

## JOSEPH P. REDDEN

Univ. of Minnesota, Marketing Department  
321 Nineteenth Ave. S., Suite 3-150  
Minneapolis, MN 55455-0438

Work: 612.626.9170  
Home: 774.283.0744  
Email: redde007@umn.edu

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### EDUCATION

*University of Pennsylvania, Wharton Business School, Ph. D., Marketing, 2006*

*Duke University, Fuqua School of Business, MBA, 1998*

*University of Kentucky, BBA Accounting, BS Computer Science, 1994*

### ACADEMIC POSITIONS

Visiting Professor, University of Minnesota, Fall 2006 – Spring 2008

Assistant Professor, University of Minnesota, Fall 2008 - Present

### RESEARCH INTERESTS

- Ways to reduce the effects of satiation (boredom) in repeated experiences
- Interventions to help people recover faster from satiation
- Effects of product variety on serving sizes and consumption
- Influence of categorization level on perceptions and behavior
- Effects of a complex price format on perceived cost and product choice

### PUBLICATIONS

*Redden, Joseph (2008), "Reducing Satiation: The Role of Categorization Level", Journal of Consumer Research, 34(Feb), 624-634. This work won the 2007 John A. Howard / AMA Doctoral Dissertation Award and the 2008 Robert Ferber Award.*

*Redden, Joseph (2007), "Hyperbolic Discounting," in Encyclopedia of Social Psychology, ed. Roy F. Baumeister and Kathleen D. Vohs, Thousand Oaks, CA: Sage.*

*Redden, Joseph (2007), "Avoiding Satiation: Consumers Should Stop to Smell the Different Types of Roses," on Association for Consumer Research Website (For Marketers Section), <http://www.acrwebsite.org/topic.asp?artid=408>.*

## **WORKING PAPERS**

(AVAILABLE AT [www.behaviorlab.org/Papers](http://www.behaviorlab.org/Papers))

*Redden, Joseph and Stephen J. Hoch, "Variety Reduces Perceived Quantity," conditionally accepted at Journal of Consumer Research*

*Redden, Joseph and Stephen J. Hoch, "The Psychology of Two-part Tariffs," working paper.*

*Galak, Jeff, Joseph Redden, and Justin Kruger, "Variety Amnesia: Recalling Past Consumption Can Accelerate the Recovery from Satiation," invited for revision at Journal of Consumer Research.*

*Redden, Joseph and Shane Frederick, "The Complexity of Unpacking: Explicit Detail Can Lower the Judged Likelihood of an Event," six studies completed, manuscript under preparation.*

## **HONORS & AWARDS**

- Robert Ferber Award, 2008
- Nominated for BusinessWeek Faculty of the Year, 2008
- John A. Howard / AMA Doctoral Dissertation Award, 2007
- Ackoff Award (\$4,000), Wharton Risk Management and Decision Processes Center, 2005
- Doctoral Fellowship in Marketing, Wharton School, 2002-2006
- Fuqua Scholar (top 10% of graduating class), Fuqua School of Business, 1998
- Fuqua Fellowship, Fuqua School of Business, 1996-1998
- Outstanding Senior in Accounting, University of Kentucky, 1994

## **CONFERENCES / INVITED PRESENTATIONS**

2008 "Recovering from Satiation: Recalling Related Intervening Experiences Accelerates Recovery from Satiation," Association for Consumer Research Annual Conference, San Francisco, California (work with Jeff Galak and Justin Kruger).

"Keeping a Product Enjoyable: Preventives and Remedies for Satiation," Board Meeting for the Institute for Research in Marketing at the Carlson School of Management.

"Spontaneous Recovery Isn't Quite So Spontaneous: The Effect of Dishabituator Salience on Constructed Satiation," Behavioral Decision Research in Management Annual Conference, San Diego, California (work with Jeff Galak and Justin Kruger).

"Construal Level and Perceived Variety," Society for Consumer Psychology Annual Winter Conference, New Orleans, Louisiana (work with Selin Malkoc).

- 2007 “Not Seeing the Whole: How Variety Can Reduce Apparent Quantity,” Marketing Department Colloquium, University of Minnesota.
- “Reducing Satiation: Subcategorization, Expertise, and Recall,” presented at American U., Florida St., Harvard, Kentucky, Miami, Minnesota, William & Mary, and Queens U.
- 2006 “Reducing Satiation: The Role of Categorization Level,” presented at Arizona, Minnesota, and Northwestern
- 2005 “Reducing Satiation: The Role of Categorization Level,” presented at Georgetown, Harvard, MIT, U. of Penn. (Wharton), Rice, Vanderbilt, Washington, and Yale
- 2004 “Anchoring and Adjustment in Non-Linear Pricing,” Marketing Science Annual Conference, Rotterdam, Netherlands (work with Stephen J. Hoch).
- 2003 “Price Partitioning: No One Likes Surprises,” Association for Consumer Research Annual Conference, Toronto, Canada (work with Gavan Fitzsimons and Patti Williams).

## TEACHING

- International Marketing Strategy, Univ. of Minnesota, Spring 2008 (5.6/6.0)
- Pricing Strategy (MBA), Univ. of Minnesota, Spring 2007 (5.9/7.0)
- Marketing Strategy, Univ. of Minnesota, Fall 2006 (6.3/7.0), Spring 2007 (6.1), Fall 2008 (6.8)
- Introduction to Marketing (Recitation), Wharton School, Fall 2004 (3.4/4.0; 3.8/4.0), Spring 2005 (3.3/4.0; 3.5/4.0)
- Sabre Marketing Simulation, Wharton School, Fall 2004, Spring 2005
- Wharton Teacher Development Program, Fall 2003

## PROFESSIONAL EXPERIENCE

*1999 – 2002 Avenue A / Atlas DMT, Director of Product Management*

- Led Atlas business unit from conception to first major partnership by defining the product, managing the sales effort, crafting marketing positioning, and overseeing initial operations.
- Conducted market research to identify on-line advertising needs of traditional advertising agencies via interviews with industry leaders, industry publications, and sales prospects.
- Developed tool to optimally allocate ad inventories for one of 3 largest online ad portals.
- Crafted marketing strategies for clients including Gateway, MSN, and Morgan Stanley.

*1998 – 1999 Prism Consulting International, Business Associate*

- Built an operational model of fractional jet usage to justify the construction of two dedicated maintenance facilities that required a multi-million dollar investment.
- Designed and integrated standardized processes for order entry that reduced average response time from 34 hours to 20 minutes.

*1994 - 1996 Arthur Andersen Business Consulting, Senior Consultant*

- Developed best practices for pharmaceutical contractor with solutions expected to produce 40% reduction in project manager time and annual savings of over \$1M.
- Primary client contact and development team leader for activation of US Customs foreign trade zones for BMW and Alpine with annual savings of \$0.7M on imports and exports.