

# M. Kim Saxton, Ph.D.

**Work:**

University at Buffalo School of Management  
351 Jacobs Management Center  
Buffalo, NY 14260  
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[mksaxton@buffalo.edu](mailto:mksaxton@buffalo.edu)

**Education**

Ph.D. in Business, Kelley School of Business, Indiana University, December 1996. Major: Marketing; Minors: Strategic Management, Methods and Analysis.

**Dissertation Title:** *Organizational Responsiveness: The Role of Marketing and Other Determinants*

MBA, Kelley School of Business, Indiana University, October 1996.

BS in Management Science, MIT Sloan School of Business, December 1984. Major: Behavioral Studies; Minor: Marketing.

**Certifications:**

NSF I-Corps Instructor, November 2023

Hubspot Email Marketing, May 2023

Mental Health First Aid, National Council on Mental Well Being, February 2022

Intercultural Communication Competence, IU Office of International Services, April 2021

**Academic Appointments**

2024 to Present, University at Buffalo School of Management, Buffalo, NY

Clinical Professor of Marketing

Faculty Director, Behavioral Research Lab – Developed new biometric research lab

Adjunct Clinical Professor HS, Family Medicine, Jacobs School of Medicine and Biomedical Sciences

2019 to 2024, IUPUI SCHOOL OF MEDICINE, Family Medicine, Indianapolis, IN

Adjunct Clinical Professor; Co-Director, IUSM Scholarly Concentration Business of Medicine. Courses taught include: Management of the Patient Experience.

2004 to 2024, IU KELLEY SCHOOL OF BUSINESS, Indianapolis, IN

Clinical Professor of Marketing

Faculty Chair, Emerging Graduate Programs, 2022 to 2023

Co-Director, IUSM Scholarly Concentration in the Business of Medicine, 2022 to 2023

Faculty Coordinator, Emerging Programs, 2017 to 2022

Marketing Enterprise Director, 2017 to 2020

IUPUI Bantz Community Scholar, 2019 to 2020

Clinical Professor of Marketing, 2018 to 2024

Clinical Associate Professor of Marketing, 2012 to 2018

Clinical Assistant Professor of Marketing, 2005 to 2012

Visiting Clinical Assistant Professor of Marketing, 2004 to 2005

**Courses taught include:**

MBA Core/Electives – Strategic Marketing Management; Digital Marketing, Effective Communications, Marketing Engineering, Marketing Performance and Productivity Analysis, Immersive Business Experience, Effective Brand Championing

Online MBA – Strategic Marketing Management, Marketing Engineering and Marketing Research

Business of Medicine Physician MBA - Strategic Marketing Management

Graduate Certificate in Medical Management – Management of the Patient Experience and Immersive Business Experience

Undergraduate - Marketing Strategy (capstone for major), Marketing Research, and Analysis of Marketing Data, Venture Validation (entrepreneurship)  
Certificate Course – Strategic Marketing and Management

2007, UNIVERSITY OF QUEENSLAND, Brisbane, Australia  
Visiting Professor, Semester I January to June 2007. Taught Marketing Strategy course.  
Teaching evaluations were 4.78/5.0

1999 to 2003, LILLY MARKETING INSTITUTE, Indianapolis, IN  
Subject Matter Expert: Market Research Core, Message Management for Marketing,  
Evaluating Message Effectiveness, Key Player Segmentation. Certified Facilitator for  
Market Research Core and Segmentation Principles for Product Teams

1995 to 1997, UNIVERSITY OF WISCONSIN, Graduate School of Business, Madison, WI  
Lecturer, Department of Management and Human Resources. Courses taught include  
Introduction to Strategic Management, and Creating Innovation.

1992 to 1995, IU KELLEY SCHOOL OF BUSINESS, Bloomington, IN  
Associate Instructor, Marketing Department. Courses taught include Advertising and  
Promotion, Management, Marketing Management, Introduction to Marketing. Certified  
facilitator for 3-day MBA Strategy course simulation, FOODCORP.

**Non-  
Academic  
Appointments  
&  
Professional  
Experience**

2024 to present, **FIRST CAPITAL VENTURE STUDIO**, Denver, CO  
2003 to 2004, **XANODYNE PHARMACEUTICALS**, Florence, KY  
Executive Director, Marketing  
1998 to 2003, **ELI LILLY & COMPANY**, Indianapolis, IN  
Marketing Strategy, Exenatide Product Team  
Manager, Global Market Research Endocrine  
Consultant, US affiliate Market Research  
1997 to 1998, **WALKER INFORMATION**, Indianapolis, IN  
Vice President, Research Sciences & Product Manager, Corporate Reputation  
1991 to 1997, **THE BARNEGAT GROUP**, Madison, WI  
1990 to 1992, **STRATEGIC ANALYSIS, INC.**, Reading, PA  
Consultant  
1989 to 1990, **READING STATION ASSOCIATES, L.P.**, Reading, PA  
Assistant to the Partnership  
1988 to 1989, **REALTY INFORMATION GROUP, INC.**, Bethesda, MD  
Manager, Product Marketing  
1987 to 1988, **REGARDIE'S THE HOUSING DATA REPORTS**, Washington, DC  
Research Analyst  
1985 to 1987, **MARKOWITZ & MCNAUGHTON, INC.**, Reston, VA  
Project Manager

Have worked with executives from many Fortune 500 and other large companies providing strategic planning and market research services. Market research services include corporate reputation measurement, brand equity assessment, customer satisfaction, employee satisfaction, communications effectiveness, market position analysis, competitive analysis, new product feasibility assessment, customer opinion assessment, and acquisition due diligence. A sample of key clients include:

Pfizer	Eli Lilly & Company
NIKE, Inc.	The Coca-Cola Company
Edison International	LensCrafters
Oxford Health Plans	General Motors
Binney & Smith (Crayola)	CUNA Mutual
Pratt Corporation	Deborah Woods Associates
hhGregg	Herman Miller
Echo Supply	Compendium

## Grants in Research

### FUNDED

- 2022, Regenstrief research grant (\$1,200) to secure Indiana CHIRP data on vaccinations.
- 2021, Kelley School Business and IU School of Medicine research grant (\$16,000) to support a field experiment in COVID-19 vaccine messaging.
- 2019, IUPUI Bantz Community Scholar with Charlotte Westerhaus-Renfrow (\$25,000). *Advancing Indy Women: A Year-Long Journey of Professional Development:* Women's advancement in the workplace is stuck. Through a year-long series of workshops, this program provided skills training to a cohort of 60 Linking Indy Women to increase their advancement potential. Approximately 36% of participants were promoted within the year and 59% received raises.
- 1994, Indiana University School of Business Research Grant (\$600). Funding for a dyadic empirical study of customer orientation in the nonwovens fabric industry.

### SUBMITTED AND IN PROCESS

- 2025, PI, Health Foundation of WNY, "Erie County Measles Mumps Rubella (MMR) Vaccination Education Program," \$31,765.
- 2025, PI, Mother Cabrini Foundation, "Vaccine Messaging Initiative" \$599,848.
- 2025, PI, UB CTSI Pilot Studies, "Development of effective pro-vaccination messaging for those vaccine hesitant: a pilot study focusing on measles, mumps, rubella (MMR) vaccine uptake," \$50,000.

### SUBMITTED BUT NOT FUNDED

- 2025, Co-PI, ARPHA, "Development of a Brain Imaging Data Exchange Platform for Precision Neuro-Interventions and AI Solutions," \$21,000,000.
- 2023, Co-PI, NIH, "Indiana REACH for Life Sciences," as a consortium between IU Innovation and Commercialization Office, Indiana BioSciences Research Institute, and Purdue University, \$3,904,742.
- 2022, Consultant, IU Health Values Spiritual Grant, "Improving Wellbeing and Spirituality While Lessening Moral Distress in the Riley Operating Room, A Culture Improvement Process" with Tanna Boyer, \$100,000.
- 2021, Co-PI U.S. Department of State U.S. Embassy Nairobi, Public Diplomacy Section, "Promoting Economic Prosperity through Business Innovation and Entrepreneurship in Kenya" with Barbara Cutillo, Todd Saxton and Ian McIntosh, Indiana University and Charles Legat, Moi University
- 2011, Co-PI Clarian Values Fund for Research, "American English Instruction for Medical Personnel" with Poonam Khurana, IU School of Medicine
- 2008, Co-PI MSI Research Fund, "Brand Consistency: Should Brand Communications be Similar across Different Customer Segments who interact in Brand Choice?" with Michelle Roehm, Wake Forest University

## Publications

### BOOKS

Saxton, Todd, M. Kim Saxton, and Michael Cloran (2019), The Titanic Effect: Successfully Navigating the Uncertainties that Sink Most Startups, Morgan James Publishing: New York.

