CURRICULUM VITAE

Diane M. Martin, Ph.D.
Associate Professor of Marketing

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EDUCATION

PhD. Organizational Communication, University of Utah, 2001
MS Organizational Communication with emphasis in marketing, University of Portland, 1998
BS Human Physiology with Dance Education and Sports Medicine minors, Portland State University, 1984.

ACADEMIC POSITIONS

University of Gothenburg, Gothenburg, Sweden
Guest Professor 2010-present
University of Portland
Associate Professor, 2009-present
Assistant Professor, 2001-2009

HONORS AND AWARDS

2011 University of Portland Outstanding Scholarship Award
2004 Top Four Paper, Instructional Communication, Western States Communication Association
2003 Top Paper, Organizational Communication, Western States Communication Association
2002 International Communication Association W. Charles Redding Outstanding Dissertation in Organizational Communication Award winner
Top Paper, Communication Theory Division, Western States Communication Association,
2000 National Communication Association Doctoral Honors Seminar Participant

REFEREED JOURNAL ARTICLES AND PROCEEDINGS

Martin, D. M. (2009), "The Entrepreneurial Marketing Mix", *Qualitative Marketing Research, 13* (1), 391- 403.

Senior, H., Wu, K. Martin, D. M., & Mellinger, M. (2009), "Three Times a Study: Business Students and the Library," *Journal of Business & Finance Librarianship, 14,* 202-209.

Martin, D. M., Schouten, J.W. & McAlexander, J.H. (2006), "Claiming the Throttle: Multiple Femininities in a Hyper-Masculine Subculture," *Consumption, Markets and Culture, 9* (3), 171-205.

Martin, D. M. & Schouten, J. W. (2006) Hyperorganizations: Communication and the Organizing Grammars of the Marketplace. In Margaret Craig Lees, Gary Gregory and Teresa Davis (Eds.) *Borderless Consumption: Asia Pacific Advances in Consumer Research Volume 7.* University of Sydney and

University of New South Wales. (pp. 201-207).

Martin, D. M., Schouten, J.W. & Stephens, D. (2006) American Artemis at the Wheel: Motherhood and Identity Conflict in Automobile Consumption. In Lorna Stevens and Janet Borgerson (Eds.) *Gender, Marketing and Consumer Behavior Proceedings of the Eighth Conference. Coleraine:* University of Ulster. (pp. 255-267).

Martin, D. M. (2006). Examining Personal Contact Network Success of the Marketing Entrepreneur, *US Association Small Business and Entrepreneurship and Small Business Institute Proceedings,* (January) 145.

Martin, D. M. (2004) Humor in Middle Management: Women Negotiating the Paradoxes of Organizational Life. *Journal of Applied Communication Research, 32* (4) 147-170.

Martin, D. M. (2004), "Speaking From the Heart and the Head: Humor and the Communication Style of Ann Richards as Strategic Political Rhetoric," *Southern Communication Journal, 69* (4) 273-288.

Martin, D. M., Rich, C. O., & Gayle, B. M. (2004) Humor Works: Communication Style, Humor Usage and Functions in Manager/Subordinate Relationships. *Southern Communication Journal, 69* (3) 206-222.

Snider, J. Hill, R. P. and Martin, D.M. (2003). Corporate Social Responsibility In The 21st Century: A View From The World's Most Successful Firms. *Journal of Business Ethics, 48* (2) 175-187.

Gayle, B. M., Martin, D. M., Mann, S. & Chouser, L. (2002). Transforming the Public Speaking Classroom: A Scholarship of Teaching and Learning Project on Civil Public Discourse. *Journal of the Northwest Communication Association, 31*, 1-26.

Martin, D. M. & Schouten, J. W. (2002). The Communicative Construction of Car Talk. *Proceedings of the NCA Organizational Communication Division Pre-convention Conference at the annual meeting of the National Communication Association.*

Martin, D. M. (2000). Re-examining Diversity Paradigms: The Role of Management Communication. *Journal of the Northwest Communication Association, 29*, 12-31.

