 56, no. 4 (2015): 83-88.

5. Pettigrew, Simone, Laurel Anderson, Wendy Boland, Valérie-Inés de La Ville, Ilaisaane, Marie-Hélène Fosse-Gomez, Marie Kindt, Laura Luukkanen, Ingrid Martin, Lucie K. Ozanne, Dante M. Pirouz, Andy Prothero, Tony Stovall. "The Experience of Risk in Families: Conceptualizations and Implications for Transformative Consumer Research." *Journal of Marketing Management* 30 (2014): 17-18.
6. Martin, Ingrid M., Michael A. Kamins, Dante M. Pirouz, Scott W. Davis, Kelly L. Haws, Ann M. Mirabito, Sayantani Mukherjee, Justine M. Rapp, and Aditi Grover. "On the road to addiction: The facilitative and preventive roles of marketing cues." *Journal of Business Research* 66, no. 8 (2013): 1219-1226.
7. Pechmann, Cornelia, Elizabeth S. Moore, Alan R. Andreasen, Paul M. Connell, Dan Freeman, Meryl P. Gardner, Deborah Heisley, R. Craig Lefebvre, Dante M. Pirouz, and Robin L. Soster. "Navigating the central tensions in research on at-risk consumers: challenges and opportunities." *Journal of Public Policy & Marketing* 30, no. 1 (2011): 23-30.

BOOK CHAPTERS AND OTHER PUBLICATIONS

1. Pirouz, Dante M. (forthcoming 2016), "Prosocial Research Using Neuroscience Tools," in *Consumer Neuroscience* (textbook), ed. Manuel Garcia-Garcia and Moran Cerf, Boston, MA: MIT Press.
2. Litt, Ab, Dante M. Pirouz, and Baba Shiv (2011), "Neuroscience and Addictive Consumption," in *Transformative Consumer Research for Personal and Collective Well Being: Reviews and Frontiers*, ed. David Mick and Cornelia (Connie) Pechmann, London, UK: Taylor & Francis.
3. Pirouz, Dante M. (2010), "Neuroeconomics," in *21st Century Economics: A Reference Handbook*, ed. Rhona Free, Thousand Oaks, CA: Sage Publications.
4. Pirouz, Dante M. (2009), "Book Review of *Neuroeconomics: A Guide to the New Science of Decision Making* by Peter Politser," *Journal of Neuroscience, Psychology and Economics*.
5. Pirouz, Dante M. (2008), "Behavioral Economics," in *Encyclopedia of Social Psychology*, Vol. 1, ed. R. F. Baumeister and Kathleen D. Vohs, Thousand Oaks, CA: Sage Publications, 105-8.
6. Pirouz, Dante M. (2006), "An Overview of Partial Least Squares," in SSRN eLibrary: <http://ssrn.com/paper=1631359>.

RESEARCH UNDER REVIEW

Hurst, Charlice and Dante M. Pirouz, "Psychopathy and Models of Leadership and Influence," under 2nd round review at *Journal of Applied Psychology*.

REFEREED PROCEEDINGS

1. Pirouz, Dante M., Jennifer Jeffrey and Anne Snowe (2014), "Risk Assessment in Booster Seat Use," at *Association for Consumer Research*, Baltimore, MD.
2. Ingrid Martin, Michael Kamen, and Dante M. Pirouz (2014), "A Theoretical Framework for Behavioral Consumption Addiction," at *Marketing and Public Policy Conference*, Boston, MA.
3. Pirouz, Dante M., Samantha Cross, and Gail Leizerovici (2014), "Cue Reactivity of Hoarding Behavior in Consumers," at *American Marketing Association Winter Conference*, Orlando, FL.
4. Pirouz, Dante M., Jeffrey, Jennifer and Jeff Rotman (2013), "Strategies for Enhancing Booster Seat Usage," at *Association of Consumer Research Conference*, Chicago, IL.
5. Pechmann, Cornelia (Connie), Dante M. Pirouz, and Todd Pezzuti (2013), "Adolescents' Conformity to or Divergence from Ad Models Based on Age: Moderating Effects of Role Transition," at *Society for Consumer Psychology*, San Antonio, TX.
6. Pirouz, Dante M., Allison Johnson, Raymond Pirouz and Matt Thomson (2012), "Exploding the Myth of Viral Videos and the Epic Fail: An Exploration of Why Communications Capture the Market's Imagination," at *Association of Consumer Research Conference*, Vancouver, BC.
7. Leonhardt, Jim, Dante M. Pirouz, Jesse Catlin (2011), "The Inward Effect," at *Association for Consumer Research Conference*, St. Louis, MO.
8. Leonhardt, Jim, Dante M. Pirouz, Jesse Catlin (2011), "The Effect of Inward Orientation on Preference, Fluency and Intent," at *Association for Consumer Research Asia Pacific Conference*, Beijing, China.
9. Leonhardt, Jim, Dante M. Pirouz, Jesse Catlin (2011), "Lateral Orientation Affects Preference, Perceived Usability and Intent to Purchase Via Processing Fluency," at *Society for Consumer Psychology*, Atlanta, GA.
10. Pirouz, Dante M., Cornelia (Connie) Pechmann, and Paul F. Rodriguez (2010), "The Dark Side of Product Attachment: An fMRI Study of Reactivity of Users and Non-Users to Addictive Advertising Cues," at *Association for Consumer Research Conference*, Jacksonville, FL.
11. Pechmann, Cornelia (Connie), Dante M. Pirouz, and Todd Pezzuti (2009), "Age Effects for Adolescents on Identification and Disidentification with Role Models," at *Association of Consumer Research Conference*, Pittsburgh, PA.
12. Pechmann, Cornelia (Connie), Dante M. Pirouz, Todd Pezzuti, Adilson Borges, and Carolina Werle (2009), "Tests of Competing Models of Referent Influence and the Dominant Role of Referent Age," at *Association of Consumer Research Conference*, Pittsburgh, PA.