### JOURNAL ARTICLES

Saxton, M. Kim, Helen Colby, Todd Saxton and Vikram Pasumarti (2024), "How or Why? The Impact of Construal-Level Theory on Vaccine Message Receptivity," Journal of Business Research, 172. <https://doi.org/10.1016/j.jbusres.2023.114436>

Wesley, Curtis, Tony Kong Dejun, Connor Lubojacky, M. Kim Saxton, and Todd Saxton (2022), "Will the Startup Succeed in Your Eyes? Venture Evaluation of Resource Providers during Entrepreneurs' Informational Signaling," Journal of Business Venturing, 37: 5, doi: <https://doi.org/10.1016/j.jbusvent.2022.106229>

Saxton, Todd, Curtis Wesley, and M. Kim Saxton (2016), "Uncertainty and Social Exchange Theory: Venture Advocate Behaviors and the Emerging Enterprise," Strategic Entrepreneurship Journal, 10 (1): 107-125.

Alpert, Frank and M. Kim Saxton (2015), "Can Multiple New-Product Messages Attract Different Consumer Segments? Gaming Advertisements' Interaction with Targets Affects Brand Attitudes and Purchase Intentions," Journal of Advertising Research, 55:3, 307-321.

Saxton, M. Kim (2015), "Adding Badging to a Marketing Simulation to Increase Motivation to Learn," Marketing Education Review, 25:1 (Spring): 53-57.

Fradd, Sandra H., Okhee Lee, Francis X. Sutman and M. Kim Saxton (2015), "Promoting Science Literacy with English Language Learners Through Instructional Materials Development: A Case Study," Bilingual Research Journal, 25(4): 479-501.

Romito, Laura and M. Kim Saxton (2014), "Impact of Promotions on Awareness, Trial and Likelihood of Trial of New Dissolvable Tobacco," American Journal of Health Promotion, 28:4, 251-258.

Saxton, M. Kim (2011), "Rx for Brand Consistency: Should Pharmaceutical Marketers Send Different Messages to Physician and Consumer Audiences?" Journal of Advertising Research, 51:2, 380-393.

Romito, Laura, M. Kim Saxton, Lorinda L Coan, and Arden G. Christen (2011), "Retail Promotions and Perceptions of R.J. Reynold's Novel Dissolvable Tobacco in a U.S. Test Market", Harm Reduction Journal, 8:10.

Saxton, M. Kim, Todd Saxton, John Steen, and Martie-Louise Verreyne (2010), "Failure to Advance: Resource Logic for Early Venture Failure," Prometheus, Critical Studies in Innovation, 28:1, 15-27.

DeSarbo, Wayne, Duncan Fong, John Liechty, and M. Kim Saxton (2004), "A Hierarchical Bayesian Procedure for Two-Mode Cluster Analysis," Psychometrika; 69:4 (Feb); 547-572

DeSarbo, Wayne, Alexandru Degeratu, Michael Ahearne, and M. Kim Saxton (2002), "Disaggregate Market Share Response Models," International Journal of Research in Marketing, 19:3, 253.

DeSarbo, Wayne, Alexandru Degeratu, Michel Wedel, and M. Kim Saxton (2001), "The Spatial Representation of Market Information," Marketing Science, 20:4 (Fall), 426-441.

Fradd, Sandra, Ohkee Lee, Francis Sutman, and M. Kim Saxton (2002), "Materials Development Promoting Science Inquiry with English Language Learners: A Case Study," Bilingual Research Journal, 25:4, 479-501.

Ahearne, Mike, Tom Gruen, and M. Kim Saxton (2000), "When the Product is Complex, Does the Advertisement's Conclusion Matter?" Journal of Business Research, 48:1, 55-62.

Saxton, M. Kim (1998), "Where Do Corporate Reputations Come From?" [Corporate Reputation Review](#), 1:4, 393-399.

### **BOOK CHAPTERS**

Saxton, M. Kim and Todd Saxton (2010), "Venture Launch and Growth as a Status-Building Process" in Jone L. Pearce (ed.) [Status in Management and Organizations](#), pp.191-211, Cambridge University Press: Cambridge, UK.

### **UNPUBLISHED CASES**

Saxton, Todd and M. Kim Saxton (2021), O<sub>2</sub> Now: An Unexpected Journey

Saxton, M. Kim (2018), Treats By Tanorria: Customer Segmentation

Saxton, M. Kim and Todd Saxton (2008), Zipp Speed Weaponry: Maintaining Leadership in Performance Cycling

### **OTHER NON-REFEREED PUBLICATIONS**

Kim Saxton and Todd Saxton (2024) "Kim and Todd Saxton: The art of the exit: Our goodbye as next chapter calls," [Indianapolis Business Journal](#),

<https://www.ibj.com/articles/kim-and-todd-saxton-the-art-of-the-exit-our-goodbye-as-next-chapter-calls>, June 14, 2024.

Kim Saxton and Todd Saxton (2024) "Kim and Todd Saxton: Entrepreneurs don't need to go it alone," [Indianapolis Business Journal](#), <https://www.ibj.com/articles/kim-saxton-and-todd-saxton-entrepreneurs-dont-need-to-go-it-alone/>, April 19, 2024.

Kim Saxton and Todd Saxton (2024) "Kim and Todd Saxton: Make sure our scale-ups have support they need," [Indianapolis Business Journal](#), <https://www.ibj.com/articles/entrepreneurship-make-sure-our-scale-ups-have-support-they-need/>, February 9, 2024.

Kim Saxton and Todd Saxton (2023) "Kim and Todd Saxton, The myths that hold back healthcare innovation," [Indianapolis Business Journal](#), <https://www.ibj.com/articles/the-myths-that-hold-back-health-care-innovation/>, December 15, 2023.

Kim Saxton and Todd Saxton (2023) "Kim and Todd Saxton, Look Close to Home for Innovations, but don't forget the Innovators!," [Indianapolis Business Journal](#), <https://www.ibj.com/articles/kim-todd-saxton-think-twice-before-seeking-a-patent-for-your-idea/>, November 3, 2023.

Kim Saxton and Todd Saxton (2023) "Kim and Todd Saxton, "What Stops Entrepreneurs from Moving Forward?," [Indianapolis Business Journal](#), <https://www.ibj.com/articles/kim-and-todd-saxton-what-stops-entrepreneurs-from-moving-forward/>, September 22, 2023.

Kim Saxton and Todd Saxton (2023) "Kim and Todd Saxton: Entrepreneurs Create Their Opportunities," [Indianapolis Business Journal](#), <https://www.ibj.com/articles/kim-and-todd-saxton-entrepreneurs-create-their-opportunities/>, June 2, 2023.

Kim Saxton and Todd Saxton (2023) "Kim and Todd Saxton: Observing Lessons from a 111-year-old Failure," [Indianapolis Business Journal](#), <https://www.ibj.com/articles/observing-lessons-from-a-111-year-old-failure/>, April 13, 2023.

Kim Saxton and Todd Saxton (2023) "Kim and Todd Saxton: The Power of Inflection Points in Your Venture Journey," [Indianapolis Business Journal](#), <https://www.ibj.com/articles/kim-and-todd-saxton-the-power-of-inflection-points-in-your-venture-journey/>, February 10, 2023.

Kim Saxton and Todd Saxton (2022) "Kim and Todd Saxton: A Pitch isn't Always About Money," [Indianapolis Business Journal](https://www.ibj.com/articles/a-successful-pitch-isnt-always-about-money), <https://www.ibj.com/articles/a-successful-pitch-isnt-always-about-money>, November 22, 2022.

Kim Saxton and Todd Saxton (2022) "Kim and Todd Saxton: When Should Startups Build or Buy?" [Indianapolis Business Journal](https://www.ibj.com/articles/when-should-startups-build-rather-than-buy), <https://www.ibj.com/articles/when-should-startups-build-rather-than-buy>, September 23, 2022.

Kim Saxton and Todd Saxton (2022) "Kim and Todd Saxton: Successful Startups are Typically Team Efforts," [Indianapolis Business Journal](https://www.ibj.com/articles/successful-startups-are-typically-team-efforts), <https://www.ibj.com/articles/successful-startups-are-typically-team-efforts>, August 5, 2022.

Kim Saxton and Todd Saxton (2022) "Kim and Todd Saxton: So You Want to Be an Intrapreneur? Here's How," [Indianapolis Business Journal](https://www.ibj.com/articles/so-you-want-to-be-an-intrapreneur-heres-how), <https://www.ibj.com/articles/so-you-want-to-be-an-intrapreneur-heres-how>, May 6, 2022.

Kim Saxton and Todd Saxton (2022) In the workplace: Go for the Gold! But Maybe Not Every Time," [Indianapolis Business Journal](https://www.ibj.com/articles/go-for-the-gold-but-maybe-not-every-time), <https://www.ibj.com/articles/go-for-the-gold-but-maybe-not-every-time>, March 4, 2022.

Kim Saxton and Todd Saxton (2021), "Kim and Todd Saxton: Are You Working On Your Business Or In It?" [Indianapolis Business Journal](https://www.ibj.com/articles/are-you-working-on-your-business-or-in-it), <https://www.ibj.com/articles/are-you-working-on-your-business-or-in-it>, December 31, 2021.