Martin, D. M. & Gayle, B. M. (1999). It isn't a Matter of Just Being Funny: Humor Production by Organizational Leaders. *Communication Research Reports, 16* (1) 72-80.

BOOKS

Martin, D. M. & Schouten, J.W. (2011) *Sustainable Marketing*, Pearson Prentice Hall.

BOOK CHAPTERS

Schouten, J. W. & Martin, D. M. (2011) "Communities of Purpose" in Karin M. Ekström and Kay Glans (Eds.), *Changing Consumer Roles - An Anthology*, London: Routledge. (pp. 125-136).

Martin, D. M. & Schouten, J. W. (2010) "Green Retailing", *Green Business: An A-to-Z Guide* eReference, *Green Series*, Paul Robbins, Nevin Cohen, and J. Geoffrey Golson (Eds.), Sage.

Martin, D. M. & Schouten, J. W. (2010) "Stewardship", *Green Business: An A-to-Z Guide.* eReference, *Green Series*, Paul Robbins, Nevin Cohen, and J. Geoffrey Golson (Eds.), Sage.

Martin, D. M. & Schouten, J. W. (2010) "Sustainable Design", *Green Business: An A-to-Z Guide.* eReference, *Green Series*, Paul Robbins, Nevin Cohen, and J. Geoffrey Golson (Eds.), Sage.

Schouten, J. W. & Martin, D. M. (2010) "Reverse Logistics", *Green Business: An A-to-Z Guide.* eReference, *Green Series*, Paul Robbins, Nevin Cohen, and J. Geoffrey Golson (Eds.), Sage.

Schouten, J. W. & Martin, D. M. (2010) "Service Design", *Green Business: An A-to-Z Guide.* eReference, *Green Series*, Paul Robbins, Nevin Cohen, and J. Geoffrey Golson (Eds.), Sage.

Schouten, J. W. & Martin, D. M. (2010) "Social Marketing", *Green Business: An A-to-Z Guide.* eReference, *Green Series*, Paul Robbins, Nevin Cohen, and J. Geoffrey Golson (Eds.), Sage.

Martin, D. M. & Schouten, J. W. (2009) "Engineering a Mainstream Market for Sustainability:

Insights from Wal-Mart's Perfect Storm," in John F. Sherry, Jr., and Eileen Fisher (Eds.) *Explorations in Consumer Culture Theory,* London:Routledge, (pp.150-167).

Schouten, J. W., Martin, D. M., & McAlexander, J. H. (2007) "The Evolution of a Subculture of Consumption," in Bernard Cova, Robert V. Kozinets, and Avi Shankar (Eds.), *Consumer Tribes: Theory, Practice, and Prospects,* London: Elsevier/Betterworth-Heinemann, (pp.67-75).

Martin, D. M., Schouten, J. W., & McAlexander, J. H. (2006) "Reporting Ethnographic Research: Bringing Segments to Life Through Movie Making, and Metaphor," In Russ Belk (Ed.) *Handbook of Qualitative Research Methods in Marketing*, Northhampton, MA: Edward Elgar Publishing Limited, (pp. 361-370).

Martin, D. M., Preiss, R. W., Gayle, B. M., & Allen, M. (2005). "A Meta-Analytic Assessment of the Effect of Humorous Lectures on Learning," in Barbara Mae Gayle, Raymond W. Preiss, Nancy Burrell & Mike Allen (Eds.) *Classroom Communication and Instructional Process: Advances Through Meta-analysis.* Philadelphia: Lawrence Erlbaum Associates (pp. 295-313).

Flick, D. L., Houston, R. & Martin, D. M. (2005) "Revealing the wizard behind the curtain: The conversation continues," In Jennifer L. Simpson & Pamela Shockley-Zalabak, (Eds.) *Engaging Communication, Transforming Organizations: Scholarship of Engagement in Action.* Hampton Press, Inc.: Cresskill, New Jersey. (pp. 215-244).

INVITED PRESENTATIONS

Martin, D. M. (2011, May) Sustainable Marketing Strategy, sponsored by the Portland Business Journal, Portland, OR.

