

**JENNIFER EDSON ESCALAS**

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**Academic & Professional Experience**

Vanderbilt University, Owen Graduate School of Management  
Associate Professor of Marketing, 2004-present

University of Arizona, Eller College of Management  
Eller Entrepreneurship Fellow, 1999-2004  
Assistant Professor of Marketing, 1996-2004

Duke University, Fuqua School of Business  
Instructor, 1994  
Research Assistant, 1991-1996

University of California, Los Angeles  
Research Assistant, 1990-1991  
Communications Teaching Assistant, 1989-1991

Union Bank, Los Angeles, CA  
Assistant Vice President, 1988-1989  
Commercial Lending Officer, 1986-1988  
Account Associate, 1985-1986

**Education**

Ph.D. in Business Administration, Duke University, 1996  
Major field: Marketing, Advisor: James R. Bettman

M.B.A., University of California, Los Angeles, 1991

B.A. Economics, University of California, Los Angeles, 1985

B.A. Spanish & Linguistics, University of California, Los Angeles, 1985  
*summa cum laude*

## **Publications**

### Journal Articles

Peracchio, Laura A. and Jennifer Edson Escalas (2008), "Tell Me a Story: Crafting and Publishing Research in Consumer Psychology," *Journal of Consumer Psychology*, v. 18, n. 3, pp. 197-204.

Escalas, Jennifer Edson (2007), "Narrative versus Analytical Self-Referencing and Persuasion," *Journal of Consumer Research*, v. 34, n. 4 (March), pp. 421-429 (Lead Article).

Escalas, Jennifer Edson and James R. Bettman (2005), "Self-Construal, Reference Groups, and Brand Meaning," *Journal of Consumer Research*, v. 32, n. 3 (December), pp. 378-389.

Reprinted in *Advertising: Theory and Practice*, Grebennikov Publishing House (Moscow, Russia), 2006.

Escalas, Jennifer Edson and Mary Frances Luce (2004), "Understanding the Effects of Process-versus Outcome-Focused Thought during Advertising," *Journal of Consumer Research*, v. 31, n. 2 (September), pp. 274-285.

Escalas, Jennifer Edson (2004), "Narrative Processing: Building Consumer Connections to Brands," *Journal of Consumer Psychology*, v. 14, n. 1 & 2, pp. 168-179.

Reprinted in Hogg, M. K. (2006) (Ed). *Consumer Behavior II: The Meaning of Consumption ~ Vol 5: "Possessions, Brands and the Self"* Chapter 19, pages 95-116, in the Sage Library in Business and Management Series, Sage, London.

Escalas, Jennifer Edson, Marian Chapman Moore, and Julie Edell Britton (2004), "Fishing for Feelings: A Hook Helps!" *Journal of Consumer Psychology*, v. 14, n. 1 & 2, pp. 105-113.

Escalas, Jennifer Edson (2004), "Imagine Yourself in the Product: Mental Simulation, Narrative Transportation, and Persuasion," *Journal of Advertising*, v. 33, n. 2 (Summer), pp. 37-48.

Escalas, Jennifer Edson and Barbara B. Stern (2003), "Sympathy and Empathy: Emotional Responses to Advertising Dramas," *Journal of Consumer Research*, v. 29, n. 4 (March), pp. 566-578.

Escalas, Jennifer Edson and Mary Frances Luce (2003), "Process vs. Outcome: Thought Focus and Advertising," *Journal of Consumer Psychology*, v. 13, n. 3, pp. 246-254.

Reprinted in *Advertising: Theory and Practice*, Grebennikov Publishing House (Moscow, Russia), 2007.

Escalas, Jennifer Edson and James R. Bettman (2003), "You Are What They Eat: The Influence of Reference Groups on Consumer Connections to Brands," *Journal of Consumer Psychology*, v. 13, n. 3, pp. 339-348.

Goodstein, Ronald C. and Jennifer Edson Escalas (1995), "Improving Pricing Accuracy at the Supermarket: UPC Scanner Pricing Systems and Public Policy," *Journal of Public Policy and Marketing*, v. 14, n. 1, pp. 216-224.

