

JOSEPH P. REDDEN

Univ. of Notre Dame, Marketing Department
Mendoza College of Business, 393A
Notre Dame, IN 46556

Work: 574.631.9987
Email: joeredden@nd.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 Notre Dame

- Full Professor, Aloysius and Eleanor Nathe Collegiate Chair, Fall 2025 - Present

University of Minnesota

- Full Professor, Curtis L. Carlson Chair in Marketing Analytics, Fall 2020 – Spring 2025
- Full Professor, Board of Overseers Professorship in Marketing, Fall 2018 – Fall 2020
- Associate Professor, Board of Overseers Professorship in Marketing, Fall 2015 – Fall 2018
- Associate Professor, Fall 2014 – Fall 2015
- 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

Joseph P. Redden (2025), "Test for the best: Using ChatGPT to create effective ad taglines," *Journal of Current Issues & Research in Advertising*, 1–27.
<https://doi.org/10.1080/10641734.2025.2457663>

Nelson B. Amaral and Joseph P. Redden (2024), "Battle of the Brand: Brand Attachment Inoculates Against the Negative Effects of Ad Repetition," *Journal of Advertising*, April, 1-16.

Lauren Ehrmantraut, Joseph P. Redden, Traci Mann, Nathaniel E. Helwig, and Zata M. Vickers (2024), "Self-Selected Diets: Exploring the Factors Driving Food Choices and Satisfaction

with Dietary Variety among Independent Adults," *Food Quality and Preference*, 117, 105154.

Jinjie Chen and Joseph P. Redden (2023), "Better Together: How Clustering Can Attenuate Hedonic Decline," *Journal of Consumer Research*, 51(2), 408-427.

Jeff Galak, Jinwoo Kim, and Joseph P. Redden (2022), "Identifying the Temporal Profiles of Hedonic Decline," *Organizational Behavior and Human Decision Processes*, March, 104128.

Lisa Harnack, Simone French, Joseph P. Redden, Nancy Sherwood, Gabrielle Rivera, Sruthi Valluri, and Muna Tahir (2021), "Designing Online Grocery Stores to Support Healthy Eating for Weight Loss," *Public Health Nutrition*, 1-11. DOI:10.1017/S1368980021000896.

Robert Smith and Joseph P. Redden (2020), "The Role of Holistic Process in Simultaneous Consumption," *Journal of Experimental Social Psychology*, 91, 104023.

Kelly Olzenak, Simone French, Nancy Sherwood, Joseph P. Redden, and Lisa Harnack (2020), "How Online Grocery Stores Support Consumer Nutrition Information Needs," *Journal of Nutrition Education and Behavior*, 52(10), 952-957.

Richie Lenne, Traci Mann, Rachel Burns, Zata Vickers, and Joseph P. Redden (2020), "Variety Salience and Enjoyment of Repetitiously Consumed Foods: A Field Experiment," *International Journal of Behavioral Medicine*, <https://doi.org/10.1007/s12529-020-09916-2>.

Peggy J. Liu, Kelly L. Haws, Karen Scherr, James R. Bettman, Joseph P. Redden, and Gavan J. Fitzsimons (2019), "The Primacy of 'What' Over 'How Much': How Type and Quantity Shape Healthiness Perceptions of Food Portions," *Management Science*, 65(7), 3353-3381.

Francine Overcash, Zata Vickers, Allison E. Ritter, Traci Mann, Elton Mykerezzi, Joseph P. Redden, Aaron Rendahl, Cynthia Davey, and Marla Reicks (2019), "An in-home intervention of parent-implemented strategies to increase child vegetable intake: results from a non-randomized cluster-allocated community trial", *BMC Public Health*, 19(1):881, 1-13.

Lauren E. Wisdorf, Joseph P. Redden, Traci Mann, and Zata Vickers (2019), "Variety in the diets of free-living food secure adults", *Food Quality and Preference*, 71, 286-290.

