

KIMBERLY A. WHITLER

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EDUCATION

Ph.D. Indiana University, Kelley School of Business (2014)
M.S. Indiana University, Kelley School of Business (2011)
M.B.A. University of Arizona, Eller School of Business (1991)
B.A. Business Administration and Psychology, Eureka College, Valedictorian (1989)
Cadet, United States Air Force Academy, Honorable Medical Discharge (1985-1986)

ACADEMIC EMPLOYMENT

University of Virginia, Darden School of Business: Assistant Professor Marketing (2014—current)
Indiana University, Kelley School of Business: Associate Instructor (2009-2014)

PUBLICATIONS

PEER REVIEWED PUBLICATIONS

Kelting, Katie, Adam Duhachek, and Kimberly A. Whitler (2017), “Copycat Private Labels Improve the Consumer Shopping Experience: A Fluency Explanation,” *Journal of Academy of Marketing Science*, 45 (4), 569-585.

Whitler, Kimberly A., and Neil Morgan (2017), “Why CMOs Never Last and What To Do About It,” *Harvard Business Review*, 95 (July-August), 45-54.

- Contributor in July-August 2017 issue (five authors singled out as contributors).
- Achieved “Home Run” status (HBR articles that exceed 40,000 unique visitors online in first six weeks and garner significant media attention)

Whitler, Kimberly A., D. Eric Boyd, and Neil Morgan (2017), “The Power Partnership: CMO & CIO,” *Harvard Business Review*, 95 (July-August), 55.

Whitler, Kimberly A., and Paul Farris (2017), “The Impact of Cyber Attacks on Brand Image,” *Journal of Advertising Research*, 57 (1), 3-9.

Whitler, Kimberly A., Eric Boyd, and Neil A. Morgan (2017), “The Criticality of CMO-CIO Alignment,” *Business Horizons*, 60 (30), 313-324.

Krause, Ryan, Kimberly A. Whitler, and Matthew Semadeni (2014), “Power to the Principals! An Experimental Look at Shareholder Say-on-Pay Voting,” *Academy of Management Journal*, 57 (1), 94-115. AMJ’s “Most-read articles” (March 2015).

Lewis, Michael, Kimberly A. Whitler, and JoAndrea Hoegg (2013), “Customer Relationship Stage and the use of Picture-Dominant versus Text-Dominant Advertising: A Field Study,” *Journal of Retailing*, 89 (3), 263-280.

PEER REVIEWED WORKING PAPERS AND RESEARCH IN PROGRESS

Whitler, Kimberly A., Ryan Krause, and Donald Lehmann (2015), “When and How Does Board-Level Marketing Experience Impact Firm Performance,” *Marketing Science Institute*, 15-109.

- **2017 Robert D. Buzzell MSI Best Paper Award** for rigor, relevance, and impact.
- **McKinsey & Company's** "Must Reads" (October 26, 2015), <http://www.mckinsey.com/marketingandsales.com/our-must-reads>.
- Featured in MSI member publication: Pederson, Kim (2015), "How Board-Level Marketing Experience Improves Firm Value," **Insights from Marketing Science Institute**, 3, 7-8.
- Featured in MSI's "**What Marketers Are Talking About**," (Sept 2016) <http://www.msi.org/articles/what-marketers-are-talking-about-september-2016/>.

Lewis, Michael, Kimberly A. Whitler, and JoAndrea Hoegg (2009), "No Second Chance to Make a First Impression: A Field Study of Relationship Initiation and Development," **Marketing Science Institute**, 4, 09-122.

Six other projects at various stages of preparation. Details available upon request.

MANAGERIAL THOUGHT LEADERSHIP

1,926,371 Total Views of Forbes articles

- **Forbes** Contributor: 230 articles published
- #13 Most Read *Forbes* Leadership Channel Article (2016)
- Top 10 Most Influential Analytics, Big Data, and Personalization Articles (July 2015)
- Top 50 Pharma Article (2015)

Whitler, Kimberly A. and Deb Henretta (2017) "A Key Disconnect: Women Directors and Key Committee Assignments," **Directors & Boards**, July, 58.

Whitler, Kimberly A. and DHR (2016), "Survey Reveals the Companies that Develop the Best C-Level Marketing Leaders," **Forbes**.