Kim Saxton and Todd Saxton (2021), "Kim and Todd Saxton: Who Can Be an Entrepreneur? Almost Any Of Us," [Indianapolis Business Journal](https://www.ibj.com/articles/who-can-be-an-entrepreneur-almost-any-of-us), <https://www.ibj.com/articles/who-can-be-an-entrepreneur-almost-any-of-us>, November 5, 2021.

Kim Saxton and Todd Saxton (2021), "Kim and Todd Saxton: What Businesses Can Learn From Rock Climbing," [Indianapolis Business Journal](https://www.ibj.com/articles/what-businesses-can-learn-from-rock-climbing), <https://www.ibj.com/articles/what-businesses-can-learn-from-rock-climbing>, September 3, 2021.

Kim Saxton and Todd Saxton (2021), "In the Workplace: Cultivating The Power Of Many For Innovation," [Indianapolis Business Journal](https://www.ibj.com/articles/cultivating-the-power-of-many-for-innovation), <https://www.ibj.com/articles/cultivating-the-power-of-many-for-innovation>, July 9, 2021.

Kim Saxton and Todd Saxton (2021), "2021 Innovation Issue: Kim and Todd Saxton on the Myths of Disruption," [Indianapolis Business Journal](https://www.ibj.com/articles/2021-innovation-issue-kim-and-todd-saxton-want-to-be-a-disruptor-i-be-fooled-by-these-four-myths), <https://www.ibj.com/articles/2021-innovation-issue-kim-and-todd-saxton-want-to-be-a-disruptor-i-be-fooled-by-these-four-myths>, May 28, 2021.

Kim Saxton and Todd Saxton (2021), "In the Workplace: The Popular Business Terms We Should Drop," [Indianapolis Business Journal](https://www.ibj.com/articles/in-the-workplace-the-popular-business-terms-we-should-drop), <https://www.ibj.com/articles/in-the-workplace-the-popular-business-terms-we-should-drop>, April 16, 2021.

Kim Saxton and Todd Saxton (2021), "Kim and Todd Saxton: Small Businesses, Startups Will Lead Economy After COVID," [Indianapolis Business Journal](https://www.ibj.com/articles/small-businesses-startups-will-lead-economy-after-covid), <https://www.ibj.com/articles/small-businesses-startups-will-lead-economy-after-covid>, February 26, 2021.

Kim Saxton and Todd Saxton (2020), "You Should Make Time Now to Plan For 2021," [Indianapolis Business Journal](https://www.ibj.com/articles/you-should-make-time-now-to-plan-for-2021), <https://www.ibj.com/articles/you-should-make-time-now-to-plan-for-2021>, December 11, 2020.

Kim Saxton and Todd Saxton (2020), "This Is Why It's Never 'Just Business,'" [Indianapolis Business Journal](https://www.ibj.com/articles/this-is-why-its-never-just-business), <https://www.ibj.com/articles/this-is-why-its-never-just-business>., October 16, 2020.

Kim Saxton and Todd Saxton (2020), "You Can Fix Some of Remote Work's Drawbacks," [Indianapolis Business Journal](https://www.ibj.com/articles/you-can-fix-some-of-remote-works-drawbacks), <https://www.ibj.com/articles/you-can-fix-some-of-remote-works-drawbacks>, August 14, 2020.

Kim Saxton and Todd Saxton (2020), "Smart Decisions Are Built on Farsighted Thinking," [Indianapolis Business Journal](https://www.ibj.com/articles/smart-decisions-are-built-on-farsighted-thinking), <https://www.ibj.com/articles/smart-decisions-are-built-on-farsighted-thinking>, June 12, 2020.

Saxton, M. Kim (2020), "Setting up your Business for Success After this Crisis," [Material Handling Network](https://www.mhnetwork.com/setting-up-your-business-for-success-after-this-crisis/), <https://www.mhnetwork.com/setting-up-your-business-for-success-after-this-crisis/>, June 11, 2020.

Saxton, Todd and M. Kim Saxton (2020), "How to Help Your Startup Thrive in Disrupted Market Conditions," [StartupNation.com](https://startupnation.com/grow-your-business/thrive-disrupted-market-conditions/), <https://startupnation.com/grow-your-business/thrive-disrupted-market-conditions/>, April 15, 2020.

Saxton, Kim and Todd Saxton (2020). "You Can Be an Early-Stage Investor—And Startups Need You," [Indianapolis Business Journal](https://www.ibj.com/articles/you-can-be-an-early-stage-investor-and-startups-need-you), <https://www.ibj.com/articles/you-can-be-an-early-stage-investor-and-startups-need-you>, April 10, 2020.

Saxton, Todd and M. Kim Saxton (2020), "Side Hustling... Which Kind Should You Have: Hobby Hustle, Side Ride, Or Gateway Gig?" [YoungUpstarts.com](http://www.youngupstarts.com/2020/03/31/side-hustling-which-kind-should-you-have-hobby-hustle-side-ride-or-gateway-gig/), <http://www.youngupstarts.com/2020/03/31/side-hustling-which-kind-should-you-have-hobby-hustle-side-ride-or-gateway-gig/>, March 31, 2020.

Saxton, M. Kim (2020), "How Passionate Should a Founder Be About Their Startup?" [The Startup Ladies Blog](https://www.thestartupladies.org/post/how-passionate-should-a-founder-be-about-their-startup), <https://www.thestartupladies.org/post/how-passionate-should-a-founder-be-about-their-startup>, March 25, 2020.

Saxton, Todd and M. Kim Saxton (2020), "Have You Found the Right Way to Price Your Offering?" [SuccessfulBusinessNews.com](https://www.successfulbusinessnews.com/index.php/sales-marketing/item/4214-have-you-found-the-right-way-to-price-your-offering), <https://www.successfulbusinessnews.com/index.php/sales-marketing/item/4214-have-you-found-the-right-way-to-price-your-offering>, March 23, 2020.

Saxton, Todd and M. Kim Saxton (2020), "How and When to Pivot Your Business," [TheSelfEmployed.com](https://www.theselfemployed.com/start_ups/how-and-when-to-pivot-your-business/), [https://www.theselfemployed.com/start\\_ups/how-and-when-to-pivot-your-business/](https://www.theselfemployed.com/start_ups/how-and-when-to-pivot-your-business/), March 16, 2020.

Saxton, Kim and Todd Saxton (2020), "When Does A Side Hustle Become Your Main Gig?" [Indianapolis Business Journal](https://www.ibj.com/articles/when-does-a-side-hustle-become-your-main-gig), <https://www.ibj.com/articles/when-does-a-side-hustle-become-your-main-gig>, February 14, 2020.

Saxton, M. Kim (2014), "Using a Marketing Persona to Close the Deal," [Inside Indiana Business Perspectives](#), May 16, 2014.

Saxton, M. Kim (2013), "Finding the Sweet Spot in Email Targeting," [Inside Indiana Business guest column](#), July 17, 2013.

## Working Papers

Saxton, M Kim, Todd Saxton and Erik Monsen, "Persuasion and the Pitch: How Audiences Respond to New Venture Presentations."

Saxton, M. Kim, Todd Saxton, Jim Davis, Matt Allen and John Busenbark, "Needles in the Haystack: Towards a Typology of 'Small' and 'New' Firms."

Khaja, Minhaj S., Lannie J. Cation, M. Kim Saxton, "Business of Medicine Training During Residency."

#### **Proceedings**

Saxton, Kim (1999), "Exploring the relationship between brand equity and corporate reputation," AMA Winter Educators' Conference.

Saxton, M. Kim and John O. Summers (1998), "Organizational Responsiveness: The Role of Marketing and Other Determinants," AMA Summer Educators' Conference, Boston, MA.

Saxton, M. Kim and John O. Summers (1996), "Building Customer Orientation from the Customers' Perspective," AMA Winter Educators' Conference, Hilton Head, SC.

Schwebach, Gary D., M. Kim Saxton ,and Todd Saxton (1995), "Creating Knowledge from Competitive Intelligence: Difficulties in Global Research," AMA Summer Educators' Conference, Washington, DC.

Saxton, M. Kim and John O. Summers (1994), "Organizational Adaptability and the Role of Marketing: Antecedents and Moderators," AMA Winter Educators' Conference, St. Petersburg, Florida. Winner of "Best Paper" award.

Saxton, Todd and M. Kim Saxton (1993), "The Environment: Elements, Levels, and Reality as Reflected in Letters to Shareholders," Midwest Division Academy of Management, Conference, Indianapolis, Indiana.

#### **Competitive Presentations**

Saxton, M. Kim, Todd Saxton, and Erik Monsen, "The Power of Persuasion: New Venture Presentations and Audience Support" Academy of Management Annual Meeting, August 9, 2024, Chicago, IL.

Saxton, Todd, M. Kim Saxton, and Thomas Murdock, "Creative Strategies to Support Entrepreneurial Students, VentureWell Open24, March 19, 2024, San Diego, CA.

Saxton, M. Kim and Todd Saxton, "How to Jump Start Students into Venture Ideation," VentureWell Open24, March 19, 2024, San Diego, CA.

Romito, Laura, M. Kim Saxton, and Lisa Contino, "A Step-by Step Guide for Using Critical Reflection to Discover Your Teaching Philosophy," American Dental Education Association Annual Session, March 2019, Chicago, IL.