Schouten, J. W. & Martin, D. M. (2010, October) Passion, Innovation and the Cycle of Market Emergence, University of Boras, Sweden.

Martin, D. M. (2010, June) Macromarketing Conference Pre-Conference Sustainability Workshop, Laramie, WY.

Martin, D. M. & Schouten, J. W. (2009, June) Taking The Natural Step: A Strategic Framework for Becoming Sustainable. Invited presentation to business leaders, faculty and administrators at SUNY, Fredonia, NY.

Martin, D. M. & Schouten, J. W. (2009, June) Passion, Innovation and the Cycle of Market Emergence. Invited presentation for tourism business leaders and researchers of the ARENA economic development project, and doctoral students and faculty of the Bodo Graduate School of Business, at Nusfjord, Lofoten, Norway.

Schouten, J. W. & Martin, D. M. (2009, June) Communities of Purpose: A Research Journey. Invited presentation for doctoral students and faculty of the Bodo Graduate School of Business, at Nusfjord, Lofoten, Norway.

Martin, D. M. & Schouten, J. W. (2009, May) Passion, Innovation and the Cycle of Market Emergence. Invited presentation for doctoral students and faculty at the University of Southern Denmark, Odense, Denmark.

Schouten, J. W. & Martin D. M. (2009, May) Communities of Purpose: A Research Journey. Invited presentation for Brand Base at the University of Southern Denmark, Odense, Denmark

Martin, D. M. & Schouten, J. W. (2009, April) Teaching Sustainability in Marketing. Invited presentation at the Mendoza College of Business, University of Notre Dame, South Bend, IN

Martin, D. M. & Schouten, J. W. (2009, April) Leviathan and The Upstart: Two Approaches to Sustainability in Marketing. Invited presentation at the Mendoza College of Business, University of Notre Dame, South Bend, IN

Martin, D. M. (2008, June) Marketing and Sustainable Consumption. Invited presentation at Association of Oregon Recyclers Conference, Seaside, OR

Martin, D. M. & Schouten, J. W. (2008, June) Marketing for Sustainability. Invited presentation at the Oregon Natural Step Network, Portland, OR

Schouten, J. W. & Martin, D. M. (2006, June) Fifteen Years Down the Road: The Evolution of a Subculture of Consumption. Invited presentation at the University of Waikato, Hamilton, New Zealand.

Martin, D. M. (2006, February) WSCA and Sustainability: Where have we been, where are we now and how should we get there. Invited presentation at the Western States Communication Association, Palm Springs, CA.

Martin, D. M. (2005, March) The Journey From Submission to Publication: Author's Perspective. Invited presentation at the Southern States Communication Association, Baton Rouge, LA.

Martin, D. M. & Schouten, J. W. (2004, March) Discovering Hyperorganization Theory Invited presentation to the faculty and graduate students in business administration at Bilkent University, Ankara, Turkey.

COMPETITIVE CONFERENCE PAPERS AND PRESENTATIONS

Martin, D. M. (2010, May) Connecting the Dots: Links between Marketing and Public Policy Research and Sustainability, AMA Marketing and Public Policy Conference, Denver, CO.

Bernard, E. K. & Martin, D. M. (2010, April) Teaching Sustainable Marketing: Challenges and Opportunities. Presented at the Marketing Educators' Association Conference, Seattle, WA.

Martin, D. M. (2010, March) Beyond Ethics as Usual: Training Students for a New Paradigm of Sustainable Marketing. Presented at the Western States Communication Association, Anchorage, AK.

Schouten, J. W. & Martin, D. M. (2009, November) Sustainability: The Unity of Strategy and Ethics. Presentation at the Business & Sustainability International Conference, Portland, OR.

Martin, D. M. (2009, November) Sustainability and Marketing Textbook Ideas. Presentation at the Business & Sustainability International Conference, Portland, OR.

Martin, D. M. & Schouten, J. W. (2009, October) Sustainability Roundtable. Presentation at the Association for Consumer Research, Pittsburg, PA.