WORKING PAPERS

1. Pirouz, Dante M., Samantha Cross, and Gail Leizerovici, "Cue Reactivity of Hoarding Behavior in Consumers," in preparation for submission to *Journal of Public Policy and Marketing*.
2. Pirouz, Dante M., "The Abstainer's Dilemma," in preparation for submission to *Lancet*.

RESEARCH IN PROGRESS

"Dissociation of Gambling Effects" (with Prof. June Cotte, Prof. Theo Noseworthy and Peter Nguyen)

- Intended publication: *Journal of Consumer Research*
- Data collection ongoing

“The Effect of Music on Prosocial Financial Behavior” (with Peter Nguyen, Prof. Rod White and Prof. Jessica Grahn, The Brain and Mind Institute, UWO)

- Intended publication: *Journal of Consumer Research*
- Data collection ongoing

“Effect of Pharmaceutical Marketing on Medical Students’ Education: A Survey Study” (with Dr. Gary Tithecott, Dr. Michael J. Rieder, and Lorelei Lingard, Schulich School of Medicine and Dentistry)

- Intended publication: *JAMA*
- Data collection ongoing

POSTERS

1. Pirouz, Dante M., Samantha Cross, and Gail Leizerovici (2012), “Cue Reactivity of Hoarding Behavior in Consumers,” at *Association of Consumer Research Conference*, Vancouver, BC.
2. Jeffrey, Jennifer, Dante M. Pirouz and Matt Thomson (2012), “Shame on You! Motivating Consumer Behaviour with Shame Appeals,” at *Association of Consumer Research Conference*, Vancouver, BC.
3. Jeffrey, Jennifer and Dante M. Pirouz (2012), “Strategies for Enhancing Booster Seat Usage,” at *Auto21 Research Conference*, Montreal, QC.
4. Jeffrey, Jennifer, Dante M. Pirouz and Matt Thomson (2012), “Stop Freaking Me Out: The Role of Affect on Efficacy and Framing Interactions,” at *Society of Consumer Psychology Conference*, Las Vegas, NV.
5. Wang, Liangyan and Dante M. Pirouz (2011), “Should Santa Still Wear Red? Investigating the Effects of Color on Impulsive Buying Behavior,” at *Association for Consumer Research Conference*, St. Louis, MO.
6. Pirouz, Dante M. and Liangyan Wang (2011), “Color and Risky Choice” at *Association for Consumer Research Conference*, St. Louis, MO.
7. Pirouz, Dante M. (2011), “The Effect of Color on Risky Choice” at *Association for Consumer Research Asia Pacific Conference*, Beijing, China.
8. Pirouz, Dante M. (2011), “The Effect of Color on Risky Behavior,” at *Academy of Marketing Science World Congress*, Reims, France.
9. Pirouz, Dante M., Cornelia (Connie) Pechmann, and Paul F. Rodriguez (2010), “The Dark Side of Product Attachment: Reactivity of Non-users and Users to Addictive Product Advertising,” at *Addictions 2010 - The New Frontier in Addiction Treatment: Evidence-based Policy and Practice Conference*, Arlington, VA.
10. Pirouz, Dante M., Cornelia (Connie) Pechmann, Paul F. Rodriguez (2010), “The Dark Side of Product Attachment: Reactivity of Non-users and Users to Addictive Product Advertising,” in *Society for Neuroeconomics Annual Conference*, Evanston, IL.
11. Pezzuti, Todd, Cornelia (Connie) Pechmann, Dante M. Pirouz, and Adilson Borges (2010), “Sunglasses, Hierarchy, and Negotiations: Gender Differences in Eye Gaze During Interpersonal Communication,” in *Association of Consumer Research Conference*, Jacksonville, FL.
12. Pirouz, Dante M. (2008), “Culture, Self-Control and Financial Decision-Making,” in *Association of Consumer Research Conference*, San Francisco, CA.