Goodstein, Ronald C. and Jennifer Edson Escalas (1994), "UPC Scanner Pricing Accuracy: A Review of Research and Managerial Implications," *Pricing, Strategy & Practice, an International Journal*, v. 2, n. 1, pp. 4-10.

### Book Chapters

Escalas, Jennifer Edson, and James R. Bettman (2009), "Self-Brand Connections: The Role of Reference Groups and Celebrity Endorsers in the Creation of Brand Meaning," in *Handbook of Brand Relationships*, ed. Joseph Priester, Deborah MacInnis, and C.W. Park, Armonk, NY: M.E. Sharpe, Inc., pp. 107-123.

Escalas, Jennifer Edson and Barbara B. Stern (2006), "Narrative Structure: Plot and Emotional Responses" in *Psycholinguistic Phenomena in Marketing Communication*, ed. Tina Lowrey, Mahwah, NJ: Lawrence Erlbaum Associates, Inc., pp. 157-175.

Escalas, Jennifer Edson, Kapil Jain, and Judi Strebel (2001), "Satisfaction, Frustration, and Delight: A Framework for Understanding How Consumers Interact with Web Sites," in *Internet Marketing Research: Theory and Practice*, ed. Ook Lee, Hershey, PA: Idea Group Publishing, pp. 231-251.

Escalas, Jennifer Edson and James R. Bettman (2000), "Using Narratives to Discern Self-Identity Related Consumer Goals and Motivations" in *The Why of Consumption: Perspectives on Consumer Motives, Goals, and Desires* edited by Ratti Ratneshwar, David Mick, and Cynthia Huffman, New York, NY: Routledge Press, pp. 237-258.

Escalas, Jennifer Edson (1998), "Advertising Narratives: What Are They and How do They Work?" in *Representing Consumers: Voices, Views, and Visions*, edited by Barbara B. Stern, New York, NY: Routledge Press, pp. 267-289.

### Peer Reviewed Conference Proceedings – Articles

Delgadillo, Yvonne and Jennifer Edson Escalas (2004), "Narrative Word of Mouth Communication: Exploring Memory and Attitude Effects of Consumer Storytelling," in *Advances in Consumer Research*, v. 31, ed. Barbara Kahn and Mary Frances Luce, Provo, UT: Association for Consumer Research, pp. 186-192.

Escalas, Jennifer Edson (1994), "African American Vernacular English in Advertising: A Sociolinguistic Study," in *Advances in Consumer Research*, v. 21, ed. Chris T. Allen and Deborah Roedder John, Provo, UT: Association for Consumer Research, pp. 304-309.

Goodstein, Ronald C., Jennifer Edson Escalas, and Harold H. Kassarian (1993), "UPC Scanner Pricing Systems: Is the Consumer Really Better Off?" in *Advances in Consumer Research*, v. 20, ed. Leigh McAlister and M.L. Rothschild, Provo, UT: Association for Consumer Research, pp. 478.

Escalas, Jennifer Edson (1993), "The Consumption of Insignificant Rituals: A Look at Debutante Balls," in *Advances in Consumer Research*, v. 20, ed. Leigh McAlister and M.L. Rothschild, Provo, UT: Association for Consumer Research, pp. 709-716.

Peer Reviewed Conference Proceedings – Extended Abstracts & Special Session Summaries

Escalas, Jennifer Edson and Barbara B. Stern (2006), "Individual Differences in Sympathy and Empathy Responses to Media and Dramas Advertisements," in *Latin American Advances in Consumer Research*, v. 1, ed. David Luna and Sylvia Gonzalez, Provo, UT: Association for Consumer Research, pp. 26-28.

Escalas, Jennifer Edson and Mary Frances Luce (2006), "Using Process-Focused Versus Outcome-Focused Thought to Enhance Consumer Judgments," in the *Proceedings for the Marketing and Public Policy Conference*, ed. Dave Stewart, Mike Kamins, and Ingrid M. Martin, pp. 173-174.