Whitler, Kimberly A. and CMO.com (2015), "2015 CMO Impact Study: Executive Summary," 6/1/2016, **CMO.com**.

Whitler, Kimberly A. and The CMO Council (2014), "The CMO Compensation Study," 7/26/2014, **CMO Council**.

Whitler, Kimberly A. and CMO.com (2014), "CMO Impact Study: 9 Key Learnings," 3/26/2014, **CMO.com**.

Krause, Ryan, Kimberly A. Whitler, and Matthew Semadeni (2013), "When do Shareholders Care about CEO Pay?" **The Conference Board Directors' Notes**, No. DN-V2N16, 1-7.

Morphis, Gene, and Kimberly A. Whitler (2013), "CMOs, Build a Relationship with your CFOs," **Harvard Business Review**.

Whitler, Kimberly A. (2012), "How CMOs can Work with CIOs to Gain Customer Insight," **Harvard Business Review**.

41 Additional Articles Published in the following outlets: The Washington Post, CEO Briefing Newsletter, Chief Executive, CMO.com, IBM's A Smarter Planet, Chief Marketer, Ad Age, CMO Council, The Marketing Journal, Darden Ideas to Action, The CMO Council's Peersphere, among others.

MEDIA INTERVIEWS AND COVERAGE

Over 300 media interviews and mentions (North America, Europe, Asia, Australia, Africa, and South America) including: The Wall Street Journal, Bloomberg, The Wall Street Journal (CFO Journal), The Washington Post, Yahoo!, Financial Chronicle POTUS (Sirius/XM), Harvard Law School Forum on Corporate Governance and Financial Regulation, Standard Examiner, USA Today, CBC News (Canada), National Association of Corporate Directors, Cheddar News TV, International Finance News, International Finance News (China), Business Standard II (India), Times Live (Africa), Telegraph (UK), Independent (Ireland), Mediabuzz (Asia), CMO.com (Australia), Ad Age, Yahoo! Finance, Yahoo! Small Business Advisor, Forbes, Telegraph, The Conference Board, The Economist Group, Huffington Post, Oxygen, Poets and Quants, CMO.com, American Marketing Association, Paparazzi News, Retail Watching (Netherlands), Tech in Asia (Asia), Business Day (New Zealand), World News (Sweden), Dailymail (UK), Dinero (Columbia), Observatoire de l'Immateriel (Italy), Finance Sina (China), among others.

HONORS AND AWARDS

- 2017 Top 5 (#4) Influencer of CMOs in Q1 2017 ([Leadtail](#))
Poets & Quants “Favorite Professors of Top MBAs”
2017 Robert D. Buzzell Marketing Science Institute Best Paper Award
Recognized by Dean: Top 10% of Faculty
Outstanding Darden Faculty Award Nominee (given by students)
Graduate Women in Business’ Mentor Award Nominee (given by students)
Top 10 (#6) Influencer of CMOs in 2016 (Leadtail)
Top 10 (#7) Influencer of Tech B2B CMOs in 2016 (Leadtail)
Top 15 (#13) Most Popular *Forbes* Article in 2016 (Leadership Channel)
Top 20 (#17) Marketing Professors who Tweet ([Social Media Magazine](#))
Top 50 (#15) Marketing Professors who Tweet in 2016 ([Dilip Mutum Digital Consumption](#))
Top 100 (#58) MarTech Top Influencers (Onalytica)
Top 100 Leaders in 2017 ([Blue Focus Marketing](#))
HBR Article Identified as Best of the Year ([IBM’s CMO Programs Leader](#))
IBM’s Futurists Group, selected based on influence of C-level leaders
Marketing Accountability Steering Committee
- 2016 IBM’s Futurists Group, selected based on influence of C-level leaders
Outstanding Darden Faculty Award Nominee
Recognized by Dean: Top 10% of Faculty
Darden Faculty Diversity Award – Chosen by Darden students and awarded to one faculty member annually who promotes diversity and inclusion
Top 10 (#3) Influencer of B2B Tech CMOs—Q1 2016 ([Leadtail](#))
Top 10 (#9) Influencer of CMOs in 2015 ([Leadtail](#))
Top 20 (#17) Professors on Twitter ([Social Media Magazine](#))
- 2015 Top 50 (#19) Marketing Profs who Tweet 2015 ([Dilip Mutum Digital Consumption](#))
Top 25 (#12) Who CMOs Most Mention in Social Media ([Oracle and Leadtail Analysis](#))
Top 100 Marketing Professors on Twitter (Social Media Marketing Magazine)
100 Best Blog Posts for Smart Content Marketers (WittyParrot)
Top 10 (#9) Most Influential Analytics, Big Data and Personalization Articles, July 2015 ([Ensignten](#))