Lubojacky, Connor, M. Kim Saxton, Todd Saxton, and Curtis Wesley, "New Venture Funding Decisions Among Informal Relationships in an Entrepreneurial Ecosystem," Academy of Management Annual Meeting, August 2018, Chicago, IL.

Wesley II, Curtis, Todd Saxton, and Kim Saxton, "New Venture Funding Decisions Among Relationships in an Entrepreneurial Ecosystem," Strategic Management Society 27<sup>th</sup> Annual Conference, October 2017, Houston, TX.

Wesley II, Curtis, John Busenbark, Todd Saxton, and Kim Saxton, "Should I Give or Should I Go? Uncertainty, Risk and Intangible Resources," Entrepreneurship and Collaboration Conference, University of Colorado, February 2017, Boulder, CO.

Wesley, Curtis, Todd Saxton, M. Kim Saxton, and John Busenbark, "Risk Tolerance, Information Uncertainty, and Exchange Orientation: An Investigation of their Roles in Social Exchanges," Southern Management Association Annual Meetings, November 2014, Savannah, GA.

Wesley, Curtis, Todd Saxton, M. Kim Saxton, and John Busenbark, "Risk Tolerance, Information Uncertainty, and Exchange Orientation: An Investigation of their Roles in Social Exchanges," Strategic Management Society Madrid Conference, September 2014, Madrid, Spain.

Busenbark, John, Curtis Wesley, Todd Saxton, and M. Kim Saxton, "Information Uncertainty, Risk, and Orientation: Examining Organizational Social Exchanges," Academy of Management Meeting, August 2014, Philadelphia, PA.

Saxton, Todd, M. Kim Saxton, and Erik Monsen, "The Lillikoi Effect: Passion and Venture Community Support," the AOM Entrepreneurship Research Exemplars Conference, March 2014, Keystone, CO.

Wesley, Curtis, Todd Saxton, M. Kim Saxton, and John Busenbark, "Risk Tolerance, Information Uncertainty, and Exchange Orientation: An Investigation of their Roles in Social Exchanges," the AOM Entrepreneurship Research Exemplars Conference, March 2014, Keystone, CO.

Saxton, Todd, Kim Saxton, Curtis Wesley, and John A. Busenbark, "Activating the Ecosystem: Venture Advocate Behaviors and the Embryonic Firm," First International Entrepreneurship Research Exemplars Conference, May 2013, Catania, Italy.

Romito, Laura and M. Kim Saxton, "Impact of Promotions on Awareness, Interest and Trial of Dissolvable Tobacco," SRNT Annual Meeting, March 2012, Houston, TX.

Romito, Laura, M. Kim Saxton, and Lorinda Coan, "Promotional Practices for R.J. Reynolds' Camel Dissolvable Tobacco in a U.S. Test Market," SRNT Annual Meeting, February 2011, Toronto, Ontario, Canada.

Saxton, M. Kim, "Finding the Happy Medium: Using eTextbooks to Engage Students," presented at the IU 15<sup>th</sup> Annual Associate Faculty and Lecturers' Conference October 2010, Indianapolis, IN.

Saxton, M. Kim, "Leveraging Questions with Different Purposes to Maximize Student Engagement in an MBA Course," Turning Technologies User Conference, October 2010, Harvard University, Cambridge, MA.

Khurana, Poonam and M. Kim Saxton, "Study to Evaluate the Efficacy of Communication Training in Accent Modification for International Health Care Professionals," Pediatric Academic Societies, May 2010, Vancouver, BC.

Paige Conder, Dana Gardner, Chen Ni, Orey Pence, Donna Wampler, Laura Romito, Lorinda L. Coan, and M. Kim Saxton, "Promotions and Public Perceptions of New Dissolvable Tobacco Products," IUPUI Research Day, April 2010, Indianapolis, IN. *Won Best Student Poster Presentation Award.*

Khurana, Poonam, M. Kim Saxton, Honnor Orlando, and Deborah A. Griffith, "Evaluating the Efficacy of Training in American English Intonation for International Health Care Professionals," International Conference on Communication in Healthcare, October 2009, Miami Beach FL.

Allen, Matt, David Audretsch, James H. Davis, Mark Lange, M. Kim Saxton, and Todd Saxton, "Many Faces of Small and New Ventures: Implications for Research and Sustainable Economic Development," Academy of Management Meetings, August 2009, Chicago, IL.

Khaja, Minhaj S., Lannie J. Cation, and M. Kim Saxton, "Business of Medicine Training During Residency," St. Vincent Research Symposium, June 2009, Indianapolis, IN.

Saxton, Todd and M. Kim Saxton, "Staying on the Path to Launch: Factors that Affect Venture Advocate Behaviors," 2009 Babson College Entrepreneurship Research Conference, June 2009, Boston, MA.

Saxton, M. Kim, Todd Saxton, John Steen, and Martie-Louise Verreynne, "Failure to Launch: Why and When Some Ventures Lose their Way on the Path to Success," Fifth AGSE International Entrepreneurship Research Exchange, February 2008, Melbourne, Australia.

Saxton, M. Kim, "The Diabetes Challenge," University of Pennsylvania Ackoff Center for Advancement of Systems Approaches, May 2002, Philadelphia, PA.

Saxton, M. Kim, Melinda Spaulding, and Todd Saxton, "The Interplay Between Brand Image and Corporate Reputation in The Pharmaceutical Industry," 10<sup>th</sup> International Conference on Reputation, Image, Identity and Competitiveness, May 2006, New York, NY.

Saxton, M. Kim and John O. Summers, "Organizational Responsiveness: The Role of Marketing and Other Determinants," 1998 AMA Summer Educators' Conference, August 1998, Boston, MA.

Saxton, M. Kim, "Measuring the Value of Community Relations," American Productivity and Quality Center Community Relations Best Practices Consortium, May 1998, Houston, TX.

Saxton, M. Kim and Doug Grisaffe, "The Current State of Customer Satisfaction Measurement," 1998 AMA Winter Educators' Conference, February 1998, Austin, TX.

Saxton, M. Kim, "Developing a Meaningful Corporate Reputation," The Conference Board Corporate Communications Conference, January 1998, Toronto, Canada.

Saxton, M. Kim and Todd Saxton, "Measuring the Link Between Corporate Reputation and Stakeholder Support," 2<sup>nd</sup> International Conference on Corporate Reputation, Image, and Competitiveness, January 1998, Amsterdam, the Netherlands.

Saxton, M. Kim and Kim Graham Lee, "Measuring the Value of Corporate Citizenship," 2<sup>nd</sup> International Conference on Corporate Reputation, Image, and Competitiveness, January 1998, Amsterdam, the Netherlands.

Grisaffe, Doug, M. Kim Saxton, and Todd Jones, "Linking Customer satisfaction to Repurchase Loyalty," Frontiers in Services Marketing, September 1997, Nashville, TN.

Saxton, M. Kim, Amy Davidoff, Doug Grisaffe, and Simin Baygani, "Adapting Stakeholder Measures Across Cultures," Strategic Management Society Meetings, September 1997, Barcelona, Spain.

Saxton, M. Kim and John O. Summers, "Building Customer Orientation from the Customers' Perspective," AMA Winter Educators' Conference, February 1996, Hilton Head, SC.

Schwebach, Gary D., M. Kim Saxton, and Todd Saxton, "Creating Knowledge from Competitive Intelligence: Difficulties in Global Research," AMA Summer Educators' Conference, August 1995, Washington, DC.

Saxton, Todd, M. Kim Saxton, and Marc Dollinger, "Determinants of Strategic Alliance Activity: An Empirical Examination of the Role Executive Characteristics and Firm Reputation in Interorganizational Activities," Academy of Management Annual Meeting, August 1994, Dallas, Texas.

Saxton, M. Kim and John O. Summers, "Organizational Adaptability and the Role of Marketing: Antecedents and Moderators," AMA Winter Educators' Conference, February 1994, St. Petersburg, Florida.

Saxton, M. Kim, "Do Organizational Outcomes Reflect Top Managers' Characteristics? Upper Echelons Theory Revisited," The Institute for Behavioral and Applied Management, 1993 National Annual Conference, October 1993, Denver, Colorado.

Saxton, Todd and M. Kim Saxton, "The Environment: Elements, Levels, and Reality as Reflected in Letters to Shareholders," Midwest Division Academy of Management, Conference, August 1993, Indianapolis, Indiana.

**Invited Presentations**

Saxton, M. Kim and Todd Saxton, "Measuring and Mitigating Hidden Debts in Your Company," UB Center for Entrepreneurial Leadership, Buffalo, NY, May 14, 2025.

Saxton, M. Kim, "Neuromarketing Tools and Applications," Retail Marketing in a High Tech World, Buffalo, NY, May 2, 2025.

Authenticx, "Crushing Complexity: The Evolving Business of Healthcare," Storytelling Event, February 22, 2024, Indianapolis, IN.