Escalas, Jennifer Edson (2006), "Psycholinguistic Phenomena in Marketing Communications," in the *Proceedings of the 2006 Winter Conference of the Society for Consumer Psychology Conference Proceedings*, ed. Baba Shiv, Michal Strahilovitz, and Dan Ariely, pp. 26-36.

Escalas, Jennifer Edson and Barbara B. Stern (2003), "Antecedents and Consequences of Emotional Responses to Advertising," in *Advances in Consumer Research*, v. 30, ed. Punam Anand Keller and Dennis W. Rook, Provo, UT: Association for Consumer Research, pp. 85-90.

Escalas, Jennifer Edson and Mary Frances Luce (2003), "Watcha Thinking? Mental Simulation in Consumer Contexts," in *Advances in Consumer Research*, v. 30, ed. Punam Anand Keller and Dennis W. Rook, Provo, UT: Association for Consumer Research, pp. 213-215.

Escalas, Jennifer Edson (1999), "Coping with Complexity in Consumer Decision Making" in the *Proceedings of the 1999 Winter Conference of the Society for Consumer Psychology Conference Proceedings*, ed. Madhu Viswanathan, Larry Compeau, and Manoj Hastak, pp. 83-86.

Escalas, Jennifer Edson and Parthasarathy Krishnamurthy (1995), "Self Referencing: An Examination of Antecedents, Consequences, and Role in Message Processing," in *Advances in Consumer Research*, v. 22, ed. Frank Kardes and Mita Sujan, Provo, UT: Association for Consumer Research, pp. 340-342.

### **Manuscripts in the Review Process**

“Connecting with Celebrities: Celebrity Endorsement, Brand Meaning, and Self-Brand Connections” with James R. Bettman, under review (second round) at the *Journal of Marketing Research*.

“Our Possessions, Our Selves: Possession Loss and Grief,” with Rosellina Ferraro and James R. Bettman, manuscript being revised for resubmission to the *Journal of Consumer Research*.

“Getting Lost Requires Understanding: Narrative Transportation and Fluency,” with Jesper Nielsen, being revised for resubmission to the *Journal of Consumer Psychology*.

“Our Possessions, Our Selves: Domains of Self-Worth and the Possession-Self Link,” with Rosellina Ferraro and James R. Bettman, manuscript being revised for resubmission to the *Journal of Consumer Psychology*.

### **Research in Progress**

“Narrative Fact vs. Fiction: Understanding the Role of Truth in Spokesperson Stories,” two studies completed, target: *Journal of Consumer Psychology*.

“Building a Whole from Multiple Ads: A Situation Model Approach to Narrative Processing,” with David Luna, one study completed, second in progress; target: *Journal of Consumer Research*.

“Individual Differences in Sympathy and Empathy Responses to Media and Dramas Advertisements,” with Barbara B. Stern, two studies completed, third study under development; target: *Journal of Consumer Psychology*.

### **Refereed Scholarly Presentations**

“Using Process-Focused Versus Outcome-Focused Thought to Enhance Consumer Judgments,” with Mary Frances Luce, at the Association for Consumer Research Conference, October 2010.

“Connecting with Celebrities: Celebrity Endorsement, Brand Meaning, and Self-Brand Connections,” with James R. Bettman, at the Society for Consumer Psychology Conference, February 2009.

“Preference Fluency and Transportation: The Moderating Role of Processing Type” with Jesper Nielsen at the Society for Consumer Psychology Conference, February 2009.

“Celebrity Endorsement and Self-Brand Connections,” with James R. Bettman, at the Association for Consumer Research Conference, October 2008.

“Brand Symbolism and Reference Groups: Perspectives on the Identity Value of Brands” symposia discussant, at the Association for Consumer Research Conference, October 2008.

“Connecting with Celebrities: How Celebrity Endorsement Creates Brand Meaning,” with James R. Bettman, at the European Association for Consumer Research Conference, July 2007.

“Process-Focused Mental Simulation and Narrative Transportation,” at the Society for Consumer Psychology Conference, February 2007.

“Attachment Style, Psychological Security, and Consumer Response to Special Possession Loss,” with Rosellina Ferraro and James R. Bettman, at the Association for Consumer Research conference, September 2006.