- Top 50 (#8 in Big Data) Mid-Year Top 50 Pharma Articles
- 2014 Best Paper Award – Marketing Strategy Track, American Marketing Association
Ralph D. Day Marketing Dissertation Award (Kelley Business School)
Top 100 Marketing Professors on Twitter (Social Media Marketing Magazine)
Outstanding Doctoral Student – Kelley School of Business
Outstanding Associate Instructor Nominee – Kelley School of Business
- 2013 AMA-Sheth Foundation Doctoral Consortium Fellow
Top 100 Marketing Professors on Twitter (Social Media Marketing Magazine)
Indiana University GPSO Research Award
Social Media Marketing Magazine’s Top 100 Marketing Professors on Twitter
- 2012 William Panschar Teaching Award for Associate Instruction (Indiana University)
Haring Symposium Fellow; Best Discussant Runner-up Award
- 2011-14 Indiana University Fellowship
- 2011 Panschar Award for Associate Instructor of the Year Nominee (Indiana University)
Selected to participate in the Indiana University Course Development Institute
- 2010 Recognized by Dean for being in the top 25% of all business school instructors
- 2009-10 Dean’s Fellowship

RESEARCH GRANTS

- 2010 -14 Randall L. Tobias Center for Leadership Excellence Fellowship Recipient. Awarded \$15,000 to study how the role of the CMO impacts firm performance.
- 2010 -11 Randall L. Tobias Center for Leadership Excellence Fellowship Recipient. Awarded \$2,500 to study the impact of CEO pay on multiple stakeholders.

CONFERENCES AND INVITED TALKS

ACADEMIC CONFERENCE, TRACK, AND SESSION CHAIR POSITIONS

- Conference Co-Chair, Theory and Practice in Marketing Conference (2017)
- Session Co-Chair, Winter AMA, “Marketing’s Role at the Top: Understanding how Marketing Experience of CEOs Impacts firm Strategy and Performance,” (2017)
- Track Co-Chair, AMA, Marketing Strategy and Organization Track (2015)
- Chair, AMA Doctoral Student Special Interest Group Chair (2011 – 2012)
- Symposium Chair, AMA Doctoral Student Symposium Chair (Winter 2012)
- Vice Chair, AMA’s Doctoral Student Special Interest Group Vice Chair (2010 – 2011)
- Symposium Co-Chair, AMA Doctoral Student Symposium Co-Chair (Summer 2011)
- Session Chair, AMA, “Where’s My Glass Slipper: Strategies for Finding the ‘Right’ School and Career Success” (2012)
- Session Chair, AMA, “Writing a Publishable Paper: The Theory, the Story, the Process” (2012)
- Session Chair, AMA, Doctoral Student SIG Mentor’s Breakfast (2011)

ACADEMIC CONFERENCE PRESENTATIONS

- Whitler, Kimberly A., Ryan Krause, and Donald R. Lehmann (2017), “How and When Do Marketers on the Board Influence Firm Performance,” Marketing Strategy Meets Wall Street, 8/2017.

Whitler, Kimberly A., Neil A. Morgan, and Lopo Rego (2017), “How CEOs Impact Marketing Capability,” Winter AMA Conference, 2/2017

Feng, Hui, and Kimberly A. Whitler (2017), “The Impact of Chief Marketing Officer Pay Reference Point on Firm Performance,” Winter AMA Conference, 2/2017.

Whitler, Kimberly (2016), “The Role of Marketing in the Firm and C-Suite,” General session presentation at AMA Summer Educator’s Conference, 8/2016. Also served as *Session Moderator*.

Whitler, Kimberly A., Neil Morgan, and Lopo Rego (2016), “A Role Theory Explanation for Why Some CMOs Have Impact and Others Don’t,” Theory + Practice in Marketing Conference, 6/2016.

Whitler, Kimberly A., Ryan Krause, and Donald R. Lehmann (2015), “The Impact of Board Level Marketing Experience on Firm Performance,” Theory + Practice in Marketing Conference, 6/2015.