Saxton, Todd and M. Kim Saxton, "Healthcare and Life Sciences Innovation Lunch and Learn," Buffalo Startup Week, November 2023, Buffalo, NY.

Saxton, Todd and M. Kim Saxton, "Venture Advocate Behaviors and the Emerging Venture," University of Buffalo Center for Leadership and Organizational Effectiveness, Global Exchange Program, September 2023, Buffalo, NY.

Saxton, M. Kim, "Building Consumer Loyalty in Healthcare," IU Health Physicians Leaders Summit, May 2023, Indianapolis, IN.

Saxton, M. Kim, "Elevating Your Brand to a Strategic Plan," General Motors Electric Vehicle Employee Engagement Webinar, April 2023.

Saxton, M. Kim, "Elevating Your Brand to a Strategic Plan," Kelley Indianapolis HealthBiz Webinar, January 2023.

Saxton, M. Kim, "Elevating Your Brand to a Strategic Plan," IndyDesignWeek, August 2022, Indianapolis, IN.

Saxton, M. Kim, Todd Saxton, and Oscar Moralez, "Start Ups in the Medical Field," Indiana University Medical Scientist Training Program (IU MSTP) Annual Retreat, July 2022, Bloomington, IN.

Saxton, M. Kim, "Elevating Your Brand to a Strategic Plan," American Marketing Association – Indianapolis Chapter, April 2022, Indianapolis, IN.

Saxton, M. Kim, "Connecting Your Farmers Market to Consumers", Indiana Farmers' Market Community of Practice," Indiana Cooperative Development Center, February 2022, Indianapolis, IN.

Saxton, M. Kim, "Marketing 101 for Startups," Venture Fellows Training, Regenstrief Institute, November 2021, Indianapolis, IN .

Saxton, M. Kim, "Marketing 101 for Startups," Venture Fellows Training, Regenstrief Institute, February 2021, Indianapolis, IN.

Saxton, M. Kim, "Finding Product/Market Fit," IUPUI JagStart Program, March 2021, Indianapolis, IN.

Saxton, M. Kim and Todd Saxton, "Successfully Navigating Uncertainty," The Alliance Quarterly Meeting, The Alliance of Indianapolis, Zoom, November 2020, Indianapolis, IN.

Saxton, M. Kim and Todd Saxton, "The Titanic Effect with Drs. Todd and Kim Saxton," Rotary Club of Indianapolis, July 2020, Indianapolis, IN.

Saxton, M. Kim, "Boost your Marketing Strategy with Search-Intent SEO," Startup Study Hall, The Startup Ladies, June 2020, Indianapolis, IN.

Saxton, M. Kim and Todd Saxton, TIM Talk: Why Scientists are Good at Navigating the Uncertainties that Sink Most Startups. MIT Virtual Reunions, May 2020, Cambridge, MA.

Saxton, M. Kim and Todd Saxton, "Rapid Recovery Series, Session II: Navigating the Uncertainties of COVID and Beyond," Indy Chamber Rapid Recovery Series, May 2020, Indianapolis, IN, United States.

Saxton, M. Kim and Zaida Monell, "How to Create a Career Plan," Advancing Indy Women Workshop Series, Linking Indy Women and Kelley School of Business, April 2020, Indianapolis, IN.

Saxton, M. Kim, "Building a Science-Based Personal Brand," IU School of Medicine, March 2020, Indianapolis, IN.

Saxton, M. Kim and Todd Saxton, "The Titanic Effect for Pre-Revenue Startups," IUPUI JagStarts Program, March 2020, Indianapolis, IN.

Saxton, M. Kim and Charlotte Westerhaus-Renfrow, "Finding the GRIT to Accomplish Your Goals," Eli Lilly & Company Veterinary Services, Lilly Research Labs, February 2020, Indianapolis, IN.

Saxton, M. Kim and Charlotte Westerhaus-Renfrow, "Finding the GRIT to Accomplish Your Goals," Department of Otolaryngology Lunch n Learn, IU School of Medicine Department of Otolaryngology, November 2019, Indianapolis, IN.

Saxton, Todd and M. Kim Saxton, "Don't Let The Titanic Effect Sink Your Startup," Dimension Mill, November 2019, Bloomington, IN.

Saxton, Todd and M. Kim Saxton, "Don't Let The Titanic Effect Sink Your Startup" 49 Fridays Columbus Chamber of Commerce, November 2019, Columbus, IN.

Saxton, Todd and M. Kim Saxton, "Don't Let The Titanic Effect Sink Startups," SoPE Nashville Chapter, November 2019, Nashville, TN.

Saxton, Todd and M. Kim Saxton, "Don't Let The Titanic Effect Sink Your Startup," IU & Purdue Club of San Francisco, October 2019, San Francisco, CA, Uber headquarters.

Saxton, M. Kim, "Crafting a Personal Brand Statement," Business of Medicine Special Interest Group, IU School of Medicine, October 2019, Indianapolis, IN.

Saxton, Todd, and M. Kim Saxton, "Don't Let The Titanic Effect Sink Startups," SCORE Indiana Chapter, Indianapolis, IN, September 2019.

Saxton, M. Kim and Charlotte Westerhaus-Renfrow, "Crafting a Personal Brand Statement," Advancing Indy Women Workshop Series, Linking Indy Women and Kelley School of Business, September 2019, Indianapolis, IN.

Westerhaus-Renfrow, Charlotte and M. Kim Saxton, "Finding the GRIT to Accomplish Your Goals", Integrating Women Leaders Indianapolis Women's Leadership Conference, September 2019, Indianapolis, IN.

Westerhaus-Renfrow, Charlotte and M. Kim Saxton, "GRIT: How to Bounce Back from Adversity, Challenge, and Failure," IUPUI Women's Conference, August 2019, Indianapolis, IN.

Saxton, Todd, M. Kim Saxton, and Michael Cloran, "Don't Let The Titanic Effect Sink Your Startup," Startup Ladies, August 2019, Indianapolis, IN.

Saxton, Todd, M. Kim Saxton, and Michael Cloran, "Don't Let The Titanic Effect Sink Your Startup," SOPE Indianapolis Meeting, Society of Physician Entrepreneurs, August 2019, Indianapolis, IN.

Saxton, Todd, and M. Kim Saxton, "Don't Let The Titanic Effect Sink Your Startup," SOPE Boston Meeting, Society of Physician Entrepreneurs, August 12, 2019, Boston, MA.

Saxton, Todd and M. Kim Saxton, "The Titanic Effect: Successfully Navigating the Uncertainties That Sink Most Startups," SoPE Physician MBA Retreat, August 2019, Newport Beach, CA.

Saxton, M. Kim and Nanette Burns, "Overview of the JAR June Issue on Segmentation and Targeting," Advertising Research Foundation Quarterly Update, Journal of Advertising Research, ARF Corporate Offices, August 2019, New York, NY.

Saxton, M. Kim, "Marketing Issues for Startups," Workshop, X501 Residency Session, Kelley School of Business, June 2019, Indianapolis, IN.

Saxton, Todd and M. Kim Saxton, "The Titanic Effect for New Ventures," Techstars Sports Accelerator, July 2019, Indianapolis, IN.

Westerhaus-Renfrow, Charlotte and M. Kim Saxton, "Finding the GRIT to Accomplish Your Goals," Dress for Success, June 2019, Indianapolis, IN.

Saxton, Todd, M. Kim Saxton, "The Titanic Effect: Successfully Navigating the Uncertainties that Sink Most Startups," SoPE National Capital Chapter, May 2019, Washington, DC.

Saxton, Todd, M. Kim Saxton, "Investing in Startups? Don't Put Money into Sinking Ships!" Venture Club of Indiana April Luncheon Meeting, April 2019, Indianapolis, IN.

Saxton, Todd and M. Kim Saxton, "The Titanic Effect for New Ventures," Purdue University Anvil, March 2019, West Lafayette, IN.

Westerhaus-Renfrow and M. Kim Saxton, "Leading with Effective Negotiations," IUPUI School of Philanthropy, February 2019, Indianapolis, IN.

Westerhaus-Renfrow, Charlotte and M. Kim Saxton, "Finding the Grit to Accomplish your Goals," Pass the Torch for Women Winter Open House, February 2019, Indianapolis, IN.

Saxton, M. Kim, Laura Romito, and Lisa Contino, "Developing a Teaching Philosophy Statement through a Critical Reflection Process," IUPUI CTL Workshop, November 2018, Indianapolis, IN.

Saxton, M. Kim, "Building a Scalable Business Model," 2018 AWARE:ACCESS Commercialization and Entrepreneurship Summit, November 2018, Indianapolis, IN.

Saxton, M. Kim, "Power of your Personal Branding," IU School of Medicine Professional Development Seminar, Ball State Memorial Medical Education Center, November 2018, Muncie, IN.

Saxton, M. Kim and Charlotte Westerhaus-Renfrow, "Power of your Personal Branding," Preparing Future Faculty and Professionals, IUPUI, October 2018, Indianapolis, IN.

Saxton, M. Kim and Sharmin Kent, "Leveraging Social Matter Experts in Social Media," Governor's Social Media Meetup, Indiana Governor's Office at the Indiana State Capitol, September 2018, Indianapolis, IN.