13. Pirouz, Dante M., Cornelia (Connie) Pechmann, Paul F. Rodriguez, and Steven Cramer (2008), "Cue Reactivity to Advertising Imagery: A Pilot fMRI Study," in *UCI Researchfest*, Irvine, CA.
14. Pirouz, Dante M. (2007), "The Subjective Well-Being of Buying: A Grounded Theory Analysis of Habitual Acts of Consumption," in *Association of Consumer Research Conference*, Memphis, TN.
15. Pirouz, Dante M. (2007), "The Cross Cultural Effect of Trust on Subjective-Well Being," in *Association of Consumer Research Conference*, Memphis, TN.
16. Pirouz, Dante M. (2007), "Social Network Analysis of Global Stock Market Volatility," in *Association of International Business Conference*, Indianapolis, IN.

SPECIAL SESSIONS

- "Building a Theory of Consumption Addiction," session chair for at *Marketing and Public Policy Conference 2014*, Boston, MA
- "Consumption Addiction Roundtable," session chair for at *Society for Consumer Psychology Conference 2014*, Miami, FL.
- "Consumption Addiction: Part 1 and 2," double session chair for at *Marketing and Public Policy Conference 2013*, Washington, DC.
- "Addiction and Consumer Behavior," session chair for roundtable discussion at *Association of Consumer Research Conference 2012*, Vancouver, BC.
- "Researching Consumption Addiction: Developing a Theoretical Framework of Understanding," session chair for roundtable discussion at *AMA Marketing and Public Policy Conference 2012*, Atlanta, GA.
- "Neuroscience, Marketing, and Vulnerable Consumers: Integrative Approaches to Advancing Theory and Social Welfare," session chair for roundtable discussion at *Association of Consumer Research Conference 2010*, Jacksonville, FL.

INVITED TALKS

- Pirouz, Dante M., Samantha Cross, and Gail Leizerovici, "Cue Reactivity of Hoarding Behavior in Consumers," presented to *Queen's University's Conference on Consumer Well-Being*, October, 2013, Kingston, ON.
- Pirouz, Dante M., "Craving Resistance: Reactivity of Product Users and Non-users for an Addictive Product," presented to the *UWO's Brain and Mind Institute*, February, 2013, London, ON.
- Pirouz, Dante M., "Advertising: The Good, The Bad and The Ugly," presented to *UWO Alumni Organization Lunchtime Lecture Series*, March 14, 2012, Toronto, ON.
- Pirouz, Dante M., "Advertising: The Good, The Bad and The Ugly," presented to *UWO's Classroom Without Walls*, December 8, 2011, London, ON.
- Posted on YouTube: <http://www.youtube.com/watch?v=VJq2UHxzGA8>
- Pirouz, Dante M., "A Primer on Decision Neuroscience," presented to *University of Guelph Marketing and Psychology Department*, October 24, 2011, Guelph, ON.
- Pirouz, Dante M., Cornelia (Connie) Pechmann and Paul F. Rodriguez, "Craving Resistance: Reactivity of Product Users and Non-users for an Addictive Product," presented to *Ivey CB Camp*, January 7, 2011, London, ON.
- Pirouz, Dante M., Cornelia (Connie) Pechmann and Paul F. Rodriguez (2010), "The Dark Side of Product Attachment: Reactivity of Non-users and Users to Addictive Product Advertising,"

presented to the *Interdisciplinary Symposium on Decision Neuroscience*, Temple University, Philadelphia, PA.

Pirouz, Dante M., Cornelia (Connie) Pechmann and Paul F. Rodriguez (2009), "The Dark Side of Product Attachment: Reactivity of Addicted Users to Ad Cues," presented to the *INFORMS Annual Meeting*, San Diego, CA.

Pirouz, Dante M. (2007), "Overview of Neuroeconomics and Recent Findings," presented to *Psychology and Capital Markets Workshop*, Irvine, CA.