“Using Process-Focused Versus Outcome-Focused Thought to Enhance Consumer Judgments,” with Mary Frances Luce, at the AMA Marketing and Public Policy Conference, June 2006.

“Narrative Structure: Plot and Emotional Responses,” with Barbara B. Stern, at the Society for Consumer Psychology Conference, February 2006.

“Individual Differences in Sympathy and Empathy Responses to Media and Drama Advertisements,” with Barbara B. Stern, at the Association for Consumer Research Latin America Conference, January 2006.

“Narrative Self-Referencing” at the Association for Consumer Research Conference, October 2005.

“Self-Construal, Reference Groups, and Brand Meaning” with James R. Bettman, at the Association for Consumer Research Conference, October 2004.

“Process versus Outcome- Focused Mental Simulation during Consumer Judgments” with Mary Frances Luce, at the Behavioral Decision Research in Management Conference, April 2004.

“Narrative Word of Mouth Communication: Exploring Memory and Attitude Effects of Consumer Storytelling,” with Yvonne Delgadillo, at the Association of Consumer Research Conference, October 2003.

“Process- vs. Outcome-Focused Mental Simulation: Effects on Advertising” with Mary Frances Luce, at the Association for Consumer Research Conference, October 2002.

“Empathy and Sympathy Responses to Advertising Dramas: Individual Differences and Emotional Effects” with Barbara B. Stern, at the Association for Consumer Research Conference, October 2002.

“Fishing for Feelings: Having a Hook Helps!” with Julie A. Edell and Marian Chapman Moore, at the Association for Consumer Research Conference, October 2002.

“Goals, Flow, Expectations, and Delight: A Framework for Understanding How Consumers Interact with Web Sites,” with Kapil Jain and Judith Strelbel, at the Society for Consumer Psychology Conference, February 2000.

“Narratives in Consumer Research” at the Association for Consumer Research Conference, October 1999.

“Emotion Regulation, Process vs. Outcome Thought Focus, and Advertising” with Mary Frances Luce, at the Society for Consumer Psychology Conference, February 1999.

“How Prototypical Users Create Meaning for Brands” at the Association for Consumer Research Conference, October 1998.

“Connecting with Celebrities: The Need for Meaning Congruency among the Celebrity Endorser, the Brand, and the Consumer’s Self-Concept” at the Society for Consumer Psychology Conference, February 1998.

“Prototype Attaching: The Relationships between the Self, Brands, and Prototypical Users” with James R. Bettman, at the Association for Consumer Research Conference, October 1997.

“The Positive Effect of Narrative Thought in Response to Advertising” at the Association for Consumer Research Conference, October 1996.

“Meaningful Self-Brand Connections and Consumer Product Experience Stories” at the Association for Consumer Research Conference, October 1996.

“Qualitative Insights into Consumers’ Beliefs about Trust” at the Relationship Marketing Conference, June 1996.

“The Impact of Self-Referent Processing: A Look at the Consequences of Mental Simulation and Autobiographical Memory Retrieval,” at the Association for Consumer Research Conference, October 1994.

“UPC Scanner Pricing Systems: Can They Be Made More Accurate?” with Ronald C. Goodstein, at the AMA Marketing and Public Policy Conference, May 1994.

“African American Vernacular English in Advertising: A Sociolinguistic Study,” at the Association for Consumer Research Conference, October 1993.

“UPC Scanner Pricing Systems: Is the Consumer Really Better Off?” with Ronald C. Goodstein and Harold H. Kassarian, at the Association for Consumer Research Conference, October 1992.

“The Consumption of Insignificant Rituals: A Look at Debutante Balls,” at the Association for Consumer Research Conference, October 1991.