Saxton, M. Kim and Charlotte Westerhaus-Renfrow, "Executive Presence: How Grit Meets Confidence," Integrating Women Leaders Conference, August 2018, Indianapolis, IN.

Saxton, Todd and M. Kim Saxton, "New Venture Creation and Investing for Physicians," Elevate Ventures Southwest Indiana Workshop, August 2018, Evansville, IN.

Saxton, Todd and M. Kim Saxton, "Systematically Navigating Uncertainty and the Titanic Effect," IU Innovation & Commercialization Office Lunch and Learn, April 2018, Indianapolis, IN.

Saxton, M. Kim, "Calculating Addressable Market: Understanding TAM and SAM," The Startup Ladies Startup Study Hall, August 2018, Indianapolis, IN.

Saxton, M. Kim and Charlotte Westerhaus-Renfrow, "How to Better Negotiate: What Every Woman Should Know," IU Conference for Women, August 2018, Indianapolis, IN.

Saxton, M. Kim, "Marketing for Startups 101 Kelley Direct," Kelley School of Business X501 Class, June 2018, Indianapolis, IN.

Contino, Lisa, Laura Romito, and Kim Saxton, "Developing a Teaching Philosophy Statement through a Critical Reflection Process," E.C. Moore Symposium/LEAP Indiana Conference, March 2018, Indianapolis, IN.

Saxton, Kim and Charlotte Westerhaus-Renfrow, "How to find GRIT to Accomplish your Goals," Integrating Women Leaders Conference, August 2017, Indianapolis, IN.

M. Kim Saxton, "What Is 'Market Positioning' And How Will It Lead to Sales?" The Startup Ladies Study Hall, August 2017, Indianapolis, IN.

Phelps, Maggie and M. Kim Saxton, "Personal Branding," Women's Network Forum, May 2017, Indianapolis, IN.

Saxton, M. Kim, "Building a Scalable Business Model," The Startup Ladies Study Hall, January 2017, Indianapolis, IN.

Saxton, M. Kim, "Marketing Due Diligence," VisionTech Partners E3 Summit, July 2016, Indianapolis, IN.

Saxton, M. Kim, Todd Saxton, and Michael Cloran, "The Titanic Effect: How Hidden Debt Can Sink Your Startup," The Startup Ladies Study Hall, June 2016, Indianapolis, IN.

Saxton, M. Kim and Todd Saxton, "The Titanic Effect: How Hidden Debt Can Sink Your Startup," VisionTech Angels Annual Meeting, July 2015, Indianapolis, IN.

Saxton, M. Kim and Serena Shirey, "Data-Driven Marketing," Roche Marketing Summit, April 2015, Indianapolis, IN.

Saxton, M. Kim, "Marketing 101: An Introduction for Pathology Residents," workshop for Pathology Residents, IU School of Medicine, February 2015 and March 2016, Indianapolis, IN.

Saxton, M. Kim, "Personal Branding," IU School of Medicine IBMG Program for Ph.D. Study Graduate Division, November 2014, Indianapolis, IN.

Saxton, M. Kim, "Marketing for Startup Ventures," 2nd Annual Stepstone Midwest E3 Summit, September 2013, Indianapolis, IN.

Saxton, M. Kim, "Personal Branding 2.0," IndyHub Career Compass for the Creative Class, September 2013, Indianapolis, IN.

Saxton, M. Kim, "Personal Branding," Muncie Young Professionals Board, November 2012, Muncie, IN.

Saxton, M. Kim, "Best Practices in eText Use," IU UITS eText Webinar, October 2012, online.

Saxton, M. Kim, "Personal Branding," IndyHub Career Compass for the Creative Class, September 2012, Indianapolis, IN.

Saxton, M. Kim and Kim Donahue, "How to Effectively Market Your Business," City of Indianapolis Office of Minority and Women Business Development, August 2012, Indianapolis, IN.

Saxton, M. Kim, "Social Media Marketing," State of Indiana MWBE Resource Fair, July 2012, Indianapolis, IN.

Saxton, M. Kim, "Social Media 101," NFL Emerging Businesses Playbook Workshop, December 2011, Indianapolis, IN.

Saxton, M. Kim. Invited presentation on "Teaching Innovations," Kelley School of Business Teaching Excellence Committee, March 2010, Indianapolis, IN.

Saxton, M. Kim, "Web Marketing," IU Kelley School of Business/Indianapolis Chamber of Commerce Main Street Event, September 2007, Indianapolis, IN.

Saxton, M. Kim, "Brand Consistency: Should Brand Image be Similar Across Customers in Interactive Brand Choice?" May 2007, UQ Boardroom Briefing, Brisbane, Australia.

Saxton, M. Kim and Dan Hill, "The Heart of the Matter: Sensory-Emotive Diabetes Brand Research," Institute for International Research's Research & Testing for Brand Initiatives, May 2004, New York, NY.

**Podcasts,  
Radio, TV &  
Webinars**

#### **IN SUPPORT OF THE TITANIC EFFECT BOOK AND STARTUPS**

Saxton, Todd and M. Kim Saxton, "Business Professors Todd & Kim Saxton," Move Swift + LY Podcast, December 3, 2024.

Saxton, Todd and M. Kim Saxton, "Drs. Todd and M. Kim Saxton – Ways to Limit Hidden Debt for Hospitality Startups," Focus: The Art of Hospitality, November 4, 2024.

Saxton, M. Kim and Todd Saxton, "Identifying Four Icebergs in Business," Unbreakable Mompreneurs, Season 3, Episode 4, November 1, 2024.

Saxton, Todd and M. Kim Saxton, "Ways to Limit Hidden Debts in Startup Development," The Find Your Leadership Confidence with Vicki Noethling, June 22, 2024.

Saxton, Todd and M. Kim Saxton, "The Titanic Effect, Helping to Avoid the Icebergs in Startups," Let's Start This Conversation Podcast with Kevin McShane, May 29, 2024.

Saxton, Todd and M. Kim Saxton, "Academia, Authorship, and Entrepreneurship with Drs. Todd and Kim Saxton," Your Brand Amplified Podcast, Episode 278, March 4, 2024.

Saxton, M. Kim and Todd Saxton, "S5E7 "Navigating Startup Icebergs: Profound Lessons from 'The Titanic Effect' with Professors Kim and Todd Saxton", That Will Never Work Podcast with Maurice Chism, February 07, 2024.

Saxton, Todd and M. Kim Saxton, "Episode 47: Navigating Startup Icebergs," Techstatic Podcast, Season 1, Episode 47, December 13, 2023

Saxton, Todd and M. Kim Saxton, "The Titanic Effect: Navigating the Icebergs that can Sink FemTech Startups," FemInnovation Podcast, Season 1, Episode 12, November 15, 2023.

Saxton, M. Kim and Todd Saxton, "Award Winning Professors & Authors Kim and Todd Saxton," Famous Interviews with Joe Dimino, October 17, 2023.

Saxton, M. Kim and Todd Saxton, "The Start Thinking Forward Podcast with Kim and Todd Saxton," The Start Thinking Forward Podcast, October 11, 2023.

Saxton, Todd and M. Kim Saxton, "Monday Morning Coffee with Drs. Todd and Kim Saxton," Inside the Firm Podcast, October 9, 2023.

Saxton, Todd and M. Kim Saxton, "Episode 054 - Lessons Learned from Helping Launch 100s of Physician-led Startups," From MD to Entrepreneur with Dr. Pranay Parikh, May 31, 2023.

Saxton, M. Kim and Todd Saxton, "Navigating Icebergs: Insights from Startup Experts Drs. Todd & Kim Saxton," The CTO Show with Mehmet, April 14, 2023.

Saxton, M. Kim and Todd Saxton, "A Guide to Building a Successful Business: How to Manage Risk & Navigate the Ocean of Startups with Dr. Kim & Todd Saxton Authors of The Titanic Effect," People Explained Podcast, February 6, 2023.

Saxton, M. Kim and Todd Saxton, "Tips About Building a Startup in 2023 – How to Succeed with a Startup," Walk in Victory Podcast, November 30, 2022.

Saxton, M. Kim and Todd Saxton, "Season 2, Episode 6: The Professors Guide to Startups," The Growth-Minded Accountant Podcast, September 21, 2022.

Saxton, M. Kim and Todd Saxton, "What Sources of Failure Should Lawyers Plan For?" Counsel Cast Podcast, July 19, 2022.

Saxton, M. Kim and Todd Saxton, "Episode 39 - What Determines Whether A Startup Will Fail Or Succeed In The Market?" Mind the Innovation Podcast, May 24, 2022.

Saxton, M. Kim and Todd Saxton, "The Warning Signs of Failed Startups" When It Worked Podcast, April 5, 2022.

Saxton, M. Kim and Todd Saxton, "Drs. Todd and Kim Saxton" Life Science Success Podcast, February 28, 2022.

Saxton, M. Kim, "#611 How To Do Work You Love During a Global Pandemic," The Small Business Radio Show with Barry Moltz, November 23, 2020.