Feng, Hui, Kimberly A. Whitler, and Neil A. Morgan (2015), “Does CMO Compensation Matter? A Benchmarking Perspective,” Theory + Practice in Marketing Conference, 6/2015.

Whitler, Kimberly A. and Neil A. Morgan (2015), “The Chief Marketing Officer: A Role Theory Perspective,” AMA Winter Educator’s Conference, 2/2015. *Session Chair*

Krause, Ryan, Kimberly A. Whitler, and Albert A. Cannella Jr. (2014), “Gaining a Seat at the Table: A Mediated Model of Functional Representation on Top Management Teams,” AOM Conference, 8/2014.

Whitler, Kimberly A. and Ryan Krause (2014), “Marketing on the Board: The Impact of Board-Level Marketing Experience on Firm Performance,” AMA Winter Educator’s Conference, 2/2014. *Best Paper Award – Marketing Strategy Track*

Feng, Hui, Kimberly A. Whitler, and Neil A. Morgan (2014), “CMO Compensation: How Much Is Enough? Exploring the Consequences of CMO Under / Overpay,” AMA Winter Educator’s Conference, 2/2014.

Whitler, Kimberly A. and Neil A. Morgan (2013), “Causes and Consequences: The Organization of Marketing.” AMA Winter Educator’s Conference, 2/2013.

Krause, Ryan and Kimberly A. Whitler (2012). “That’s Not Fair! Deviations from Economic Rationality in Shareholder Say-on-Pay Voting.” AOM Conference, 8/2012.

Whitler, Kimberly A. and Ryan Krause (2012). “Adding Insult to Injured Brands: When CEO Pay Becomes a Marketing Problem.” AMA Winter Educators’ Conference, 2/2012.

Whitler, Kimberly A. (2012). Discussant: Firm Marketing Capabilities and Financial Performance: How Board of Director Network Ties Impact the Relationship (by Shannon Cummins). Haring Symposium, 4/2012. *Best Discussant Runner-Up*

INVITED ACADEMIC PRESENTATIONS

Denver University, “Does Marketing Experience at the Top of the Firm Matter?” 5/15/2015.

TCU, “The Impact of Board-Level Marketing Experience on Firm Performance,” 4/2015.

Darden School of Business (University of Virginia), “Marketing on the Board: Marketing Experience at the Very Top,” 5/2013.

INVITED MANAGERIAL PRESENTATIONS

Atlanta CMO Roundtable Speaker: “Setting CMOs Up For Success,” 3/16/2018.

Forbes’ Webinar: “The Last Mile—How to Consistently Extract Value from Data Analytics,” 12/7/2017.

G2 Coke/McDonald’s Conference: “5 Emerging Marketing Disruptions,” 11/29/2017.

Forbes’ CMO Summit: Speaker, 11/3/2017.

11th Annual High-Tech CMO Conference: Keynote Speaker, 10/18/2017.

U.S. Department of Defense—Intelligence Units (USDI): Analytic Objectivity Symposium, 8/24/2017.

CEO-CMO Summit: “How CMOs Can Succeed In-and-Out of the Boardroom,” 7/24/2017.

MMA Board Meeting: “Marketers on the Board,” 7/23/2017.

Marketing Science Institute’s Trustee Meeting: “The Future of Marketing: Talent, Capabilities, and Organizational Structure,” 11/10/2016.

Enterprise Marketing Conference Roundtable: “The CMO of the Future,” 9/20/2016.

Eureka College Board of Trustees: “The Making of a Superior Higher Ed Brand,” 5/12/2016.

Forbes’ CMO Network Webinar: “The Transformative CMO,” 1/28/2016.

UVA Foundation Presentation: “Brand Development,” 1/7/ 2016.

Marketing Live 2016: “CMO Challenges, Opportunities, and Predictions for 2016,” 12/17/2016.

Avid Impact Podcast: “Board-Level Marketers are Linked to Higher Performance,” 11/21/2015.

Avid Impact Podcast: “Corporate Boards, Future CMOs, and Impact on Company Performance,” 11/18/2015.

Converge Conference 2015: “Helping Higher Ed CMOs Educate Key Stakeholders, Track Results, and Share Accomplishments throughout the University System,” 10/20/2015.