Pirouz, Dante M., Cornelia (Connie) Pechmann, Paul F. Rodriguez, and Steven Cramer (2006), "Cue Reactivity to Advertising Imagery: A Pilot fMRI Study," presented to *Academy of Marketing Science Conference – Doctoral Student Session*, San Antonio, TX.

Pechmann, Connie and Dante M. Pirouz (2007), "The Dark Side of Attachment: Addiction," presented to *Advertising and Consumer Psychology 2007: New Frontiers in Branding: Attitudes, Attachments, and Relationships*, Santa Monica, CA.

GRANTS AND AWARDS

| | |
|--|-------------|
| Wharton Research Grant (\$8,000) | 2014 |
| Western Faculty Research Grant (\$5,500) | 2014 |
| Western University/Schulich School of Medicine and Dentistry Faculty Support for Research in Education Grant (\$5,000) | 2012 - 2013 |
| CHIR Auto21 Research Grant (\$27,400) | |
| - Booster Seat research project with doctoral student Jennifer Jeffrey | 2012 - 2013 |
| Ian O. Ichnatowycz Institute for Leadership Cross Enterprise Research Grant (\$8,000) | 2012 - 2013 |
| - Joint grant with Charlice Hurst | |
| - For psychopathy research project | |
| Ivey Sustainability Institute Research Grant (\$3,000) | 2012 |
| SSHRC 4A Research Grant (\$6,000) | 2011 |
| Sheth Foundation/Academy of Marketing Science Conference Travel Grant (\$1,000) | 2010 |
| UCI Social Impact Dissertation Award – Honorable Mention (\$1,000) | 2010 |
| Marketing Science Institute Alden G. Clayton Dissertation Proposal Award (\$5,000) | 2010 |
| Society of Consumer Psychology Dissertation Proposal Award (\$1,000) | 2010 |
| UC Tobacco-Related Disease Research Program Dissertation Research Award (\$30,500) | 2009 - 2010 |
| - Ranked 100 th percentile; Highest rated proposal reviewed | |
| - Scientific merit score = 1.48/5.00 (1.00 = outstanding) | |
| UCI General Clinical Research Center/National Institutes of Health Research Grant (\$2,600) | 2006 - 2010 |
| Sheth Foundation/Academy of Marketing Science Conference Travel Grant (\$1,000) | 2009 |
| Sheth Foundation/Association of International Business Travel Grant (\$1,000) | 2007 |
| Ethical Dimensions in Business: Perspectives from the Business Academic Community Travel Grant – Notre Dame University (\$1,000) | 2006 |
| American Marketing Association Foundation Valuing Diversity Ph.D. Scholarship (\$1,000) | 2006 |
| Sheth Foundation/Academy of Marketing Science Conference Travel Grant (\$500) | 2006 |
| Marketing and Public Policy Conference: Research in Risk Doctoral Seminar Travel Grant – USC (\$500) | 2006 |
| UCI Graduate Division Faculty Mentor Program Fellowship (\$11,000) | 2005 |
| Sheth Foundation/Academy of Marketing Science Conference Travel Grant (\$1,000) | 2005 |
| Association of American University Women Graduate Fellowship (\$20,000) | 1991 |
| Jackie Robinson Foundation Scholar (\$20,000) | 1984 - 1988 |

AFTRA/SAG Scholarship (\$1,500) 1984

ACADEMIC SEMINARS AND CONSORTIA

- 4th Transformative Consumer Research (TCR) Conference, Family and Risk Track –
Lille, France June, 2013
- Member of NSERC CREATE proposal team 2013
- Training grant for students and post-docs salaries/stipends for \$1.6 million over 6 years for trainees, including undergraduate, graduate students, and Post-Doctoral Fellows
 - Team includes Dr. Steven R. Laviolette, Associate Professor, CIHR New Investigator, Schulich School of Medicine, Susanne Schmid, Dale Laird, Marco Prado and Adrian Owen, Canada Research Chair, Brain and Mind Institute
- Organized a two-day Brainvoyager fMRI Software Training Symposium October, 2011
- Over 40 attendees from departments across UWO including faculty and graduate students from Neuroscience, Psychology and Schulich Medical School in addition to researchers from the University of Iowa
- 3rd Transformative Consumer Research (TCR) Conference, Addiction Track – Baylor
University, TX June, 2011
- Decision Neuroscience Workshop Fellow – University of Michigan, MI August, 2009
- 2nd Transformative Consumer Research (TCR) Conference, Vulnerable Consumers Track –
Villanova University, PA June, 2009
- 2009 AMA-Sheth Doctoral Consortium Fellow – Georgia State University, GA June, 2009
- Edwards Bayesian Research Conference, Advanced Training Institute - Web Experimental Design
Programming Workshop - Cal State Fullerton, CA January, 2009
- Association of International Business Paper Development Workshop – Indianapolis, IN June, 2007
- 2nd Workshop and Doctoral Seminar Research in Risk: Public Policy and Social Dimensions – USC,
Los Angeles, CA June, 2006
- Judgment and Decision-Making Preconference – Society for Personality and Social Psychology
Annual Meeting – Palm Springs, CA January, 2006
- Massachusetts General Hospital/Massachusetts Institute of Technology/Harvard Medical School
Martinos Center for Biomedical Imaging Visiting Fellow in Functional MRI –
Boston, MA June, 2005