## Invited Seminars

- “Our Possessions, Our Selves: Possession Loss and Grief”
- Behavioral Research Seminar, Vanderbilt University, April 2009
- “Self-Referencing and Persuasion: Narrative Transportation versus Analytical Elaboration,”
- 2008 International Congress of Psychology, Berlin, Germany, July 2008
- “Tell Me a Story: Crafting and Publishing Research in Applied Social Psychology”
- Interdisciplinary Social Psychology Seminar, Vanderbilt University, April 2008
- “Building a Whole from Multiple Ads: A Situation Model Approach to Narrative Processing”
- Interdisciplinary Social Psychology Seminar, Vanderbilt University, January 2008
- “Connecting with Celebrities: How Celebrity Endorsement Creates Brand Meaning,”
- Interdisciplinary Social Psychology Seminar, Vanderbilt University, October 2007
  - Interdisciplinary Social Psychology Seminar, Vanderbilt University, February 2007
  - Faculty Research Seminar Series, Vanderbilt University, April 2008
- “Consumption Repair: Psychological Security and Special Possession Loss”
- Interdisciplinary Social Psychology Seminar, Vanderbilt University, August 2006
- “Using Process-Focused Versus Outcome-Focused Thought to Enhance Consumer Judgments”
- Interdisciplinary Social Psychology Seminar, Vanderbilt University, March 2006
  - Faculty Research Seminar Series, Vanderbilt University, October 2005
- “Sympathy and Empathy Applied to Advertising”
- Interdisciplinary Social Psychology Seminar, Vanderbilt University, October 2005
- “Process- vs. Outcome-Thought Focus and Advertising”
- Interdisciplinary Social Psychology Seminar, Vanderbilt University, March 2005
  - Arizona Marketing Consortium, University of Arizona, March 2002
- “Self-Construction Using Brands: The Role of Reference Groups and Self-Related Goals”
- Faculty Research Seminar Series, Vanderbilt University, December 2004
  - Interdisciplinary Social Psychology Seminar, Vanderbilt University, October 2004
- “Thinking about One’s Self in Response to Advertising: Narrative Transportation versus Analytical Elaboration”
- Marketing Department Seminar Series, Vanderbilt University, February 2004
  - Marketing Department Seminar Series, University of California, Irvine, February 2004
- “Empathy and Sympathy: Emotional Responses to Advertising Dramas,”
- University of Arizona Honors Forum luncheon series, November 2003
  - Northwestern University Marketing Camp, September 2002

“One Thousand Words are Worth More than a Picture: Narrative versus Analytical Self-Referencing and Persuasion,”

- Marketing Department Seminar Series, University of California, Los Angeles, November 2002
- Decision Processes Colloquium, University of Pennsylvania, November 2002

“Narrative Advertising Effects on Sympathy and Empathy Responses”

- Arizona Marketing Consortium, Arizona State University, March 2001

## Honors and Awards

Society for Consumer Psychology Distinguished Service Award, 2009

Dean’s Research Productivity Award, 2006

*Journal of Consumer Research* Outstanding Reviewer Award (2004-2005)

Eller Entrepreneurship Fellow (Arizona), 1999-2004

Student Alumni Association Teacher Appreciation Award (Arizona), Fall 2001

Gamma Phi Beta Teacher Appreciation Award (Arizona), Fall 2001, Spring 2002, Fall 2002

BPA Student Council’s Faculty Appreciation Award (Arizona), Spring 1997, Fall 1997,