Kelly Olzenak, Simone French, Nancy Sherwood, Joseph P. Redden, and Lisa Harnack (2019), "Are Grocery Stores Being Designed to Support Consumer Nutrition Information Needs? Results from a Marketplace Survey," *Journal of Nutritional Science*, 3(S1), nzz051.P04-151-19.

Rajesh P. Bhargave, Nicole V. Montgomery, and Joseph P. Redden (2018), "Collective satiation: how co-experience accelerates a decline in hedonic judgments", *Journal of Personality and Social Psychology*, 114, 529-546.

- Francine Overcash, Allison Ritter, Traci Mann, Elton Mykerezi, Joseph P. Redden, Aaron Rendahl, Zata Vickers, and Marla Reicks (2018), "Impacts of a vegetable cooking skills program among low-income parents and children", *Journal of Nutrition Education and Behavior*, 50(8), 795-802.
- Jannine D. Lasaleta and Joseph P. Redden (2018), "When Similarity Slows Satiation: The Relationship of Stimulus Similarity and Satiation," *Journal of Marketing Research*, 55(3), 446-457.
- Jeff Galak and Joseph P. Redden (2018), "The Properties and Antecedents of Hedonic Decline," *Annual Review of Psychology*, 69, 1-25.
- Kristina M. Durante, Lambrianos Nikiforidis, Ashley Rae, Joseph P. Redden, and Vladas Griskevicius (2018), "Gender Differences in Parental Investment in Daughters vs. Sons," *Journal of Consumer Psychology*, 28(1), 149-156.
- Noelle Nelson and Joseph P. Redden (2017), "What You Don't Remember Can't Bore You: Working Memory and Rate of Satiation," *Journal of Consumer Research*, 27(3), 341-346.
- Kelly L. Haws, Brent McFerran, and Joseph P. Redden (2017), "The Satiating Effect of Pricing: the Influence of Price on Enjoyment over Time," *Journal of Consumer Psychology*, 27(3), 341-346.
- 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," *Public Health Nutrition*, 20(8), 1388-1392.
- 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," *Journal of Marketing Research*, 54(4), 619-635.
- 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. Mykerezi, 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 (2015), "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 Mykerezi, 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 Mykerezi, 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 Mykerezi, 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 Mykerezzi, 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

Han Young Jung and Joseph P. Redden, “How the Payment Path of Shared Expenses Affects Purchase Satisfaction,” *invited for 3rd round at Journal of Consumer Research*.

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

Jinjie Chen and Joseph P. Redden, “Trivia Tastes Good: Trivia Can Lead to Stimulus Wondering and Enduring Enjoyment,” *working paper*.

HONORS & AWARDS

- Faculty Research Award, Carlson School of Management, 2021
- Marketing Scholar, Marketing Science Institute, excellence in marketing scholarship, 2020
- Outstanding Reviewer Award, Journal of Consumer Research, 2019
- Finalist for Upper Division Faculty of the Year, Carlson School of Management, 2018
- Finalist for Best Individual Paper, Society for Consumer Psychology Winter Conference, 2018
- Top 40 Undergraduate Professors, Poets & Quants Magazine, 2017
- Finalist for Business Week Faculty of the Year, 2017
- Curtis Cup, Professor of the Year for Carlson Executive MBA, 2016, 2021
- Faculty Research Award, Carlson School of Management, 2015
- Faculty Teaching Award, Carlson School of Management, 2014, 2016
- Finalist for Business Week Faculty of the Year, 2014
- Marketing Young Scholar, Marketing Science Institute, most promising marketing scholars, 2013
- Faculty Research Award, Carlson School of Management, 2012
- Faculty Service Award, Carlson School of Management, 2012
- Faculty Teaching Award, Carlson School of Management, 2012
- Finalist for Business Week Faculty of the Year, 2012
- Finalist for Business Week Faculty of the Year, 2009
- Robert Ferber Award, best interdisciplinary dissertation article published in the latest volume of the Journal of Consumer Research, 2008
- Finalist for Business Week Faculty of the Year, 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

- Grant of \$42,816 for “Designing Online Grocery Shopping Marketplaces to Support Americans Who Are Trying to Eat Healthy for Weight Loss”, Hawley, 2018
- 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)

Materials Developed

Designed, coded, and implemented a robust simulation for marketing management and strategy. The simulation can be viewed at marketingcupsim.com with id: Demo, and password: LetsPlay!.