TEACHING

- Assistant Professor* – Ivey School of Business, Western University
- Marketing Products and Services (MBA) Spring, 2011- present
- Rated 6.1/7
 - 2 sections
- International Environmental Issues (Executive Development) Fall, 2013
- For senior executives from Environment Canada
- Global Marketing Strategy (Executive MBA) Winter, 2011, 2012 & 2013
- Taught joint sessions with Executive Development students from IPADE Business School, Mexico
 - Taught J.D. Irving Company executive training
- Global Marketing (Executive Development) Spring, 2011
- KPMG Quantum Shift Fellows Program

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| <i>Visiting Assistant Professor</i> – The Wharton School, University of Pennsylvania Multinational Marketing (MBA and Undergraduate) - 2 sections | Fall, 2014 |
| Marketing Research (Undergraduate) | Fall, 2014 |
| <i>Lecturer</i> – IPADE Business School, Monterrey and Mexico City, Mexico Global Marketing (MBA) | June, 2013 |
| <i>Lecturer</i> – Merage School of Business, University of California, Irvine Introduction to Marketing (Undergraduate) Developed coursework, syllabus and lectures | Summer, 2009 |
| <i>Lecturer</i> – University of California, Los Angeles Business Plan Writing for New Ventures (Extension/Online) Developed coursework, syllabus and lectures for online course | 1999 |
| <i>Lecturer</i> – Wharton School of Business, University of Pennsylvania Marketing Core (Undergraduate) - Taught weekly discussion class for core marketing course | 1992 |

PRESS

1. “Holiday marketing: Brands see dollar signs in emotional, online content,” Laura Wright, *CBC News*, December 16, 2015, <http://www.cbc.ca/news/business/online-holiday-marketing-1.3355669>.
2. “Super Bowl ads have softer tone, greater focus on female viewers,” Lauren Pelley, *Toronto Star*, January, 31, 2015, <http://www.thestar.com/sports/football/2015/01/30/super-bowl-ads-have-softer-tone-greater-focus-on-female-viewers.html>.
3. “How Indigo Plans to Become the World’s First ‘Cultural Department Store,’” Carol Toller, *Canadian Business*, December 1, 2014, <http://www.canadianbusiness.com/innovation/indigo-the-first-cultural-department-store/>.
4. “Behavioural Nudges for Patients,” *Pharmaceutical Marketing*, December, 2013.
5. “Credit cards make Christmas merry for Canadians,” Tavia Grant, *The Globe and Mail*, December 23, 2011, <http://www.theglobeandmail.com/report-on-business/economy/credit-cards-make-christmas-merry-for-canadians/article2281693/>.
6. “Practice to resist temptation,” Ellen Van Wageningen, *The Windsor Star*, April 11, 2011, <http://www.windsorstar.com/health/Practice+resist+temptation/4593549/story.html>.
7. “One more reason for those constant cravings,” Susan Krashinsky, *The Globe and Mail*, April 7, 2011, <http://www.theglobeandmail.com/report-on-business/industry-news/marketing/adhocracy/one-more-reason-for-those-constant-cravings/article1975529/singlepage/#articlecontent>.
8. “Pro-family politicians: But what is a modern Canadian family?,” Dana Flavelle, *The Toronto Star*, April 2, 2011, <http://www.thestar.com/business/article/968013--pro-family-politicians-but-what-is-a-modern-canadian-family>.
9. “Mint spends a mint on marketing,” Jessica Murphy, *The London Free Press*, February 23, 2011.
10. “Banking on Sunday hours,” *The London Free Press*, February 8, 2011, <http://www.lfpress.com/news/london/2011/02/07/17188306.html>.