Martin, D. M. & Schouten, J. W. (2009, August) Sustainable Marketing in Practice: Training Students for a New Paradigm. Presentation at the American Marketing Association Conference, Chicago, IL.

Martin, D. M. & Schouten, J. W. (2008, October) Toward Sustainable Marketing: Re-Imagining a Discipline. Presentation at the Sustainability in the Supply Chain International Conference, Portland, OR.

Martin, D. M. & Schouten, J. W. (2008, June) The Cycle of Market Organizing. Presentation at the 2008 Consumer Culture Theory conference in Boston, MA

Martin, D.M., Schouten, J. W. & Barnes, W. (2007, November) Sustainable Wal-Mart: Driving the New Dominant Paradigm in Business Practice. Presentation at the Sustainability in the Supply Chain International Conference, Portland, OR.

Marafiote, T.& Martin, D. M. (2007, November) Meeting the In-Laws: How Unanticipated Heterodoxy Complicates the Marriage of Business and Environmental Organization Sustainability Alliances. Presentation at the Sustainability in the Supply Chain International Conference, Portland, OR.

Martin, D. M. & Schouten, J. W. (2007, May) Engineering a Mainstream Market for Sustainability: Insights from Wal-Mart's Perfect Storm. Presentation at the Consumer Culture Theory Conference, Toronto, ON, Canada.

Martin, D. M. & Schouten, J.W. (2006, August) Passion, Innovation and the Cycle of Market Emergence. Presentation at the Consumer Culture Theory Conference, Norte Dame, IN.

Martin, D. M. (2006, January). Examining Personal Contact Network Success of the Marketing Entrepreneur. Presented at the US Association Small Business and Entrepreneurship and Small Business Institute, Tucson, AZ.

Martin, D. M. (2005, September) Masculinizing the Egg: The Search for the Macho Minivan and

"Good Mother" Archetype. Presented at the HCR pre-conference to the Association for Consumer Research, San Antonio, TX.

Martin, D. M. Houston, R., Rich, C. O. & Bullis, C.A. (2005, February) From Management to Leadership: Communicator Style as Organizational Alchemy. Presented at the Western States Communication Association, San Francisco, CA.

Martin, D. M. & Schouten, J.W. (2004, October) The New Biker: A Feminist Re-inquiry. Presented at the HCR pre-conference to the Association for Consumer Research. Portland, OR.

Martin, D. M. (2004, May) No Baby on Board: Negotiating Conflation of Motherhood with Womanhood and Work-Life Balance. Presented the annual meeting of the International Communication Association in New Orleans.

Rich, C. O, Martin, D. M., & Kerssen-Griep, J. (2004, February) Beyond the Stick and Carrot: Identity Management, Humor, and Its Affect on Student Motivation. Top Four Paper in Instructional Communication presented at the Western States Communication Association, Albuquerque, NM.

Martin, D. M. (2004, February) Myth or Consequences: Widening the Circle of the Public Work (Life) of Private (Work) Lives. Presentation at the Western States Communication Association, Albuquerque, NM.

Martin, D. M. & Schouten, J. W. (2003, November) Made by the People: The Communicative Constitution of Organizations by Organizational Members. Presented at the annual meeting of the National Communication Association, Miami, FL.

Snider, J., Hill, R. P. & Martin, D. M. (2003, April). Corporate Social Responsibility in the 21st Century: A View from the World's Most Successful Firms. Presented at the Northwest Communication Association Conference, Coeur d'Alene, ID.

Martin, D. M., Rich, C. O. & Gayle, B. M. (2003, February). A Functional Account of Humor Production in Leader/Member Exchanges. Top Paper in the Organizational Communication presented at the Western States Communication Association, Salt Lake City, UT.

Martin, D. M. & Snider, J. (2003, February). (Blow your) Whistle While You Work: Examining Whistle Blowing as Organizational Communication. Presented at the Western States Communication Association, Salt Lake City, UT.

Martin, D. M., Preiss, R.W., Gayle, B.M., & Allen, M. (2003, February). A Meta-analytic Assessment of the Effect of Humor on Learning. Presented at the Western States Communication Association, Salt Lake City, UT.