Spring 1999, Spring 2001, Spring 2002, Fall 2002, Spring 2004

Mortar Board Society Outstanding Faculty Award (Arizona), 1999

Delta Delta Delta Excellence in Dedication to Students Award (Arizona), 1999

Awarded University of Arizona Small Grant, 1998

Honorable Mention Alden G. Clayton Doctoral Dissertation Competition, 1995

American Marketing Association Consortium Fellow, 1994

Duke University Fellowship, 1991-1995

Beta Gamma Sigma, 1990

Phi Beta Kappa, 1985

Academic Excellence in Economics, 1985

*summa cum laude*, 1985

## Teaching Experience

### Vanderbilt University

*MBA*: Marketing Communications

Marketing Research

Qualitative Marketing Research

Survey Design & Analysis

Consumer Analysis

### University of Arizona

*Undergraduate*: Consumer Behavior

Marketing Research

Marketing Research for Entrepreneurs

*MBA*: Marketing Research

### Duke University

*Undergraduate*: Principles of Marketing

**University Service (Vanderbilt University)**

Director of eLab, 2006-present  
Advisory Board for Margaret Cuninggim Women's Center, 2009-present  
Panelist on Owen's Boardroom Breakfast on Social Media, 2009  
Member, Mike Shor's tenure committee, 2009  
Member, Tim Vogus's contract renewal committee, 2009  
Behavioral Research Seminar Series Coordinator, 2008-present  
Community Giving Campaign Coordinator for Owen Graduate School of Management, 2007  
Marketing recruiting committee, 2004-present  
Completed data analysis for multiple Constituent Satisfaction Surveys, 2005-present  
Core faculty member of the Interdisciplinary Social Psychology Program, 2006-present,  
    Co-director of brownbag series, Fall 2006  
    Director of the brownbag series, 2007-2008  
    Welcome Weekend marketing presentation, 2006, 2007, 2008  
Owen Curriculum Transformation Committee, 2006-2007  
Participated in "Conversations with the Chancellor" meeting, 2006  
Dean's Dashboard Development Committee, 2005  
Faculty Advisor, Latin Business Club, 2007  
Dean's Scholar Interviewer 2008  
Orientation marketing career path presentation, 2007, 2008  
Welcome Weekend marketing presentation, 2006-2009  
Beta Gamma Sigma dinner, 2006, 2007, 2008  
Judge for Marketing Madness, 2005-2008  
Attended many entrepreneurship lunches, events, and industry visits 2004-present  
Youth About Business Summer Business Camp volunteer, 2005  
Attended "Food for Thought" lunches during Orientation, 2005-2008  
Attended Diversity Weekend receptions, 2005-2007  
Attended Women's Business Association events, 2007-present  
Attended various Owen community building events such as International Food Fest and  
    Spring Fling, 2005 – present

**Doctoral Committee Memberships (Vanderbilt University)**

Earl Edward Johnson (Dept. of Hearing Science), *East Tennessee State University*  
Sanjukta Kusari

**Doctoral Committee Memberships (University of Arizona):**

Carol Bruneau, *University of Montana*  
Samar Das, *University of Central Florida*  
Andrew Norman, *Iowa State University*  
Dudley Blossom, *American University in Bulgaria*

## Professional Service

Webmaster, Society for Consumer Psychology, 2008-present  
Chair of the Membership Committee, Society for Consumer Psychology, 2006-2008  
Advisory Council Member, Association for Consumer Research, 2006-2008  
Editorial Review Board Member, *Journal of Consumer Research*, *Journal of Consumer Psychology*, *Marketing Letters*  
*Prior memberships: Journal of the Academy of Marketing Science*  
*Journal of Consumer Research* Outstanding Reviewer Award (2004-2005)  
Association for Consumer Research Roundtable Co-Chair, 2003, 2008  
Consumer Behavior Track Co-Chair, Conference for the European Marketing Academy, 2004  
Association for Consumer Research Program Committee Member, 1998, 2003  
Ad Hoc Reviewer: *Journal of Marketing Research*, *Journal of Marketing*, *Journal of Advertising*, *Journal of Retailing*, *Marketing Letters*, *Journal of Interactive Marketing*, *Journal of Economic Psychology*, *Journal of Consumer Behaviour*, *Journal of Business Research*, Association for Consumer Research Conference, Society for Consumer Psychology Conference, American Marketing Association Conference, AMA Howard Dissertation Competition, MSI's Alden G. Clayton Doctoral Dissertation Proposal Competition  
Member of the following professional organizations:  
American Marketing Association  
Association for Consumer Research  
Society of Consumer Psychology

## Community Service

Organized a Vanderbilt student panel for the Nissan Global Summit 2006  
Youth about Business Summer Business Camp volunteer, 2005  
Pencil Partner for Glendale Elementary School (Nashville), 2005-present  
Volunteer Teacher's Aide, Ventana Vista elementary school (Arizona), 2003  
Pro bono consultant to the Teacher Enhancement to Reform Mathematics, NSF Planning Grant, Tucson Unified School District, 1998  
Pro bono consultant to *Tucson Lifestyle* magazine, 1997

## Grants and Contracts

"Decision-Support in Customizable Environments: How Much Control Can Consumers Handle," grant from the Huntsman Center for Global Competition and Innovation, 2002: \$4,000, 2001: \$4000, Co-PI: 50%, Mary Frances Luce, 50%.