Saxton, M. Kim and Todd Saxton, "Purdue Foundry Grounds Remote - Todd and Kim Saxton, The Titanic Effect," Purdue Foundry Grounds, August 21, 2020.

Saxton, M. Kim and Todd Saxton, "The Titanic Effect with Kim and Todd Saxton," The Startup Hustle, June 17, 2020.

Saxton, M. Kim and Todd Saxton, "Startup Success and Failure - Drs. Todd & Kim Saxton," The Mark Struczewski Podcast, June 5, 2020.

Saxton, M. Kim and Todd Saxton, "Kim and Todd Saxton - How Businesses Can Avoid The Titanic Effect," Creative Warriors Podcast with Jeffrey Shaw, May 21, 2020.

Interview with Todd Saxton and M. Kim Saxton, "Tips for Businesses to Weather Short-Term Disruptions and Come Out Ahead," SEMA eNews, April 23, 2020.

Saxton, M. Kim and Todd Saxton, "Co-Founding with Investors," None of Our Businesses with Tyee Carr, April 17, 2020.

Saxton, M. Kim and Todd Saxton, "How To Rethink Your Business Model To Keep Your Organization Afloat | Ep. 127," Kelley's The ROI Podcast, March 31, 2020.

Saxton, M. Kim and Todd Saxton, "Ep 302 Titanic Effect with Drs. Kim and Todd Saxton," The How of Business, March 30, 2020.

Saxton, M. Kim and Todd Saxton, "Positive Effects of COVID-19 On Businesses," The Price of Business Radio, March 17, 2020.

Saxton, M. Kim and Todd Saxton, "How to Prepare for the Unknown - Three Strategies From Mountain Biking," Smart Hustle with Ramon Ray, March 16, 2020.

Saxton, M. Kim and Todd Saxton, "Avoiding the Startup Icebergs," Radio America/CT Small Business Toolkit, February 25, 2020.

Saxton, M. Kim and Todd Saxton, "EP 18 - A Conversation with Dr. Kim & Todd Saxton," Talented Humans Podcast with Jay Flores, February 25, 2020.

Saxton, Todd and M. Kim Saxton, Only The Brave Have Fun with Jasbir Arora:

- December 19, 2019 "EP34 Part3: What Are The Biggest Icebergs in MVP, Launch & Growth and Scaling stage?"
- December 10, 2019 "EP34 Part 2: What are the Biggest Icebergs in the Pre-Revenue Stage"
- December 4, 2019 "EP 34 Part 1: Risk vs. Uncertainty and Stages of a Startup"

Saxton, Todd and M. Kim Saxton, "How to Avoid Debtbergs in Your Business," The Startup Life with Dominic Lawson, December 14, 2019.

Saxton, Todd and M. Kim Saxton, "The Titanic Effect with Kim and Todd Saxton," The Entrepreneur's MBA with Adam Kipnes, December 5, 2019.

Saxton, Todd and M. Kim Saxton, 10 Minute Mindset with Mario Porreca:

- November 21, 2019 "The Titanic Effect"
- November 20, 2019 "Being on the Beach and Digging Holes in the Sand of Entrepreneurialism"

Saxton, Todd and M. Kim Saxton, The Successful Pitch with John Livesay, "The Titanic Effect: Helping Startups Navigate Through Icebergs," November 6, 2019.

Saxton, Todd and M. Kim Saxton, JumbleThink with Michael Woodward "Building Better Startups," September 3, 2019.

Saxton, Todd and M. Kim Saxton, Society of Physician Entrepreneurs Webinar Series, "The Titanic Effect: Successfully Navigating the Uncertainties that Sink Most Startups," September 17, 2019.

Saxton, Todd and M. Kim Saxton, Indianapolis Business Journal Podcast "Avoiding the Icebergs that Can Sink Your Startup," July 22, 2019.

Saxton, Todd and M. Kim Saxton, School for Startups Radio, "Titanic Todd and Kim Saxton," June 24, 2019.

Saxton, M. Kim, The Startup Competitors Podcast with Michael Kelly "The Titanic Effect with Kim Saxton" June 17, 2019.

Saxton, M. Kim, The Daily Grind Business Podcast with Colin Morgan, "Episode #363 Titanic Effect with Dr. Kim Saxton" June 11, 2019.

Saxton, Todd and M. Kim Saxton, The Kelley ROI Podcast, "How to Avoid Startup Icebergs" June 3, 2019.

Saxton, Todd, M. Kim Saxton and Michael Cloran, Powderkeg Podcast, "How Successful Startup Teams Avoid Startup Failure" April 2, 2019.

#### **OTHER PODCASTS and BROADCAST MEDIA**

Saxton, M. Kim, "Arthur Root Interviews Dr. Kim Saxton," Nostra YouTube channel, September 2, 2020.

Saxton, M. Kim and Todd Saxton, IU Research Impact, "Working from Home and Political Ads," August 24, 2020.

Saxton, M. Kim and Todd Saxton, The IBJ Podcast, "We're burning out on remote work and video calls. Here's how to get focused." August 16, 2020.

Saxton, M. Kim, Inside Indiana Business TV, "On Education: Advancing Indy Women," March 13, 2020.

Saxton, M. Kim, Grow Enrollments Podcast, "Learning How to Increase Conversions With Indiana University's Marketing Professor," February 10, 2020.

Saxton, M. Kim, Alpha Kappa Psi Business Edge, "Overcoming Fear and Finding Your Tribe," October 15, 2019.

Saxton, M. Kim, Kelley ROI Podcast, "Equal Pay For Equal Work and What Your Company Should Know," January 22, 2018.

Saxton, M. Kim, The New New Thing Podcast, "The Art and Science of Marketing with Kim Saxton," October 24, 2017.

Saxton, M. Kim, Kelley ROI Podcast, "Entrepreneurs Who Do This Increase Their Chances of Success," May 8, 2017.

#### **Professional Awards and Honors**

#### **RESEARCH**

Bantz Community Scholar, IUPUI, 2019 to 2020

Best Student Poster Presentation award, IUPUI, 2010

American Marketing Association Doctoral Consortium representative from IU, 1996

Ralph Day Award, Indiana University Marketing Department Award based on doctoral students' research productivity, performance in coursework, progress in satisfying program requirements and potential quality of the dissertation, 1995

"Best Paper" Award, American Marketing Association Winter Educators' Conference,  
1994

Discussant, 24th Annual Albert Haring Symposium, Indiana University Marketing  
Department, 1994

## **TEACHING**

### External

Professor of the Month, Stukent® Internet Marketing Simulation and Textbook, February  
2017

Letter of commendation for outstanding teaching, General Motors - Kelley Direct online  
MBA, 2006 and 2005

Outstanding Facilitator Lilly Marketing Institute, Eli Lilly & Company, 2002

### Indiana University

President's Award for Teaching Excellence, Indiana University, 2014

### IUPUI

Favorite Professor by Student Athletes, IUPUI Athletics Department, 2019

Excellence in demonstrating the Principle of Undergraduate Learning - Critical Thinking,  
IUPUI, 2006

Favorite Professor by Student Athletes, IUPUI Athletics Department, 2006, 2007, 2008

### Kelley School of Business

MBA Teaching Excellence Award, IU Kelley School of Business Indianapolis, 2011,  
2012, and 2016

Lilly MBA Teaching Excellence Award, IU Kelley School of Business Indianapolis, 2011  
and 2016

Schuyler F. Otteson Undergraduate Teaching Excellence Award for Full-Time  
Faculty, IU Kelley School of Business Indianapolis, 2006

Kelley School of Business Dean's commendation for top 25% teaching evaluations,  
Spring 2005, Fall 2008, Fall 2010, Winter 2010, Spring 2010, Spring 2011. Note  
this designation was stopped in 2011.