Courses Taught

Marketing Management (Carlson School Full-time MBA)

Ratings: 5.4 (out of 6.0)

Marketing Management (Carlson School Executive MBA)
Ratings: 5.9 (out of 6.0)

Marketing In Action (Univ. of Minnesota Undergraduate)
Ratings: 5.7 (out of 6.0)

Transferring Ideas into a Marketing Strategy (Univ. of Minnesota Part-time MBA)
Ratings: 5.8 (out of 6.0)

Marketing Strategy (Univ. of Minnesota Undergraduate)
Ratings: 5.7 (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 Executive Education)
Ratings: 4.8 (out of 5.0)

Online MBA Essentials (Carlson School Executive Education), Marketing Management
Ratings: 4.4 (out of 5.0)

MBA Essentials (Carlson School Executive Education), Marketing Management
Ratings: 4.8 (out of 5.0)

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

Custom Program, “Strategic Pricing”

Custom Program, “Opportunity Identification & Opportunity Capture”

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

Custom Program, “Sizing an Opportunity Space”

Custom Program, “Financial Projections: Path to Cash”

Honors and Awards

Faculty of the Year, Carlson Executive MBA, 2021
Finalist for Business Week Upper Division Faculty of the Year, 2018
Top 40 Undergraduate Professors, Poets & Quants Magazine, 2017
Finalist for Business Week Faculty of the Year, 2017, 2019
Faculty of the Year, Carlson Executive MBA, 2016
Faculty Teaching Award, Carlson School of Management, 2014
Finalist for Business Week Faculty of the Year, 2014
Finalist for Business Week Faculty of the Year, 2012
Faculty Teaching Award, Carlson School of Management, 2012
Finalist for Business Week Faculty of the Year, 2009
Finalist for Business Week Faculty of the Year, 2008

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

- 2024 “Making ChatGPT Work for You”, Annual Meeting, Carlson School of Management Alumni Board (10/24/2024).

“Making ChatGPT Work for You”, Keynote Speaker, Annual Sales Meeting, Stratasys (08/07/2024).

“Making ChatGPT Work for You”, Keynote Speaker, Insights Workshop, Winnebago Industries (06/25/2024).

“Future of Work: Human/AI Interface”, Session Speaker, Andrew Van de Ven Engaged Scholarship Conference (05/31/2024).

“Applying ChatGPT as Marketer: When Does It Work, When Does It Not?”, Board Meeting, Institute for Marketing Research – Carlson School of Management (05/02/2024).
- 2023 “Radical AI – A Marketing Game Changer”, Speaker and Panel Host, Ignite Conference, Univ. of Minnesota, Institute for Research in Marketing (11/17/2023).

“Better Together: How Clustering Can Attenuate Hedonic Decline”, Marketing Camp, University of Iowa (05/05/2023).

“The Self-Inflicted Nature of Satiation”, Marketing Seminar Series, Northeastern University (03/30/2023).

“Battle of the Brands: Brand Attachment Inoculates Against the Negative Effects of Ad Repetition”, SCP Conference, San Juan, Puerto Rico (work with Nelson Amaral*).
- 2022 “Cause-Related Marketing Accelerates Satiation”, ACR Conference, Boulder, CO (work with Han Young Jung*).

"Small Data and Rapid Insight for Market Research", Ovative Marketing Alumni Event, Carlson School of Management, University of Minnesota (09/28/2022).