Martin, D. M. (2002, November). When it Hurts so Much You Have to Laugh: Post-9/11 Humor and Gender. Presented at the annual meeting of the National Communication Association, New Orleans, LA.

Martin, D. M. (2002, November). Working Women's Humor: Paradox and Organizational Life. Presented at the annual meeting of the National Communication Association, New Orleans, LA.

Preiss, R.W., Gayle, B. M. & Martin, D. M. (2002, November). Authoritarian and Dogmatic and Reactions to Humor: A Meta-analytic Review. Presented at the annual meeting of the National Communication Association, New Orleans, LA.

Martin, D. M., & Schouten, J. W. (2002, July). The Economics of Humor: Questioning the Assumptions of a Commodity Model. Presented at the annual meeting of the International Society of Humor Studies in Turin, Italy.

Martin, D. M. (2002, February). Women, Work and Humor: Convergent Literature, Constraining Contexts. Top Paper in Communication Theory presented at the annual meeting of the Western States Communication Association in Long Beach, CA.

Preiss, R. W. ,Gayle, B. M., Martin, D. M., & Allen, M. (2002, February). A Meta-Analytic Assessment of the Effect of Humor on Persuasion. Presented at the annual meeting of the Western States Communication Association in Long Beach, CA.

Martin, D. M. (2001, June) The Fool's Work: Bakhtin's Carnivalesque and Humor Functions in Organizational Contexts. Presented at the annual meeting of the International Communication

Association in Washington DC.

Martin, D. M. (2001, April) What do Women say About Feminist Practice? Presented at the annual meeting of the Western States Communication Association in Coeur d'Alene, ID.

Martin, D. M. (2001, April) Why Doctoral Honors Seminars are so Cool!!! Panel participant. Presented at the annual meeting o the Western States Communication Association in Coeur d'Alene, ID.

Martin, D. M. (2000, February). Speaking From the Heart and the Head: Humor and the Flexible Communication Style of Ann Richards as Strategic Political Rhetoric. Presented at the annual meeting of the Western States Communication Association in Sacramento, CA.

Martin, D. M. (2000, August) Tapping the Organizational Funny Bone: Examining and Extending the Role of Humor in Organizational Communication. Presented at the annual meeting of the International Society for Humor Studies in Osaka, Japan.

Martin, D. M. (2000, June) Humor and Leader-Member Relationships: The Importance of Articulating Funny Bones. Presented at the annual meeting of the International Communication Association in Acapulco, Mexico.

Martin, D. M. (1999, April). Symbolic Interaction and Humor in Organizational Socialization: It's No Laughing Matter. Presented at the annual meeting of the Northwest Communication Association in Coeur d'Alene, ID.

Martin, D. M. & Gayle, B. M. (1999, February). A Functional Account of Humor Production by Organizational Leaders. Presented at the annual meeting of the Western States Communication Association in Vancouver, British Columbia, Canada.

Martin, D. M. (1998, November). "When the cat's away"…Communication Cultures in a Small Business. Presented at the ann"ual meeting of the National Communication Association in New York, NY.

Martin, D. M. (1997, April). Small Business Communication Culture. Presented at the annual meeting of the Northwest Communication Association in Coeur d'Alene, ID.

RESEARCH IN PROGRESS

Bernard, E. K. & Martin, D. M., (under review) Sustainability by Example: Teaching Sustainable Marketing through Collaboration with the Local Business Community, *Journal of Education for Business.* This paper describes, applies, and assesses a module for teaching sustainable marketing in a principles course.

Press, M. & Martin, D. M. "The State of Sustainable Marketing Theory and Research: An Agenda for our Collective Future" in development. This paper, targeted for *Journal of Marketing*, reviews the literature to date and offers an agenda for research.

Robèrt, Karl-Henrik, Martin, D.M., and Schouten, J. W. "A Comprehensive Framework for Sustainable Business and Competitive Advantage" in development. This paper, targeted for *California Management Review*, makes the case for integrating The Natural Step Framework into the strategic marketing process at all levels.