## **SERVICE**

Community Builder Award, IUPUI Office for Student Life, 2010

## **OVERALL/OTHER**

IUPUI Women's Leadership Award, Veteran Faculty, 2018

Quality Advocate Award, Eli Lilly & Company, 2002

Best Facilitator, Lilly Marketing Institute, 2002

Outstanding Global Market Research Project, Eli Lilly & Company, 2001

President's Council, Eli Lilly & Company, 2001

<b>Teaching Administration and Curriculum Development</b>	2022 to 2023, Faculty Chair, Emerging Graduate Programs 2018 to 2022, Faculty Coordinator, Graduate Certificate in Medical Management 2017 to 2023, Member, Evening MBA Curriculum Review Committee and Evening MBA Policy Committee  2012 to 2018, Chair Teaching Excellence Committee, IU Kelley School of Business Indianapolis. Organize and manage Teaching Excellence workshops designed to improve the teaching and learning environment within the Kelley School of Business Indianapolis. Workshops delivered include: 2012, Best Practices in Online Teaching – also presenter 2013, Apple Resources for Education Critical Thinking: Getting Started in the Classroom Generational Learning Styles
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2014, Motivating Students to Prepare for Class – also presenter  
2016, Best Practices in Online/Canvas Teaching  
But Wait, There are Even More Tools for Online Teaching – also presenter  
Teaching Millennials and Gen Z to be Critical Thinkers  
Simple Tips to Improve Canvas  
2017, Using Zoom to Replace Connect  
Introduction to Top Hat  
2016, Member, Task Force to Review IUPUI's Center for Teaching and Learning  
2017, Member, Faculty Learning Community, The Role of Reflection in the Scholarship of Teaching and Learning

<b>Grants in Teaching</b>	2020, PATTERN Strategic Feasibility Assessment, IUPUI Office of Community Engagement with Barb Cutillo \$7,500 to provide three Kelley undergraduate students with consulting experience. 2017, Customer Development Market Research for The Startup Ladies, IU Foundation Women's Philanthropy Leadership Council, \$6,000 to be used November 2017 – Summer 2018. This grant will support teaching activities in the MBA classes X523 and X524 in Fall 2017 and Spring 2018 2017, Grant to develop follow-up project from IUPUI CTL's Faculty Learning Community on Reflection 2016, Consultant to the IUPUI's Industrial Assessment Center's (IAC) \$1.5 million Department of Energy Grant DE-EE0007711, to supervise a marketing student intern for the IAC 2012, Co-authored \$19,000 grant from the Ronald McDonald House for the Fight for Life Foundation to develop a socioemotional learning program that was adopted by the Phalen Leadership Academy and Indianapolis Public Schools 2010, IUPUI \$2500 Rise Curriculum Development competitive grant
SUBMITTED BUT NOT FUNDED	
	2016, Co-PI to NSF 16-503, Division of Graduate Ed, Education and Human Resources Title: NRT-IGE IUPUI STEM Start-Ups with PI: Dr. Joseph Rosenblatt, Chair and Professor, Department of Mathematical Sciences, IUPUI

<b>Service to University at Buffalo</b>	2024 to present, Member, UBMD Executive Committee 2024 to present, Faculty Director, School of Management Behavioral Research Lab
SUBMITTED BUT NOT FUNDED	
<b>Service to Kelley School</b>	2023 to 2024, Member, Kelley EDP Policy Committee 2023 to 2024, Member, Kelley Indianapolis Research Committee 2017 to 2023, Member, Evening MBA Policy Committee 2020 to 2022, Chair, Graduate Certificate in Medical Management (GCMM) Steering Committee 2016 to 2019, Member, Kelley Women Friendly Task Force; Coordinator, KSBI Women in Business Initiative 2016 to 2018, Faculty Advisor, Kelley Indianapolis Women's MBA Association 2013 to 2016, Member, KSBI Assessment Committee 2012 to 2015, Member, KSBI MBA Policy Committee, 2010 to 2018, Chair, Teaching Excellence Committee 2009 to 2012, Chair, KSBI Diversity Council 2009 to 2010, Faculty Sponsor, KSBI Undergraduate Marketing Club 2005 to 2018, Member, KSBI Academic Fairness Committee 1994, 24th Annual Albert Haring Symposium Committee. Doctoral student representative to committee that plans and organizes the IU School of Business' annual Albert Haring Symposium.

<b>Service to IUPUI and IU</b>	<p>2022, Co-Chair, IUPUI Strategic Plan 2030 Subcommittte for "Support for the Translation of Research and Creative Activity for Innovation and Entrepreneurship."</p> <p>2021 to present, Member, CTSI Drug Development Think Tank</p> <p>2019, IUPUI Women's Conference Planning Committee; Bantz Community Scholar</p> <p>2018 to 2022, Member IU Distinguished Teaching Selection Committee</p> <p>2017 to 2019, Participant, Faculty Learning Community, The Role of Reflection in the Scholarship of Teaching and Learning</p> <p>2016 to 2021, Marketing Consultant, Randall L. Tobias Center for Leadership Excellence</p> <p>2016, Center for Teaching and Learning (CTL) Review Task Force</p> <p>2014 to 2020, Supervisor of marketing intern for the IUPUI Industrial Assessment Center's Department of Energy grant</p> <p>2015 to 2016, Presenter, IU School of Medicine Pathology Residency Program</p> <p>2012, eText Policy Task Force</p> <p>2011, Co-Chair Homeward Bound Walk</p> <p>2010, Member IUPUI United Way Campaign Executive Committee, Marketing Subcommittee and Co-Chair Low Participation Schools Subcommittee</p> <p>2009 to 2010 MURI Co-Mentor with Laura Romito and Lorinda Coan, "Evaluating the Relationship between Promotions and Public Perception of the New Dissolvable Tobacco Products during its Test Market in Central Indiana," Project received a Student Best Poster award at the IUPUI Research Day 201</p> <p>2010, Provided market research and/or marketing consulting to IUPUI Division of Student Life in assessing brand equity with students and faculty, and the IU National Center of Excellence in Women's Health in developing a mobile health service offering</p> <p>2009, Provided market research and marketing consulting to IUPUI Athletics department and Division of Student Life, including supervising undergraduate student projects</p>
<b>Service to Professin</b>	<p>2017 to present, Associate Editor <u>Journal of Advertising Research</u></p> <p>2013 to present, Editorial Review Board <u>Journal of Advertising Research</u></p> <p>2018, Ad hoc reviewer, <u>Marketing Education Review</u></p> <p>2014, Ad hoc reviewer <u>Strategic Entrepreneurship Journal</u></p> <p>2010 to 2012, Ad hoc reviewer <u>Journal of Advertising Research</u></p> <p>2009 to 2010, Track Co-Chair for Brand Marketing and Communication, 2010 AMA Winter Educators' Conference</p> <p>2005 to 2010, Reviewer AMA Educator's Conference, AMS Annual Conference</p> <p>1998 to 2002, Editorial Board for <u>Corporate Reputation Review</u></p> <p>1995 to 1997, Reviewer for Business Policy and Strategy track for the Academy of Management and the Midwest Academy of Management Meetings</p> <p>1995 to 1996, Ad hoc reviewer for <u>Journal of Organizational Change Management</u>.</p>
<b>Service to Community</b>	<p>2024, Coordinated MBA capstone projects with 4 minority-owned businesses</p> <p>2023, Coordinated digital marketing and capstone projects by MBA and GCMM students with 4 healthcare organizations, 4 minority-owned businesses and 1 other small business.</p> <p>2022, Coordinated digital marketing and capstone projects by MBA and GCMM students with 4 healthcare organizations, 4 minority-owned businesses and 3 other local companies.</p> <p>2021, Coordinated digital marketing and capstone projects by MBA and GCMM students with 5 local minority-owned businesses and 5 healthcare organizations.</p> <p>2020, Coordinated digital marketing and capstone projects by MBA and GCMM students with 6 local woman- and minority owned small businesses and 2 healthcare organizations.</p> <p>2021 to present, Advisory Board Member, AwayZones</p> <p>2020 to present, Advisory Board Member, Repro Health Technology</p>

2019 to 2020, Advancing Indy Women Program Coordinator  
2019, Coordinated digital marketing projects by MBA students with three local startups.  
2017 to 2021, Advisory Board Member, The Startup Ladies  
2017 to 2020, Director, IMAGE (Innovative Marketing and AdvertisinG Enterprise) – recruit and coordinate a total of 15 projects over 3 years to pair MBAs with organizations to undertake marketing consulting projects.  
2017 to 2019, Steering Committee Member, Women's Network Forum  
2017 to 2018, Coordinator, Talent Nexus Council  
2016, The Innovation Showcase, Selection Judge  
2015 to present, Member VisionTech Angel Partners  
2015, Naptown Fitness, coordinated three projects through M501 to develop marketing plans for their varied fitness businesses  
2013 to 2016, Presenter and Organizer, VisionTech Partners E3 Summit (Empowering the Entrepreneurial Ecosystem)  
2014 to 2016, Advisory Board Member, Linking Indy Women  
2013, Archdiocese of Central Indiana Catholic Charities. Coordinated two projects through the M501 course to explore new projects for them to fund looking to develop an urban farm and create a program to bank the unbanked in Indianapolis.  
2012 to 2019, Advisory Board Member, PERQ, LLC (formerly CIK Enterprises); Advisor, Diagnotes, LLC  
2012 to 2016, Advisory Board Member, Fight for Life Foundation.  
2011, Homeward Bound Walk. Facilitated the development and execution of the 2011 Walk, a fundraiser to support a dozen agencies that support homelessness agencies in Indianapolis using the undergraduate M450 class. This walk raised ~\$45,000.  
2010, Grameen America. Coordinated a project to develop a process for determining where to locate a new branch in a new city based on finding the highest concentration of entrepreneurially oriented people who earn below the poverty level, with MBA class.  
2007 to 2012, Coordinated projects where teams of M450 students developed marketing plans for more than a dozen local businesses in Indiana.

#### **Other Media Appearances**

A frequent contributor to requests for commentary on issues related to marketing, startups and advertising on a variety of media (internet, magazine, newspaper and TV).

#### **Professional Organization Memberships**

At various times, have been a member of the following organizations:

- American Marketing Association, including local Indy AMA chapter
- Academy of Management
- Academy of Marketing Sciences
- Strategic Management Society