11. "Last-minute shopping tips," December 24, 2011, [Mike Smyth Show, CKNW Radio 980AM](#).
12. "Last-minute shoppers: Why do they do it?," Zosia Bielski, *The Globe and Mail*, December 24, 2010, <http://www.theglobeandmail.com/life/holiday/last-minute-shoppers-why-do-they-do-it/article1848546/>.
13. "How long can Disney stay in the princess game?," Tralee Pearce, *The Globe and Mail*, December 10, 2010, <http://www.theglobeandmail.com/life/family-and-relationships/the-tangled-politics-of-the-disney-princess/article1832006/>.
14. "In Profile: Dante Pirouz," Nicole Hanbridge, *Western News*, October 28, 2010, http://communications.uwo.ca/com/western_news/profiles/in_profile%3A_dante_pirouz_20101028447029/.

CASE WRITING

1. "Advocate Marketing At Influidive: Building The Next Billion Dollar Marketing Category," with Karam Putros (Ivey), in development, forthcoming 2016.
2. "Intuit/InnerFocus," with Ken Mark, in development, forthcoming 2016.
3. "Microfinancing Peru: Caja Rural Los Andes," with Anna Carpellota (University of Pennsylvania), in development, forthcoming 2016.
4. "Beyond Meat," with Vibu Vimalathanan (Ivey), Ivey Publishing, 9B15A008, 2015, 3 pages.
5. "Johnson and Johnson's Ripperdel," with Beherah Damercheli (Ivey), Ivey Publishing, 9B15A009, 2015, 4 pages.
6. "Victoria's Secret," with Vibu Vimalathanan (Ivey), Ivey Publishing, 9B15A005, 2015, 6 pages.
7. "ParticipAction in Canada," with Prof. Monica LaBarge (Queens) and Karam Putros (Ivey), Ivey Publishing, 9B15A011, 2015, 6 pages.
8. "Toss and Roll in Jamaica," with Karam Putros (Ivey), Ivey Publishing, 9B15A007, 2015, 9 pages.
9. "Toms Shoes: Selling Out A Vision?," with Meng Sang (University of Pennsylvania), Ivey Publishing, 9B15A006, 2015, 3 pages.
10. "Porsche: Harnessing Social Media," with Ken Mark, Ivey Publishing, 9B14A060, 2014, 4 pages.
11. "McKinsey Consulting: Resurrecting Trust after Scandal," with Steven (Sang Kil) Hong (Ivey), Ivey Publishing, 9B14A022, 2014, 5 pages.
12. "Sony PS4," with Vibu Vimalathanan (Ivey), Ivey Publishing, 9B14A048, 2015, 6 pages.
 - a. Teaching Note, 8B141A048, 3 pages.
13. "Target Canada," with Steven (Sang Kil) Hong (Ivey), Ivey Publishing, 9B14A059, forthcoming 2015, 15 pages.
 - a. Used in Ivey MBA marketing core
 - b. Teaching Note, 8B14A059, 3 pages
14. "The Motor City: Rebuilding Detroit's Image Post Bankruptcy," with Karam Putros (Ivey) and Nithiyaa Pushpanathan (Ivey), Ivey Publishing, 9B14A049, 2014, 8 pages.
 - a. Teaching Note, 8B14A049, 7 pages
15. "Tesla Motors: Financing a Marketing Rollercoaster," with Karam Putros (Ivey), Ivey Publishing, 9B13A050, 2014, 11 pages.
 - a. Used in Ivey MBA marketing core
 - b. Teaching Note, 8B14A034, 4 pages

16. “Lululemon Athletica, Inc.,” with Kelly Huang (Arman) (Ivey), Ivey Publishing, 9B14A034, 2014, 4 pages.
 - a. Teaching Note, 8B14A034, 3 pages
17. “Indigo Books,” with Kelly Huang (Arman) (Ivey), Ivey Publishing, 9B14A008, 2014, 8 pages.
 - a. Used in Ivey MBA marketing core
 - b. Teaching Note, 8B14A008, 6 pages
18. “Cargill India Pvt. Ltd.,” with Chandrasekhar R, Ivey Publishing, 9B13A022, 2013, 14 pages.
 - a. Teaching Note, 8B13A022, 6 pages
 - b. Featured case for the 2015 Ivey/McKinsey MBA Case Competition
19. “A Couple of Squares: Pricing for the Future (A),” with Prof. Raymond Pirouz, Prof. Dina Ribbink, and Emily Bendle, Ivey Publishing, 9B13A004, 2013, 14 pages.
 - a. Used in Ivey MBA marketing core
 - b. Teaching Note, 9B13A005, 4 pages
20. “A Couple of Squares: E-Commerce Opportunities for Growth (B),” with Prof. Raymond Pirouz, Prof. Dina Ribbink, and Emily Bendle, Ivey Publishing, 9B13A005, 2013, 4 pages.
 - a. Used in Ivey MBA marketing core
 - b. “A Couple of Squares (A) and (B)” - DVD
21. “Salesbrain,” with Chandrasekhar R, Ivey Publishing, 9B12A005, 2012, 12 pages.
 - a. Teaching Note, 8B12A005, 4 pages
22. “Porsche Cars: Selling Winter Driving,” with Ken Mark, Ivey Publishing, 9B11A021, 2011, 22 pages.
 - a. Used in Ivey MBA marketing core
 - b. Teaching Note, 8B11A021, 7 pages
23. “Sushilicious: New Media Launch,” with Prof. Raymond Pirouz and Ken Mark, Ivey Publishing, 9B11A035, 2011, 19 pages.
 - a. Teaching Note, 8B11A035, 5 pages
24. “Campbell’s Soup: Market Research for Label Redesign,” with Chandrasekhar R, Ivey Publishing, 9B11A029, 2011, 14 pages.
 - a. Used in Ivey MBA marketing core
 - b. Teaching Note 8B11A029, 9 pages