Martin, D. M., Schouten, J. W. & Mish, J. "A Theory of Consumer-Driven New Market Development" in development. This paper, targeted for *Journal of Marketing*, develops our model of a cycle of market emergence driven by communities of purpose innovating to meet needs not addressed by current market structures.

McAlexander, J. H., Schouten, J. W. & Martin, D. M. "Consumer Paths through Brand Community" in development. This paper, targeted for *Journal of Consumer Research*, examines the movement of consumers into, within, through and out of a brand community.

Schouten, J. W. & Martin, D. M. "Backcasting for Sustainability in the Marketing Research Agenda" in development. This paper, targeted for *Journal of Marketing*, applies the Natural Step's strategic framework for sustainability to the marketing research agenda, revealing new insights for the future of the enterprise.

Holloway, S., Schouten, J. W. & Martin, D. M. "Communities of Purpose and Sustainability in the

Marketplace: An Empirical Model" in development. This paper, targeted for *Journal of the Academy of Marketing Science*, uses archival industry data to test a model of market development driven by communities of purpose.

GRANTS

2011 SEVS 2 – with John W. Schoutenfor four years (2011-2015)
This project builds on the previous SEVS (Safe Efficient Vehicle Systems) project. It aims to analyze what is required to achieve a transition to a sustainable road transport system from a holistic perspective. An international team of 32 scholars from various areas of expertise aims to identify and develop safe, energy-efficient and affordable vehicle solutions for a number of future-society scenarios. This four-year project will be partially funded by the Swedish government, automotive manufacturers, energy companies, and technical universities.
2007 Coleman Foundation. Grants for sustainable entrepreneurship teaching materials, $2000
2006 Pamplin Fellowship. University of Portland, Robert J. Pamplin School of Business, $5000
2005 Pamplin Fellowship. University of Portland, Robert J. Pamplin School of Business, $5000
2004 Butine Supplemental and Faculty Development Grants, $3000
2003 Murdock Grant, $2500
Butine Supplemental and Faculty Development Grants
2002 Butine Supplemental and Faculty Development Grants, $3000
2001 Butine Faculty Development Grant, $6000
1999 Marriner S. Eccles Fellowship, University of Utah, $12,000
Marvin J. Ashton Scholarship, University of Utah, $3000

TEACHING EXPERIENCE

Undergraduate Courses: Entrepreneurial Marketing, Marketing Research, International Marketing, Integrated Marketing Communication

Graduate Courses: Community, Consumption & Marketing, Marketing Research, Marketing Management

WORKSHOPS & PROFESSIONAL DEVELOPMENT

2006 "Sustainability Using the Natural Step Framework" presented by TNS Oregon, Portland, OR.
2004 "Engaging Theory: Transforming Organizations" presented by the Given Institute, Aspen, CO.
"AAHE Occasions for Dialogue: Changes in Faculty Work Roles, Rewards, and Quality of Life" presented Dr. Eugene Rice & Dr. Mary Deane Sorcinelli, held at the University of Portland.
"Problem based learning" presented by Dr. Laurence J. Malone, Professor of Economics and the Department Chair at Hartwick College, held at the University of Portland.
2003 "Teaching the College Course in Leadership" presented by Peter Northouse, Western Michigan University held at the National Communication Association Convention in Miami Beach, FL.
"Using Teams in the Classroom to Increase Student Learning: Reaching In to Transform Pedagogy" presented by Derek Lane, University of Kentucky & T. Andrew Finn, George Mason University held at the National Communication Association Convention in Miami Beach, FL.
Carnegie Foundation Workshop, "How we defeat ourselves: Some key lessons from the

scholarship of teaching and learning" presented by Craig E. Nelson, Indiana University held at the University of Portland.

"Transforming Organizations Through Research, Theory and Practice" presented by the Given Institute, University of Colorado at Boulder held in Aspen, CO.

"From Idea to Article: A Workshop to Facilitate Academic Success" presented by the Organization fro Research on Women and Communication held at the Western States Communication Association Convention in Salt Lake City, UT.