"Narrative Processing: Building Connections between Brands and the Self," grant from the University of Arizona Small Grants Program, 1998, \$4,000, PI: 100%.

"Teacher Enhancement to Reform Mathematics," NSF Planning Grant, Tucson Unified School District, \$50,000, PI: Virginia Horak, my role: consultant, 4% plus 2 days pro bono, 1998.

## **Press Coverage**

### Superbowl Advertising Television Appearances

1. WZTV – Fox 17, Local Fox network news affiliate, February 4, 2005
2. WKRN Channel 2 – ABC, Local ABC network news affiliate, February 2, 2006

### Superbowl Advertising Radio Appearances

1. 1510AM WLAC, “Tennessee Mornings” show, February 1, 2005
2. Mike Gentine, Producer, "The Morning Show," Public Affairs Director, Clear Channel Tallahassee, February 3, 2005 and February 10, 2005
3. Public radio station in Hampton Roads, VA, Hear/Say with Cathy Lewis, Producer: Michelle Kim, February 2, 2006
4. WLAC Clear Channel, radio statewide news service, Producer: Jill Gorin, February 2, 2006
5. Metro Networks, Interview with Mary Perren, February 3, 2006
6. 104.5 WGFX, Sports Talk Radio, February 4, 2006
7. VUCast Web page, Producer: Ann Marie Owens, February 2, 2006
8. WKRN Channel 2 News, Radio Interview, February 5, 2007
9. 1510-WLAC, Talk Radio, Producer: Nathan Pohl, February 5, 2007

### Print Citations

1. July/August 2005, *Marketing Management*, Leaping Ahead section, authors: Iris Mohr and Larry Chiagouris, “Get the Word Out,” pp. 51-53.
2. October 7, 2005, *The Tennessean*, Living Section, “Our cup runneth over: Consumers face overabundance of choices,” author: Jim Myers.
3. November 14, 2005, *UPI NewsTrack*, “Symbolic Brands Delineate Group Connection.”
4. December 10, 2005, *Sacramento Bee*, “The Gift Gap,” author: Christopher Caskey.
5. July 24, 2006, *Nashville City Paper*, “Businessman blogs boldly toward BBQ restaurant success,” author: Will York.
6. Reprinted at *Google Blogs*, July 28, 2006
7. September 8, 2006, *The Tennessean*, Front Page, “Christian themes found in neighborhood plans,” author: Charles Booth.
8. November 14, 2006, *Medill News Service*, “Retailers No Longer Shying Away From the ‘C’ Word,” author: Setarreh Massihzadegan and Jocelyn Black.
9. Reprinted in *The Times* (Munster, IN), “Retailers in the Spirit Again, Stigma of using ‘Merry Christmas’ disappearing,” author: Setarreh Massihzadegan and Jocelyn Black, November 16, 2006.
10. February 13, 2007, *Huliq.com*, “Come up with good story and people might not notice” author: Harminka
11. January 30, 2008, *New York Sun*, “Ads Become an Even Bigger Part of the Big Game,” author: Pamela Brill
12. February 21, 2008, *The Tennessean*, “Online Videos Vie for Patients’ Minds and Hearts,” author: Getahn Ward

Print Citations Continued

13. August 6, 2008, *MSN Money*, “Will Olympic Sponsors Strike Gold?” author: Michael Brush
14. August 14, 2008, *The Tennessean*, “Drivers Scour for Best Gas Deals,” author Wendy Lee
15. September 18, 2008, *Scientific American Mind*, “The Secrets of Storytelling: Why We Love a Good Yarn; Our love for telling tales reveals the workings of the mind,” author: Jeremy Hsu

**Other**

Owner of competition swimwear company, Agon Sport LLC (dba Agonswim.com)

Fluent in Spanish

Mother of two daughters, Elena (1996) and Marina (1999)