PROFESSIONAL ASSOCIATIONS

Academy of Consumer Research
Academy of Marketing Science
American Psychological Association
Association for Psychological Science
American Marketing Association
Beta Gamma Sigma
INFORMS
Society of Consumer Psychology
Society for Neuroeconomics
Society for Personality and Social Psychology
The Ph.D. Project – Marketing Ethnic Faculty Association

ACADEMIC SERVICE

Service to the Profession

Editorial Review Board

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| Journal of Business Research | 2016 |
| Journal of Consumer Marketing | 2014 - present |

Journal Reviewer

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| Journal of Business Research Reviewer | 2014 - present |
| Journal of Consumer Psychology Reviewer | 2011 - present |
| Journal of Academy of Marketing Science Reviewer | 2012 |
| Journal of Food Product Marketing Reviewer | 2012 |
| International Journal of Food & Agribusiness Marketing Reviewer | 2012 |
| European Journal of Marketing Reviewer | 2011 |
| Journal of Business Research Special Issue Reviewer | 2010 |
| NeuroImage Reviewer | 2010 |
| MIS Quarterly Reviewer | 2009 - 2011 |
| Journal of Applied Marketing Theory Reviewer | 2009 |
| Journal of International Marketing Reviewer | 2008 |
| Journal of Academy of Marketing Science Reviewer | 2007 - 2008 |
| Journal of Behavioral Decision Making Ad Hoc Referee | 2004 |

Conferences

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| Society for Consumer Psychology Conference Paper Reviewer | 2013 - present |
| Marketing and Public Policy Conference Paper Reviewer | 2013 - 2014 |
| Association of Consumer Research Conference Paper Reviewer | 2011 - 2014 |
| Association of Consumer Research Asia Pacific Conference Paper Reviewer | 2011 |
| American Marketing Association Summer Conference Paper Reviewer | 2011 |
| Society of Marketing Advances Conference Advertising and Marketing Communications Track Reviewer | 2009 |
| MSI Mind the Gap: New Approaches to Understanding Customer Decision Making – Volunteer Scribe | 2009 |
| Association of Consumer Research Conference – Volunteer | 2008 |
| American Marketing Academy Foundation Valuing Diversity Award Reviewer | 2008 & 2010 |
| Association of International Business Conference Volunteer | 2007 |
| Association of Psychological Science RiSE-UP Research Competition Reviewer | 2005 & 2007 |
| The Merage School of Business Ph.D. Student Officer Committee Secretary | 2005 |
| Association of Consumer Research Conference Volunteer | 2005 |

Service to Ivey Business School

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|--|----------------|
| First and second round judge for Canada's Next Top Ad Exec | 2014 - present |
| Faculty advisor to Ivey MBA Women in Management Club | 2015 - present |
| Participated regularly in MBA Open House faculty panel | 2014 |