- "The Self-Inflicted Nature of Satiation", Marketing Camp, Oxford University (09/08/2022).
- "The Self-Inflicted Nature of Satiation", MSI Scholars, Marketing Science Institute, Boulder, CO (06/15/2022).
- "Bringing the Academic Approach to the Corporate World", Alumni Weekend, Carlson School of Management, University of Minnesota (05/07/2022).
- 2021 "Brand Loyalty: Staying Out of the Variety Zone", Ignite Conference, Univ. of Minnesota, Institute for Research in Marketing (11/4/2021).
- 2020 "A Top-Down Neural Mechanism for Satiation", SCP Conference, Huntington Beach, CA (work with William Hedgcock and Jeff Galak*).
- "The Self-Inflicted Nature of Satiation", Marketing Camp, Wharton School, University of Pennsylvania (2/07/2020).
- "The Self-Inflicted Nature of Satiation", Marketing Seminar Series, Tilburg University, (Rescheduling due to Covid restrictions).
- "Designing Online Grocery Stores to Support Healthy Eating for Weight Loss", Nutrition Conference, Online (work with Lisa Harnack* and 5 others).
- 2019 "Stand Up Science", Sisyphus Brewery, Minneapolis, MN (6/13/2019).
- "Holistic Processing Escalates Enjoyment During Hedonic Consumption", SCP Conference, Atlanta, GA (work with Robert Smith*).
- 2018 "Self-Inflicted Boredom", Carlson Alumni Group, 3M (11/7/2018).
- "The Self-Reflective Component of Satiation", Marketing Seminar Series, INSEAD (2/14/2018).
- 2017 "Digital Can Get You Answers If You Ask the Questions Right", Ignite Conference, University of Management (10/19/2017).
- "Digital Can Get You Answers If You Ask the Questions Right", Masters of Business Analytics Class Session, University of Management (8/22/2017).
- "The Role of Holistic Processing on Enjoyment During Simultaneous Consumption", ACR Conference, San Diego, CA (work with Robert Smith*).
- "The Primacy of 'What' Over 'How Much': How Type and Quantity Shape Healthiness Perceptions of Food Portions", ACR Conference, San Diego, CA (work with Peggy Liu*, Kelly Haws, Karen Scherr, Jim Bettman, and Gavan Fitzsimons).
- 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

- Advisory Board Member, American Heart Association, Food Is Medicine Behavior Science Task Force, 2023-
- Advisor for Han Young Jung, University of Minnesota, 2021-
- Honor's Thesis Reader for Megan Thomas, University of Minnesota, 2022-2023
- Advisor for Jinjie Chen, University of Minnesota, 2018-2021
- Master's Committee Member for Lauren Wisdorf, University of Minnesota, 2017
- Dissertation Committee Member for Aekyoung Kim, Rutgers University, 2017
- Master's Committee Member for Mitchell Mattes, University of Minnesota, 2015
- Editorial Review Board, Journal of Consumer Research, 2015-2024
- Editorial Review Board, Journal of Marketing Research, 2014-2018
- Associate Editor, Association of Consumer Research Conference, 2024
- Program Committee, Society for Consumer Psychology Winter Conference, 2013, 2014, 2015, 2016, 2019, 2020, 2022
- Program Committee, Society for Consumer Psychology International Conference, 2012
- Program Committee, Association of Consumer Research Conference, 2011, 2013, 2014, 2017, 2019, 2020
- 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, 2023
- Judge for SCP-Sheth Doctoral Dissertation Competition, 2008, 2009, 2010, 2011, 2012, 2013, 2018
- 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 Journal of Association of Consumer Research (Special Issue), 2024
- Reviewer for American Marketing Association Winter Conference, 2009, 2010
- Reviewer for Association of Consumer Research Conference, 2009, 2015, 2016, 2017, 2023
- Reviewer for Society of Consumer Psychology Winter Conference, 2009, 2010, 2020
- 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, Personality and Social Psychology Bulletin, Social Psychology and Personality Science