Attended P&G Signal 2015: “Mastering Brand Building in the 3rd Decade of Digital,” 7/22/2015.

IBM CMO Huddle: San Diego, California, 5/11/2015.

IBM CrowdChat: “Changing the Learning Culture: The 70:20:10 Rule,” 4/28/2015.

Forbes CMO Network Webcast: “Data-Driven and Digitally Savvy,” 12/9/2014.

CMO Salon: AMA Symposium for the Marketing of Higher Education, “The Role of the Higher Education CMO: Challenges and Opportunities,” 11/2014.

Marketing Forum, USA, “The Chief Marketing Officer: Scapegoat or Hero?” 10/2013.

CMO Exchange Conference, “Evolution of a Chief Marketing Officer: The Past, Present, and Future.” 1/2013.

CMO Club, “Methods for Dealing with Big Data.” 9/2012.

Indiana University MBA Alumni Event, “The ROI of Social Media,” 2011.

TEACHING

ASSISTANT PROFESSOR, DARDEN

INSTRUCTOR / COURSE RATING (5.0 Scale)

Core MBA Marketing Simulation, Spring 2017 (65 students)	
Core MBA Marketing Class, Fall 2017 (65 students)	4.92 / 4.84
New Elective: Strategic Positioning, Spring 2017 (51 students)	4.90 / 4.97
Core MBA Marketing Simulation, Spring 2016 (69 students)	4.92 / 4.77
Core MBA Marketing Class, Fall 2016 (69 students)	5.00 / 4.92
New Elective: Managing Consumer Brands, Spring 2016 (53 students)	4.89 / 4.67
Core MBA Marketing Simulation, Spring 2016 (65 students)	4.84 / 4.78
Core MBA Marketing Class, Fall 2015 (65 students)	5.00 / 5.00
Core MBA Marketing Simulation, Spring 2015 (65 students)	4.92 / 4.77
Darden Before Darden – Three Marketing Classes (Fall Orientation 2015)	NA
Core MBA Marketing Class, Fall 2014 (65 students)	4.82 / 4.69

**Recognized by Dean for being in top 10% of faculty – 2015/16 and 2016/17*

EXECUTIVE EDUCATION

Secretary of Defense Corporate Fellows Program (2017, 2016)
HWZ (Switzerland) Executive Education Program

TEACHING MATERIALS DEVELOPED

1. “Buick at a Crossroads: Building Brand Momentum,” UVA-M-0907 and UVA-M-0907TN (2016) with Graham D. Wells and Gerry Yemen.
2. “Developing a Marketing Technology Blueprint,” UVA-M-0906 (2016) with Scott Vaughan.
3. “David’s Bridal: Customer Relationship Management in the Digital Age,” UVA-M-0899 and UVA-M-0899TN (2016) with Paul Farris and Sylvie Thompson.
4. “A Note on Market Definition, Segmentation, and Targeting: Three (of Four) Steps in Developing Market Strategy,” UVA-M-0895 (2016) with Marian Chapman Moore.
5. “Build your Brand with Social Media: How to Get Started Using Twitter,” UVA-M-0913 (2015).
6. “Positioning Carly Fiorina in 2016: The Citizen Leader,” UVA-M-0896 (2016) with Gerry Yemen.
7. “A Strategic Marketing Plan to Successfully Deliver your Professional Brand,” UVA-M-0894 and UVA-M-0894TN (2015).
8. “Exercise: Creating a Model of Consumer Behavior,” UVA-M-0893 and UVA-M-0893TN (2015) with Jude Hammerle.
9. “Developing a Superior Brand Essence Statement,” UVA-M-0892 (2015).
10. “Developing a Superior Creative Brief,” Darden Business Publishing, UVA-M-0891 (2015).
11. “Developing a Superior Strategic Marketing Plan,” Darden Business Publishing, UVA-M-0890 (2015).
12. “Your Professional Brand: Creating a Brand Essence Statement for your Career,” Darden Business Publishing UVA-M-0887 (2015) with Marian Chapman Moore.
13. “Your Professional Brand: Creating a Brand Essence Statement for your Internship,” Darden Business Publishing, UVA-M-0881 and UVA-M-0881TN (2015) with Marian Chapman Moore.
14. “David’s Bridal: A Proposal for a New Generation,” Darden, UVA-M-0837 and UVA-M-0837TN (2012) with Sylvie Thompson and Paul Farris.