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| Briefed judges for the Ivey McKinsey MBA case competition | 2014 - present |
| Advisor to Ivey MBA Marketing & Sales Club | 2014 - present |
| Founding faculty sponsor for the Ivey LGBT Club (the first club of its kind in Canada) | 2014 |
| Hosted Ivey MBA Women in Management event at my home | 2014 |
| Marketing area group brown bag presenter: Research Tips and Tricks | 2013 |
| Speaker on Ivey MBA Women in Management Panel | 2013 |
| Hosted Ivey Research Series speaker William Hedgcock, University of Iowa | 2013 |
| Presentation to Pharma Congress 2013, Toronto, ON, April 10 | 2013 |
| Hosted Ivey Research Series speaker Uma Karmarkar, Harvard University | 2013 |
| First round judge for Canada's Next Top Ad Exec | 2013 |
| Panel participant at Tory Law Firm to pharmaceutical industry executives – Toronto | 2012 |
| Presentation to National Black MBA Association – Toronto Chapter | 2012 |
| Hosted Ivey Research Series speaker Kathleen Vohs, University of Minnesota | 2010 |
| Advisor to Ivey MBA Marketing & Sales Club | 2012 |
| Faculty advisor to Ivey Women's Network founded by Ivey EMBA's | 2012 |
| Founding member of the Ivey Women's Research Group (IWRG) | 2012 |
| Recorder/facilitator for the Ivey Faculty Retreat | 2011 & 2012 |
| Organized the weekly marketing area group brown bag research series | 2011 - 2013 |
| Judge in Ivey McKinsey MBA case competition | 2011 |
| On faculty recruiting committee for Ivey marketing faculty positions | 2010 & 2011 |
| Participated regularly in MBA Open House faculty panel | 2011 |
| Hosted Ivey Research Series speaker Connie Pechmann, UC Irvine | 2010 |
| On selection committee for Ivey marketing doctoral students | 2010 |
| Represented Ivey at the Ph.D. Project Annual Conference, a doctoral student recruiting fair | 2011 & 2013 |

UNDERGRADUATE AND GRADUATE STUDENT SUPERVISION

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|---|--|
| Faculty Advisor for Peter Nguyen, Ph.D. student, Ivey School of Business, Western University | |
| Dissertation committee member for Jennifer Jeffrey, Ph.D. student, Ivey School of Business, Western University | |
| Dissertation exam committee member for Jodie Whelan, Ph.D. student, Ivey School of Business, Western University | |
| Master's thesis examination outside committee member for Danielle Morgan, Masters student, Film and Media Studies, Western University | |
| Dissertation exam committee member for Aimee Huff, Ph.D. student, Ivey School of Business, Western University | |
| Dissertation supervisory committee member for Gail Leizerovici, Ph.D. student, Ivey School of Business, Western University | |
| Master's thesis examination outside committee member for Joey Paciocco, Masters student, Neuroscience Department, Western University | |
| Research assistant supervisor for Claire Henderson, Ph.D. student, Ivey School of Business, Western University | |
| Research assistant supervisor for Gail Leizerovici, Ph.D. student, Ivey School of Business, Western University | |
| Research assistant supervisor for Jennifer Jeffrey, Ph.D. student, Ivey School of Business, Western University | |

Dante M. Pirouz

Dissertation exam committee member for Mark Lee, Ph.D. student, Ivey School of Business,
Western University

Dissertation supervisory committee member for Theo Noseworthy, Ph.D. student, Ivey School of
Business, Western University

Research assistant supervisor for UWO MSc students:

- 2013: Joey Paciocco, MSc in Neuroscience
 - Member of Master's thesis defense committee 2012
- 2011: Alicia Sikiric and Sherisse McLaughlin
 - Supervised Ivey MSc student Alicia Sikiric's Master's thesis 2011

Research assistant supervisor for UWO undergraduates:

- 2013: King Yiu Leung, Hattie Zhou, Annika Wang, Eva Beylin, Andrew Curtis, Jane Rho
- 2012: Samadrita Guinn, Andrew Liu, Jenelle Pragasam, Samantha O'Neil, Sebastian Dys,
Jordana Waxman

Research assistant supervisor for UWO psychology/neuroscience Ph.D. students:

- 2013: Ian Holloway
- 2012: Matthew Maxwell Smith

Research assistant supervisor for UC Irvine honors undergraduate Tyler Speier

Oral exam committee for Jodie Whelan, Juan Wang and Gail Leizerovici, Ph.D. students, Ivey
School of Business, Western University

PROFESSIONAL BACKGROUND

| | |
|---|-----------------|
| R35 Consulting | 1997 - 2004 |
| Principal/Chief Financial Officer | San Marino, CA |
| DIRECTV International | 1995 - 1997 |
| New Business Development Manager – Asia | El Segundo, CA |
| Young & Rubicam Advertising | 1992 - 1995 |
| Senior Account Executive - International Accounts | New York, NY |
| BMW, AG | 1991 |
| International Marketing Manager | Munich, Germany |

PROFESSIONAL SKILLS

ACTFL/TOEFEL Rated Superior in German – Fluent in writing, speaking, and comprehension

Member - Michigan Real Estate Investors Association

Member - Rental Property Owners Association

Updated: 4/6/2016