School

- Marketing Department Tenure Track Hiring Committee (Chair), 2024
- Brand Enterprise Associate Director Hiring Committee, 2024
- All University Promotion & Tenure Committee, 2024-
- Core MBA Faculty Council, 2023-
- Promotion Research Evaluation Committee, William Hedgcock, 2024
- Promotion Review Committee, William Hedgcock, 2024
- Marketing Doctoral Student Admission Committee, 2023
- Marketing Doctoral Committee, 2022-2023, 2024-2025
- Fourth Year Tenure Review Committee (Chair), Yicheng Song, 2022
- Marketing Doctoral Student Reviews, 2021
- Annual Marketing Faculty Review Committee, 2020, 2021
- MBA Elective Realignment Committee, 2020
- Faculty Consultative Committee (Chair), 2019, 2020
- Carlson School Strategy Committee, 2020
- Marketing MS Degree Committee (Chair), 2019
- Online Marketing Certificate Committee (Chair), 2019
- Promotion Review Committee (Chair), Rachna Shah, 2019
- Tenure Review Committee (Chair), Jason Chan, 2018
- Tenure Research Evaluation Committee (Chair), William Hedgcock, 2018
- Tenure Review Reading Committee, William Hedgcock, 2018
- Fourth Year Tenure Review Committee, Jason Chan, 2018
- Faculty Consultative Committee, one of 7 elected school representatives, 2017-2020
- Marketing Undergraduate Curriculum Review Committee (Chair), 2017
- Marketing Undergraduate Core Course Review Committee, 2017
- Executive Education Hiring 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, 2013-2020
- 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, 2017
- Undergraduate Faculty Advisory Committee, Carlson School, 2009-2014
- 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 (General Mills, Land O' Lakes, Medtronic, Minnesota Grown, Mister Car Wash, Mystic Lake, Neutra, Stashios, Schwanns, UMN Extension Tourism, Winnebago), 2024
- Consulting Advisor for Carlson Brand Enterprises (Boston Scientific, Cambria, Dynatronics, General Mills, Great Clips, Honeywell, Jonny Pops, Ohly, Schwanns (2), Sleep Number, Walgreens), 2023
- Consulting Advisor for Carlson Brand Enterprises (Cambria, Land O' Lakes, Medtronic, Neutral, Post Cereal, Purina, Sabrosura, Schwanns, Sun Country, Target), 2022
- Consulting Advisor for Carlson Brand Enterprises (Boston Scientific (2), Great Clips, Medtronic, Midwest Dairy, Moriari, Post Cereal, Schwanns), 2021
- Consulting Advisor for Carlson Brand Enterprises (Abbott, Bibego (2), Cargill (2), Jonny Pop, Land of Lakes, Lunds & Byerleys, Medtronic, Minnesota Wild, Sun Country, Warner Brothers, Water Conservation), 2020
- Consulting Advisor for Carlson Brand Enterprises (3M, Abbott, Deluxe, EcoLab, GreatClips, Little Six Casino, MedTronic,[2], MLCV, Sleep Number), 2019
- Consulting Advisor for Carlson Consulting Enterprises (Allianz), 2019
- Consulting Advisor for Carlson Brand Enterprises (Bedford, Cloverdale, Great Ckips, Jack Links[2], MedTronic[2], Polaris[2], Schwanns, Sleep Number, TCF Bank, United Healthcare, Warner Brothers), 2018
- Consulting Advisor for Carlson Consulting Enterprises (USGA), 2018
- Consulting Advisor for Carlson Brand Enterprises (Envia, Hanna-Barbera, Jack Links[3], Land O' Lakes, NeoClassic, Polaris, Schwans[2], Summit Mortgage, Starkey, United Health, US Ski), 2017
- Consulting Advisor for Carlson Consulting Enterprises (Allianz, Family Housing Fund, Polaris, Smith Medical), 2017
- 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)