SERVICE

JOURNAL AND CONFERENCE REVIEW ACTIVITY

Journal of Marketing ad hoc reviewer (2017-present)
American Marketing Association Summer Educators’ Conference (2015-present)
Academy of Management Conference (2014-present)
American Marketing Association Winter Educators’ Conference (2012, 2014-present)

INDUSTRY EXPERIENCE, HONORS, AND AWARDS

Chief Marketing Officer – David’s Bridal, Inc., Philadelphia, PA

The nation’s largest bridal retailer with a 35 market share, 325 stores and 2 chains (Priscilla of Boston and David’s Bridal)

Chief Marketing Officer – Beazer Homes, Inc., Atlanta, GA

Beazer Homes, Inc., a Fortune 500 Company, is a leading homebuilder with over 550 retail outlets and \$6 billion in sales

Head of Marketing Strategy – PetSmart, Inc., Phoenix, Arizona

PetSmart is the nation's largest retailer of products and services for pets with over 1000 stores and nearly \$7.0 billion in sales.

General Manager, Breakfast Division – Aurora Foods, Inc., St. Louis, Missouri

Aurora Foods was a publicly-traded, \$1.2 billion food company; the company was sold to Pinnacle Foods.

The Procter and Gamble Company, U.S. and Eastern Europe

P&G, at \$73 billion in revenues, is the world's largest consumer-products manufacturer

- Global Strategy (Global Fabric Care/Global Personal Care), Cincinnati, Ohio
- International Marketing (Laundry, Dish), Czech Republic/Slovakia
- Brand Manager (Era, Oxydol), Cincinnati, Ohio
- Advertising Agency Training (Leo Burnett Company), Chicago, Illinois
- Sales Training (Costco), 1994, Cincinnati, Ohio, and Seattle, Washington
- Assistant Brand Manager (Tide)
- Brand Assistant (Tide)
- Summer Intern (Dash)

BOARDS AND PRO BONO WORK

Harte Hanks Marketing Advisory Board (2016-). San Antonio, Texas

Board of Visitors (2008-2010). University of Arizona Marketing Board. Tucson, Arizona

PetSmart Chair in Retailing at the University of Arizona (2004). Led negotiations on behalf of PetSmart

Board of Trustees (1999-2001). Eureka College. Eureka, Illinois

Board of Trustees (2000-2001). Development Workshop, a \$6 million organization dedicated to providing opportunities for disadvantaged people

Pro Bono Print Ad Development (2000). Rape Crisis Center

Pro Bono Strategic Positioning Consulting (1999). Regional Broadcasting Station

EXPERT WITNESS WORK

Expert Opinion: Barington Capital Group LP (2016)

Expert Witness: Virginia Case #CL14-1739, Donna Reighard, Inc. v Ferguson Enterprises, Inc. (2016)

PROFESSIONAL AWARDS

Hot 100 Internet Websites – David's Bridal

Platinum Hermes Creative Award (Catalog Design) – David's Bridal

Silver Davey Award (Catalog Design) – David's Bridal

Gold Award for Best Custom Publishing (MAGS award), *Smart Living* – Beazer Homes

Bronze MAGS Award for the redesign of *Someday Starts Today* to *Smart Living* – Beazer Homes

Top Summit Award from HBA for best website design – Beazer Homes

MAME Award (Major Achievement in Marketing Excellence – Radio) – Beazer Homes

NAHB Silver Award for Ad campaign (top 5 commercial in industry based on business/creative results) – Beazer Homes

Gold Award (GAMMA Awards) for custom publication, *Someday Starts Today* – Beazer Homes

RAC Gold Award (new TV campaign) – PetSmart

Winner -- Ad Age's Top 10 Ad for 2005 – PetSmart

DMA Tempo Award for excellence in creative and marketing (new pet parent guide) – PetSmart

Effie for Business Building Advertising – Era Laundry Detergent

P&G Goldstein award for the best global advertising campaign – Tide Laundry Detergent

University of Arizona MBA Alumni Achievement Award (2001)

Eureka College Young Alum Award (1998)

PROFESSIONAL AFFILIATIONS

American Marketing Association

American Management Association

Procter and Gamble Alumni Association

The CMO Club

The CMO Council