2002 University of Portland advising workshop presented by Howard Figler.
"Creating scholarship of teaching and learning (SOTL) projects"

2001 "Building an Online Community", Online.

"Internet Research: An Introduction for Researchers and Teachers" presented by the Mass Communication and Human Communication & Technology Commission held at the National Communication Association Convention, Atlanta, GA.

"Teaching The College Course In Computer-Mediated Communication" presented by Andrew Wood, San Jose State University & Matthew Smith, Indiana University, South Bend held at the National Communication Association Convention, Atlanta, GA.

1999 "Women Scaling the Ivory Tower" presented by Suzanne McCorkle, Boise State University; Brenda Allen, University of Colorado, & Barb Gayle, University of Portland, held at Western States Communication Association Convention in Vancouver, BC, Canada.

1998 "Building Arguments from Ethnographic and Conversational Data"
presented by Christina S. Beck, Ohio University and Natalie J. Dollar, Oregon State University held at the Western States Communication Association Convention in Denver, CO.

1995 Certified Marketing Executive, Sales & Marketing Executives International, Program focus: Graduate Level Education for Marketing Practitioners.

1993 Senior Fellow Leadership Program, American Leadership Forum, Oregon
Program focus: Collaborative Community Leadership for the Public Good.

1988 Insight Professional Presenters Program, California
Program focus: Pedagogical Aspects of Adult Education.

CONSULTING

2004 Leadership Communication Consulting, InnVentures Hotel Management Group

2001 Organizational Communication Consulting, Facilities Management, Oregon Zoo

1998 – Present. Ethnographic Research, Ethos Market Research, Portland, Oregon
Clients: Harley-Davidson, Inc., Nissan, Toyota, Chrysler (Chrysler and Jeep divisions), Isuzu, General Motors (Cadillac and Saturn divisions), Yamaha (New Business Development division)

1989 – 1998. Market & Competitor Analysis Research, Marketing Strategy, Molalla Buckeroo Association, Molalla, Oregon

- Economic Impact Research, Washington County Visitors Association, Beaverton, Oregon
- Marketing & Group Event Consulting, Oregon Museum of Science and Industry, Portland, Oregon
- Market Consulting & Group Event Sales, Metro Washington Park Zoo, Portland, Oregon
- Marketing & Group Event Sales, Portland Art Museum, Portland, Oregon
- Marketing Strategy & Implementation, Mt. Hood Railroad, Hood River, Oregon
- Personal Productivity Training, Wilson Entertainment, Portland, Oregon
- Data Management Systems, Danner Shoe Manufacturing, Portland, Oregon

PROFESSIONAL ASSOCIATION MEMBERSHIPS

American Marketing Association 2009-Present
Association for Consumer Research 2004- Present
Western States Communication Association 1998- 2006
International Communication Association 1998-2005
National Communication Association 1998-2005
Senior Fellow, American Leadership Forum 1993-present

