

CATHERINE ARMSTRONG SOULE

College of Business and Economics
Western Washington University
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EDUCATION

Ph.D. in Marketing, June 2014
Lundquist College of Business, University of Oregon, Eugene, Oregon

M.B.A., May 2007
School of Business Administration, University of Montana, Missoula, Montana

B.A. in Fine Art, May 2002
College of Visual and Performing Arts, University of Montana, Missoula, Montana

ACADEMIC EXPERIENCE

2023-current	Professor of Marketing
2019-2023	Associate Professor of Marketing
2014-2019	Assistant Professor of Marketing College of Business and Economics Western Washington University
2009-2014	Graduate Teaching and Research Fellow Lundquist College of Business University of Oregon
2010-2013	Behavioral Lab Supervisor Behavioral Research Institute University of Oregon
2007-2009	Adjunct Instructor
2005-2006	Teaching and Research Assistant School of Business Administration University of Montana

TEACHING EXPERIENCE

2014 – Current <i>College of Business and Economics Western Washington University</i>	Principles of Marketing Consumer Behavior People & Money: Psychological and Behavioral Perspectives on Pricing Brand Management Integrated Marketing Communications MBA Marketing Management Internship Supervisor
2010 – 2014 <i>Lundquist College of Business University of Oregon</i>	Marketing Communications Consumer Behavior Marketing Management
2007-2009 <i>School of Business Administration University of Montana</i>	Principles of Marketing Entrepreneurship Human Resource Management Organizational Behavior

RESEARCH INTERESTS

Sustainability and Marketing, Demarketing and Anti-Consumption, Secondhand, Consumer-to-Consumer Exchange, Consumer Wellbeing, Voluntary Pricing, Consumer Protections

JOURNAL PUBLICATIONS

Madrigal, Robert, Catherine A. Armstrong Soule and Jesse King (forthcoming), "Relative Risk Reduction Claims in Marketing Messages: Consumer Awareness and Inferences of Manipulative Intent," *Journal of Advertising*.

Armstrong Soule, Catherine A. and Tejvir Sekhon (2022), "Signaling Nothing: Motivating the Masses with Status Signals that Encourage Anti-Consumption," *Journal of Macromarketing*, 42(2), 308-325.

Madrigal, Robert, Marcus Wardley and Catherine Armstrong Soule (2021), "Measuring the Motivation to Avoid Being Duped: Scale Development and Validation," *Journal of Consumer Marketing*, 38(7), 791-801.

Armstrong Soule, Catherine A. and Sara Hanson (2021) "Counting Monopoly Money Twice: Resale Discounting in Consumer-to-Consumer Secondhand Exchanges," *Journal of the Association of Consumer Research*, 6(4), 447-461.

Sekhon, Tejvir and Catherine A. Armstrong Soule (2020), "Conspicuous Anti-Consumption: When Green Demarketing Brands Restore Symbolic Benefits to Anti-Consumers," *Psychology & Marketing*, 37(2), 278-290.

Armstrong Soule, Catherine A. and Tejvir Singh Sekhon (2018), "Preaching to the Middle of the Road: Strategic Differences in Persuasive Appeals for Meat Anti-Consumption," *British Food Journal*, 121(1), 157-171.

Armstrong Soule, Catherine A. and Sara Hanson (2018), "Buying Unicorns: The Impact of Consumer-to-Consumer Branded Buy/Sell/Trade Communities on Traditional Retail Buying Behavior," *Journal of the Association of Consumer Research*, 3(3), 260-276*.
*Lead article

Reich, Brandon J. and Catherine A. Armstrong Soule (2016), "Green Demarketing in Advertisements: Comparing 'Buy Green' and 'Buy Less' Appeals in Product and Institutional Advertising Contexts," *Journal of Advertising**, 45(4), 441-458.
*Included in the *Journal of Advertising* Collection: Advertising Research and Public Policy.

Armstrong Soule, Catherine A. and Brandon J. Reich (2015), "Less is More: Is Green Demarketing Sustainable?" *Journal of Marketing Management*, 31 (13-14), 1403-1427.

Armstrong Soule, Catherine A. and Robert Madrigal (2015), "Anchors and Norms in Anonymous Pay-What-You-Want Pricing Contexts," *Journal of Behavioral and Experimental Economics*, 57 (August), 167-175.

BOOK CHAPTERS AND PROCEEDINGS

Armstrong Soule, Catherine A. and Tejvir Sekhon (2022), "How Green Demarketing Brands Can Successfully Support Anti-Consumption," in *Anti-consumption: Exploring the Opposition to Consumer Culture* for the Routledge Studies in Critical Marketing, eds. Michael Lee and Helene Cherrier, Taylor & Francis.

Armstrong Soule, