

JOSEPH P. REDDEN

Univ. of Minnesota, Marketing Department
321 Nineteenth Ave. S., Suite 3-161
Minneapolis, MN 55455

Work: 612.626.9170
Email: jredden@umn.edu

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

University of Minnesota

- Associate Professor, Board of Overseers Professorship in Marketing, Fall 2015 - Present
- Associate Professor, Fall 2014 - Present
- Assistant Professor, Fall 2008 – Fall 2014
- Visiting Professor, Fall 2006 – Spring 2008

RESEARCH INTERESTS

- Increasing consumer enjoyment without changing the product
- Ways to reduce the effects of satiation (boredom) in repeated experiences
- Strategies to promote healthy eating

PUBLICATIONS

Noelle Nelson and Joseph P. Redden (2017), “What You Don’t Remember Can’t Bore You: Working Memory and Rate of Satiation,” *accepted at Journal of Consumer Research*.

Kelly L. Haws, Brent McFerran, and Joseph P. Redden (2017), “The Satiating Effect of Pricing: the Influence of Price on Enjoyment over Time,” *accepted at Journal of Consumer Psychology*.

Tashara Leak, Alison Swenson, Aaron Rendahl, Zata Vickers, Elton Mykerezi, Joseph P. Redden, Traci Mann, and Marla Reicks (2017), “Identifying effective and feasible behavioral strategies that encourage home dinner vegetable consumption among low-income children,” *accepted at Public Health Nutrition*.

Joseph P. Redden, Kelly Haws, and Jinjie Chen (2017), “The Ability to Choose Can Increase Satiation,” *Journal of Personality and Social Psychology*, 112(2), 186-200.

Kelly L. Haws, Peggy J. Liu, Joseph P. Redden, and Heidi J. Silver (2017), "Varieties of Variety: The Relationship Between Naturally-Occurring Dietary Variety and Weight Loss," *accepted at Journal of Marketing Research*.

Davis, Scott, Kelly L. Haws, and Joseph P. Redden (2016), "Is This Food Healthy? The Contextual Influences of Prior Foods on Healthiness Perceptions," *Journal of Marketing Behavior*, 2(1), 1-17.

Redden, Joseph P. (2016), "How to increase vegetable intake among children?", *The Global Fruit & Vegetable Newsletter*, 16, 2.

Elsbernd, S.L., M.M. Reicks, T.L. Mann, J.P. Redden, E. Mykerezzi, and Z.M. Vickers (2016), "Serving vegetables first: A strategy to increase vegetable consumption in elementary school cafeterias", *Appetite*, 96, 111-115.

Chugani, Sunaina K., Julie R. Irwin, and Joseph P. Redden (2016), "Happily Ever After: Hedonic Adaptation and Identity-Consistent Stimuli," *Journal of Consumer Research*, 42(4), 564-577.

Durante, Kristina M., Vladas Griskevicius, Joseph P. Redden, and Andrew Edward White (2015), "Spending on Girls versus Boys in Economic Recession," *Journal of Consumer Research*, 42(3), 435-457.

Miller, Nicole, Marla Reicks, Joseph P. Redden, Traci Mann, Elton Mykerezzi, and Zata Vickers (2015), "Increasing Portion Sizes of Fruits and Vegetables in an Elementary School Lunch Program Can Increase Fruit and Vegetable Consumption," *Appetite*, 91(1), 426-430.

Redden, Joseph P., Traci Mann, Zata Vickers, Elton Mykerezzi, Marla Reicks, and Stephanie Elsbernd (2015), "First in Isolation: An Intervention Strategy to Increase the Intake of Healthy Foods," *PLoS-ONE*, 10(4): e0121283. doi: 10.1371/journal.pone.0121283.

Leak, Tashara, Alison Swenson, Zata Vickers, Traci Mann, Elton Mykerezzi, Joseph P. Redden, Aaron Rendahl, and Marla Reicks (2015), "Testing the Effectiveness of In-home Behavioral Economics Strategies to Increase Vegetable Intake, Liking and Variety among Low-income Youth," *Journal for Nutrition Education and Behavior*, 47(2), e1-e9.

Osdoba, Katie E., Traci Mann, Joseph P. Redden, and Zata Vickers (2015), "Using Food to Reduce Stress: Effects of Choosing Meal Components and Preparing a Meal," *Food Quality and Preference*, 39, 241-250.

Scherschel, Heather, Britt Ahlstrom, Zata Vickers, Joseph P. Redden, and Traci Mann (2014), "The Myth of Comfort Food," *Health Psychology*, 33(12), 1552-1557.

Galak, Jeff, Joseph P. Redden, Yang Yang, and Ellie J. Kyung (2014), "How Perceptions of Temporal Distance Influence Satiation," *Journal of Experimental Social Psychology*, 52(May), 118-123.

- Larson, Jeffrey, Joseph P. Redden, and Ryan S. Elder (2014), "Satiation from Sensory Simulation: Evaluating Foods Decreases Enjoyment of Similar Foods," *Journal of Consumer Psychology*, 24(2), 188-194.
- Sevilla, Julio, and Joseph P. Redden (2014), "Perceived Limited Availability Reduces the Rate of Satiation," *Journal of Marketing Research*, 51(April), 205-217.
- Vohs, Kathleen D., Joseph P. Redden, and Ryan Rahinel (2013), "Physical Order Produces Healthy Choices, Generosity, and Conventionality, Whereas Disorder Produces Creativity," *Psychological Science*, 24(9), 1860-1867.
- Haws, Kelly L. and Joseph P. Redden (2013), "In Control of Variety: High Self-Control Reduces the Effect of Food Variety," *Appetite*, 69(1), 196-203.
- Rahinel, Ryan and Joseph P. Redden (2013), "Brands as Product Coordinators: Matched Brands Make Joint Consumption Experiences More Enjoyable," *Journal of Consumer Research*, 39(6), 1290-1299.
- Redden, Joseph P. and Jeff Galak (2013), "The Subjective Sense of Feeling Satiated," *Journal of Experimental Psychology: General*, 142(1), 209-217.
- Redden, Joseph P. and Kelly L. Haws (2013), "Healthy Satiation: The Role of Decreasing Desire in Effective Self-Control," *Journal of Consumer Research*, 39(5), 1000-1114.
- Reicks, Marla, Joseph P. Redden, Traci Mann, Elton Mykerezi, and Zata Vickers (2012), "Pictures in Lunch Tray Compartments and Vegetable Consumption among Children in Elementary School Cafeterias," *Journal of American Medical Association*, 307(8), 784-785.
- Redden, Joseph P. and Stephen J. Hoch (2011), "Simplifying Difficult Calculations: How Consumers Choose Two-part Tariffs," *Journal of Product & Brand Management*, 20(7), 549-556.
- Redden, Joseph P. and Shane Frederick (2011), "Unpacking Unpacking: Greater Detail Can Reduce Perceived Likelihood," *Journal of Experimental Psychology: General*, 140(May), 159-167.
- Galak, Jeff, Joseph P. Redden, and Justin Kruger (2009), "Variety Amnesia: Recalling Past Consumption Can Accelerate Recovery from Satiation," *Journal of Consumer Research*, 36(Dec), 575-584.
- Redden, Joseph P. and Stephen J. Hoch (2009), "The Presence of Variety Reduces Perceived Quantity," *Journal of Consumer Research*, 36(Oct), 406-417.

Redden, Joseph P. (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 P. (2007), "Avoiding Satiation: Consumers Should Stop to Smell the Different Types of Roses," on *Association for Consumer Research Website (For Marketers Section)*.

BOOK CHAPTERS

Joseph P. Redden (2014), "Desire over Time: The Multi-Faceted Nature of Satiation," in *The Psychology of Desire*, ed. Wilhelm Hofmann and Loran Nordgren, Guilford Press, 82-103.

Griskevicius, Vladas, Redden, Joseph P., & Ackerman, Joshua M. (2014), "The Fundamental Motives for Why We Buy," in *The Interdisciplinary Science of Consumption*, ed. Stephanie D. Preston, Morten L. Kringelbach, Brian Knutson, and Peter C. Whybrow, MIT Press, 33-58.

Griskevicius, Vladas, Joshua M. Ackerman, and Joseph P. Redden (2012), "Why We Buy: Evolution and Consumer Behavior," in *Applied Evolutionary Psychology*, ed. S. C. Roberts, Oxford University Press, 311-329.

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

WORKING PAPERS

Jannine D. Lasaleta and Joseph P. Redden, "When Similarity Slows Satiation: The Relationship of Stimulus Similarity and Satiation," *invited for 3rd round revision at Journal of Marketing Research*.

Jeff Galak and Joseph P. Redden, "The Properties and Antecedents of Hedonic Decline," *invited for 2nd round revision at Annual Review of Psychology*.

Kristina M. Durante, Lambrianos Nikiforidis, Ashley Rae, Joseph P. Redden, and Vladas Griskevicius, "Gender Differences in Parental Investment in Daughters vs. Sons," *invited for 2nd round revision at Journal of Consumer Psychology*.

Rajesh Bhargave, Nicole Votolato Montgomery, and Joseph P. Redden, "Collective Satiation: How Continued Consumption with Others Affects Product Enjoyment," *under review*.

Joseph P. Redden, Jeff Galak, Kameko Halfmann, and William Hedgcock, "Satiation via a Top-Down Neural Mechanism," *working paper*.

HONORS & AWARDS

- Curtis Cup, Professor of the Year for Carlson Executive MBA, 2016
- Faculty Research Award, Carlson School of Management, 2013
- Faculty Service Award, Carlson School of Management, 2013
- Marketing Young Scholar, Marketing Science Institute, most promising scholars in marketing, 2013
- Robert Ferber Award, best interdisciplinary dissertation article published in the latest volume of the Journal of Consumer Research, 2008
- John A. Howard / AMA Doctoral Dissertation Award, best dissertation in marketing, 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

GRANTS

- Dean’s Small Research Grant of \$2,423 for “Behavioral Effects and Enjoyment”, Carlson School of Management, 2013
- Grant of \$15,000 for “Harnessing Social Norms to Turn a Minority into a Majority”, Ogilvy Foundation, 2012 (co-investigator with Vladas Griskevicius).
- Grant of \$15,000 for “Serving Vegetables First as a Strategy for Increasing Vegetable Consumption in an Elementary School Cafeteria”, Cornell Center for Behavioral Economics in Child Nutrition Programs, 2012 (co-investigator with Zata Vickers as primary investigator).
- Grant of \$1,413,101 for “Using In-home Behavioral Economic Strategies and Enhanced Food Preparation Skills to Increase Vegetable Intake and Variety among Children”, USDA Agricultural and Food Research Initiative, 2011 (co-investigator with Marla Reicks as primary investigator)
- NASA Grant of \$350,000 for “Factors Contributing to Food Acceptability on Long-term Space Missions”, NASA, 2011 (co-primary investigator with Traci Mann & Zata Vickers)
- Dean’s Small Research Grant of \$8,826 for “Variety Amnesia fMRI”, Carlson School of Management, 2011
- Grant of \$27,442 for “Developing Research Capacity to Test Behavioral Economic Intervention in Child Nutrition Programs”, United States Department of Agriculture, 2010 (co- investigator with Marla Reicks as primary investigator)
- Dean’s Small Research Grant (\$2,150), Carlson School of Management, 2008
- Ackoff Award (\$4,000), Wharton Risk Management and Decision Processes Center, 2005
- Doctoral Fellowship in Marketing, Wharton School, 2002-2006

TEACHING (ratings shown for most recent year)

Courses Taught

Marketing Management (Carlson School of Management Executive MBA)

Ratings: 5.5 (out of 6.0)

Marketing In Action (Univ. of Minnesota Undergraduate)

Ratings: TBD (out of 6.0)

Marketing Strategy (Univ. of Minnesota Undergraduate)

Ratings: 5.8, 5.6 (out of 6.0)

Pricing Strategy (Univ. of Minnesota MBA)

Introduction to Marketing (Wharton School Undergraduate)

Sabre Marketing Simulation (Wharton School Undergraduate)

Executive Education

Strategic Marketing (Carlson School of Management Executive Education)

Ratings: 4.8 (out of 5.0)

MBA Essentials Program (Carlson School of Management Executive Education), Marketing Management

Ratings: 4.4 (out of 5.0)

Minnesota Executive Program (Carlson School of Management Executive Education), Strategies for a Marketing Advantage (with marketing simulation)

Custom Program, “Data Analysis: Insight Extraction and Decision Making”, April 2015

Custom Program, “Sizing an Opportunity Space”, July 2013

Custom Program, “Financial Projections: Path to Cash”, June 2014

Honors and Awards

Faculty of the Year, Carlson Executive MBA, 2016

Faculty Teaching Award, Carlson School of Management, 2013, 2014

Finalist for Business Week Faculty of the Year, 2008, 2009, 2012, 2014, 2017

CONFERENCES / INVITED PRESENTATIONS (* denotes presentation by co-author)

- 2016 “The Self-Reflective Component of Satiation”, Marketing Seminar Series, Stanford University (4/27/2016).
- 2015 “Modes of Enjoyment for Combined Experiences”, ACR Conference, New Orleans, LA (work with Michael Covey).
- “Using Reflective and Mindless Approaches to Encourage Healthier Eating”, University of Pennsylvania Center for Health Incentives and Behavioral Economics (09/10/2015).
- “The Satiating Effect of Pricing: The Influence of Price on Enjoyment over Time”, SCP Conference, Phoenix Arizona (work with Kelly Haws and Brent McFerran).
- 2014 “The Self-Reflective Component of Satiation”, Marketing Seminar Series, The Ohio State University (10/10/2014).
- “Spending on Girls versus Boys in Economic Recessions”, ACR Conference, Baltimore, MD (work with Kristina Durante *, Vladas Griskevicius, and Andrew White).
- “Consumption Patterns and Weight Loss”, ACR Conference, Baltimore, MD (work with Kelly Haws * and Peggy Liu).
- “The Self-Reflective Component of Satiation”, Marketing Seminar Series, Duke University (4/9/2014).
- “The Self-Reflective Component of Satiation”, Marketing Seminar Series, London Business School (2/24/2014).
- “The Self-Reflective Component of Satiation”, Marketing Seminar Series, Grenoble University (2/21/2014).
- “Physical Order Promotes Healthy Choices, Generosity, Conventionality, Whereas Disorder Produces Creativity”, SPSP Conference, Austin, TX (work with Ryan Rahinel* and Kathleen Vohs).
- “Spending on Girls versus Boys in Economic Recessions”, SPSP Conference, Austin, TX (work with Kristina Durante *, Vladas Griskevicius, and Andrew White).
- “The Self-Reflective Component of Satiation”, Marketing Camp, University of Florida (2/8/2014).
- “The Role of Malleable Satiation in Eating Behavior”, Behavior Science of Eating Conference, Carnegie Mellon University (1/10/2014).
- 2013 “The Self-Reflective Component of Satiation”, Cognitive Psychology Colloquium Series, University of Minnesota (10/31/2013).
- “The Self-Reflective Component of Satiation”, Marketing Seminar Series, University of Southern California (10/25/2013).
- “The Self-Reflective Component of Satiation”, Marketing Seminar Series, Boston University (9/26/2013).

“The Self-Reflective Component of Satiation”, Marketing Seminar Series, Alberta University (4/5/2013).

“The Self-Reflective Component of Satiation”, Marketing Seminar Series, Cornell University (2/15/2013).

“This Isn’t So Bad: Assimilation, Contrast, and Self-Control Impact Healthiness Perceptions”, Association for Consumer Research Annual Conference, Chicago, IL (work with Scott Davis* and Kelly L. Haws).

“Mechanical Turk 2.0: Issues, Limitations & Solutions for Collecting Data, Association for Consumer Research Annual Conference, Chicago, IL (member of roundtable).

“I Love You Both Equally, But .. Parental Spending on Girls vs. Boys in Economic Recessions”, Society for Consumer Psychology Winter Conference, San Antonio, TX (work with Kristina Durante*, Vladas Griskevicius, and Andrew White).

“Apples to Apples or Apples to Crackers? Assimilation, Contrast, and Self-Control on Healthiness Perceptions”, Society for Consumer Psychology Winter Conference, San Antonio, TX (work with Scott Davis* and Kelly Haws).

2012 “Two Approaches to Encourage Healthier Eating”, Marketing Speaker Series, University of Minnesota (10/26/2012).

“The Chooser’s Curse: The Ability to Choose Leads to More Satiation”, Marketing Speaker Series, University of Texas at Austin (9/28/2012).

“The Chooser’s Curse: The Ability to Choose Leads to More Satiation”, Behavioral Economic Speaker Series, University of Minnesota (7/26/2012).

“The Self-Reflective Component of Satiation”, Marketing Seminar Series, Texas A&M University (2/13/2012).

“Brands as Product Coordinators: Matched Brands Make Joint Consumption Experiences More Enjoyable”, Society for Judgment and Decision Making Annual Conference, Minneapolis, MN (work with Ryan Rahinel*).

“Red, Ripe, and Ready: Effect of Food Color on Consumption”, Society for Judgment and Decision Making Annual Conference, Minneapolis, MN (work with Stephanie Cantu* and Vladas Griskevicius).

“Interventions to Get School Children to Eat More Vegetables”, Association for Consumer Research Annual Conference, Vancouver, BC (work with Traci Mann, Elton Mykerezzi, Marla Reicks, and Zata Vickers).

“In Control of Variety: How Self-Control Reduces the Effect of Food Variety”, Association for Consumer Research Annual Conference, Vancouver, BC (work with Kelly Haws*).

“Red, Ripe, and Ready: Effect of Food Color on Consumption”, Association for Consumer Research Annual Conference, Vancouver, BC (work with Stephanie Cantu* and Vladas Griskevicius).

- “I Love You Both Equally, But .. Parental Spending on Girls vs. Boys in Economic Recessions”, Association for Consumer Research Annual Conference, Vancouver, BC (work with Kristina Durante*, Vladas Griskevicius, and Andrew White).
- “Perceived Scarcity Reduces the Rate of Satiation”, Society for Consumer Psychology Summer Conference, Orlando, FL (work with Julio Sevilla* and Shenghui Zhao).
- “In Control of Variety: How Self-Control Reduces the Effect of Variety”, Behavioral Decision Research in Management Conference, Boulder, CO (work with Kelly Haws*).
- “Feels Far or Near? How Subjective Perception of When One Last Consumed Influences Satiation”, Society for Consumer Psychology Winter Conference, Las Vegas, NV (work with Yang Yang*, Jeff Galak, and Ellie Kyung).
- “Perceived Scarcity Reduces the Rate of Satiation”, Society for Consumer Psychology Winter Conference, Las Vegas, NV (work with Julio Sevilla* and Shenghui Zhao).
- 2011 “The Chooser’s Curse: The Ability to Choose Leads to More Satiation,” Marketing Speaker Series, Carnegie Mellon University (4/7/2011).
- “The Chooser’s Curse: The Ability to Choose Leads to More Satiation”, Association for Consumer Research Annual Conference, St. Louis, MO.
- “The Subjective Sense of Satiation”, Association for Consumer Research Annual Conference, St. Louis, MO (work with Yang Yang*, Jeff Galak, and Ellie Kyung).
- “The Less There Is, The More I Want”, Association for Consumer Research Annual Conference, St. Louis, MO (work with Julio Sevilla* and Shenghui Zhao).
- “Brands as Product Coordinators”, Association for Consumer Research Annual Conference, St. Louis, MO (work with Ryan Rahinel*).
- “Unrelated Variety: When Greater Dissimilarity Can Increase Satiation”, Association for Consumer Research Annual Conference, St. Louis, MO (work with Jannine Lasaleta*).
- “The Subjective Sense of Satiation”, Society for Consumer Psychology Annual Winter Conference, Atlanta, GA (work with Jeff Galak*).
- 2010 “Healthy Satiation: The Role of Desire in Self-Control,” Association for Consumer Research Annual Conference, Jacksonville, FL (work with Kelly Haws).
- “Meta-Cognition and Satiation,” Behavioral Decision Research in Management Annual Conference, Pittsburgh, PA (work with Jeff Galak*).
- “If It Is Familiar, It Must Taste Better,” Society for Consumer Psychology Winter Conference, St. Petersburg, FL (work with Manoj Thomas).
- 2009 “Interplay of Self-Control and Satiation,” Food Sciences Workshop, University of Minnesota (9/30/2009).
- “Variety Amnesia: Recalling Past Variety Can Accelerate Recovery from Satiation,” Marketing Workshop, University of Chicago (5/11/2009).

“Variety Amnesia: Recalling Past Variety Can Accelerate Recovery from Satiation,” Marketing Department Colloquium, Brigham Young University (3/06/2009).

“Unpacking Unpacking: When Greater Detail Reduces Perceived Likelihood,” Society for Judgment and Decision Making Annual Conference, Boston, MA (work with Shane Frederick*).

2008 “Recovering from Satiation: Recalling Related Intervening Experiences Accelerates Recovery from Satiation,” Association for Consumer Research Annual Conference, San Francisco, CA (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, CA (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).

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.

SERVICE

Research

- Dissertation Committee Member for Aekyoung Kim, Rutgers University, 2017
- Dissertation Committee Member for Mitchell Mattes, University of Minnesota, 2015
- Editorial Review Board, Journal of Consumer Research, 2015, 2016
- Editorial Review Board, Journal of Marketing Research, 2014, 2015, 2016
- Program Committee, Society for Consumer Psychology Winter Conference, 2013, 2014, 2015, 2016
- Program Committee, Society for Consumer Psychology International Conference, 2012
- Program Committee, Association of Consumer Research Conference, 2011, 2013, 2014
- Dissertation Committee Member for Sunaina Chugani, University of Texas-Austin, 2013
- Dissertation Committee Member for Katie Osdoba, University of Minnesota, 2015
- Faculty Representative at Hering Symposium, Indiana University, 2010
- Doctoral Symposium Panelist at Society for Consumer Psychology Conference, 2014, 2015
- Doctoral Symposium Panelist at Association of Consumer Research Conference, 2009, 2010
- Judge for SCP-Sheth Doctoral Dissertation Competition, 2008, 2009, 2010, 2011, 2012, 2013
- Judge for MSI Clayton Dissertation Proposal Competition, 2012, 2013, 2015
- Honor's Thesis Advisor for Olivia Grev, University of Minnesota, 2016
- Honor's Thesis Advisor for Jon van Keulen, University of Minnesota, 2012
- Honor's Thesis Reader for Nick Olson, University of Minnesota, 2011
- Reviewer for American Marketing Association Winter Conference, 2009, 2010
- Reviewer for Association of Consumer Research Conference, 2009, 2015
- Reviewer for Society of Consumer Psychology Winter Conference, 2009, 2010
- Ad-hoc reviewer for Journal of Consumer Research, Journal of Marketing Research, Marketing Science, Journal of Consumer Psychology, Organizational Behavior and Human Decision Processes, Journal of Retailing, Management Science, Psychological Science, Journal of Applied Psychology, Appetite, Journal of Applied Research in Memory and Cognition, Journal of Cognitive Psychology

School

- Marketing Undergraduate Core Course Review Committee, 2017

- MBA Marketing Exemption Requirements Committee, 2016
- Undergraduate Statistics and Quantitative Preparedness Committee, 2016
- Search Committee for Associate Dean, Undergrad Program, 2016
- Undergraduate Experiential Learning Exploratory Committee, 2015
- Executive Education Faculty Advisory Committee, 2015, 2016
- Search Committee for Interim Director, Executive Education, 2015
- Marketing Undergraduate Growth Committee (Chair), 2014
- Marketing Institute Strategic Direction Committee, 2014
- CSOM Strategic Planning Committee, 2014
- CEMBA Faculty Council, 2013, 2014, 2015, 2016
- Marketing Department Recruiting Committee, 2012, 2013
- IT Faculty Advisory Committee, 2012, 2013
- Search Committee for Assistant Dean, MBA Program, 2012
- President’s Distinguished Faculty Mentor Program, 2010, 2012, 2013, 2014, 2016
- Undergraduate Faculty Advisory Committee, Carlson School, 2009-present
- Manage online global subject pool (www.behaviorlab.org)
- Judge for Senior Case Competition at Carlson School of Management, 2008, 2009
- Faculty Representative for Elite 8 Case Competition, 2009-2013
- Faculty Representative at BizWeek Battle of the Brains, 2010
- Advisor in Undergraduate Research Opportunities Program, Gage Kaffering, 2012-2013
- Advisor in Undergraduate Research Opportunities Program, Shulin Huang, 2009-2011
- Advisor in Undergraduate Research Opportunities Program, Chenyan Huang, 2008-2009
- Advisor in Honor’s Research Assistant Program, Alex Kurth, 2012-2013
- Advisor in Honor’s Research Assistant Program, Alexa Ruda, 2011-2012
- Advisor in Honor’s Research Assistant Program, Mengshan Guo, 2009-2010
- Advisor in Honor’s Research Assistant Program, Megan Dullum, 2008-2009

Corporate

- Consulting Advisor for Carlson Brand Enterprises (Aspirity, Boston Scientific [2], Delta, Jack Links, Land O’ Lakes, Polaris [2], Schwans, Starkey [2], United Health), 2016
- Consulting Advisor for Carlson Consulting Enterprises (Anonymous Devices, Donaldson, Hennepin County Library, Horton, MBA Program), 2016
- Consulting Advisor for Carlson Brand Enterprises (Aspirity, Boston Scientific, Delta Airlines, Dreamworks, G&K Uniform Services, Kinky Vodka, Lake Minnetonka, Land O’ Lakes, Michael Foods, Mystic Lake Casino, Schwan’s, Science Museum, United Health), 2015
- Consulting Advisor for Carlson Consulting Enterprises (Health Services Advisors, Target), 2015
- Consulting Advisor for Carlson Brand Enterprises (Polaris, Dreamworks, Assisted Living, Hired, General Mills, Vomeris, Girl Scouts), 2014
- Consulting Advisor for Carlson Brand Enterprises (3M, Delta, General Mills, MorningStar, Schwans), 2013
- Consulting Advisor for Carlson Consulting Enterprises (Allianz, Covidien, Polaris), 2013
- Consulting Advisor for Carlson Brand Enterprises (3M, Fairmont, Joia, McDonald’s, Valspar, General Mills, Caterpillar, Best Buy, Imation), 2012
- Consulting Advisor for Carlson Consulting Enterprises (Polaris, HHEI, Thrivent, United Strategy Planning, UM Athletic Dept.), 2012

- Consulting Advisor for Carlson Brand Enterprises (3M, Caterpillar, Deluxe, General Mills, Land O’ Lakes, Lunds), 2011
- Consulting Advisor for Carlson Consulting Enterprises (Best Buy, Cargill, Cummins, College of Pharmacy), 2011
- Consulting Advisor for Carlson Brand Enterprises (Memoves, Fairmount, Alpine Lace, 3M, SuperValu, Immunization Action Coalition, Colder, Valspar, Trivent), 2010
- Consulting Advisor for Carlson Consulting Enterprises (Koozala, 3M), 2010
- Consulting Advisor for Carlson Brand Enterprises (Toro, Polaris, Lifetime Fitness, Life Settlements, 3M, General Mills), 2009
- Advisory board member at uTead.com (business started by former student)