PROFESSIONAL SERVICE TO THE DISCIPLINE: MANUSCRIPTS/PROPOSAL REVIEWS

2011 Discussant, Consumer Culture Theory conference, Northwestern University, Evanston, IL.
Reviewer, Consumer Culture Theory conference, Northwestern University, Evanston, IL.
2010 Ad hoc reviewer, World Economic Forum white paper "Driving Sustainable Consumption"
Member, Program Committee for 2011 Consumer Culture Theory conference
Reviewer, International Conference on Business & Sustainability, Portland State University, Portland, OR
Reviewer, Marketing Educators' Association Conference
Reviewer, *European Journal of Marketing*
Reviewer, *Consumption, Markets and Culture*
Consulting Editor, "Sainsburys" *Green Business: An A-to-Z Guide*, eReference, Green Series, Paul Robbins, Nevin Cohen, & J. Geoffrey Golson (Eds.), Sage.
Consulting Editor, "Steady State Economy", *Green Business: An A-to-Z Guide*, eReference, Green Series, Paul Robbins, Nevin Cohen, & J. Geoffrey Golson (Eds.), Sage.
Consulting Editor, "Waste Reduction" *Green Business: An A-to-Z Guide.* eReference, Green Series, Paul Robbins, Nevin Cohen & J. Geoffrey Golson (Eds.), Sage.
Consulting Editor, "Socially Responsible Investing" *Green Business: An A-to-Z Guide.* eReference, Green Series, Paul Robbins, Nevin Cohen & J. Geoffrey Golson (Eds.), Sage.
Consulting Editor, "Social Entrepreneurship" *Green Business: An A-to-Z Guide.* eReference, Green Series, Paul Robbins, Nevin Cohen & J. Geoffrey Golson (Eds.), Sage.
Reviewer, *Sustainability, Accounting, Management and Policy Journal*
2009 Reviewer, *Journal of Marketing Education*
Reviewer, *Journal of Consumer Culture*
2008 Reviewer, Consumer Culture Theory conference, Suffolk University, Boston
Reviewer, *Greener Management International*
Reviewer, *Journal of Marketing Education*
Reviewer, *Journal of Consumer Culture*
Reviewer, *Consumption, Markets and Culture*
2007 Reviewer, *Consumer Culture Theory*. John F. Sherry, Jr., and Eileen Fisher eds. London: Routledge.
Reviewer, *Consumption, Markets and Culture*
2006 Reviewer, *Journal of Business Research* Special Issue on Anti-Consumption
Reviewer, United States Association for Small Business and Entrepreneurship Annual Conference, Entrepreneurship Education Track
Reviewer, *Consumer Tribes: Theory, Practice, and Prospects*, Bernard Cova, Robert V. Kozinets, and Avi Shankar eds., London: Elsevier/Betterworth-Heinemann
Reviewer, special DVD issue of *Consumption Markets and Culture*
Reviewer, Consumer Culture Theory Conference, The University of Notre Dame
Reviewer, *Consumption, Markets and Culture*
2005 Reviewer, *Cognition & Emotion*
2004 Reviewer, Western States Communication Association, Organizational Communication

Elected Paper Reviewer, International Communication Association, Communication and Technology Division.
2003 Reviewer, Northwest Communication Association Conference.
2002 Reviewer, Western States Communication Association, Organizational Communication
Reviewer, Northwest Communication Association Conference.
Associate Editor, *Gendered Approaches to Applied Communication*
2001 Reviewer, Western States Communication Association, Organizational Communication
Elected Paper Reviewer, International Communication Association, Organizational Communication Division.

UNIVERSITY OF PORTLAND SERVICE

2008-2010 Member, Presidential Advisory Committee on Sustainability
2008-2009 Discipline Leader, Marketing Faculty
2007-2008 Elected Member, Committee on Committees
2006-2007 Member, Search Committee for new Marketing Faculty
2005-2006 Leader of the Gender Equity group for the Self-Study Equity and Student-Athlete Welfare Committee for the NCAA Division I Athletics Certification;
2005-2007 Member, sub-committee of the Presidential Advisory Committee on Athletics to evaluate academic services for student-athletes
2005-2006 Member, Faculty Development Committee
2005-2006 Member, Communication sub-committee for AACSB re-accreditation
2005 Departmental representative to the Faculty Senate
2003- 2004 Department program review committee member
2002 Assessment committee member
2001-2002 Coordinating member of the Junior Faculty Forum

COMMUNITY SERVICE

2010 Invited participant, Sustainability in Higher Education symposium, The Natural Step
2004 Class VII representative and participant in the American Leadership Forum of Oregon Annual Forum "Speaking of a Better Oregon"
2001- 2003 Nomination Committee, American Leadership Forum of Oregon
1997 – 1998 Program Committee, American Leadership Forum of Oregon
1996 Marketing Committee, Washington County Visitors Association
1995 Education Committee, American Marketing Association
Board Member, Sales and Marketing Executives International
Advisory Committee Member, Edgefield Station, Inc.
President, Columbia River Gorge Visitors Association
1994 Board Member, Columbia River Gorge Visitors Association
Public Relations Chair, Meeting Professionals International
1993 Marketing Chair, State of Oregon Group Tour Task Force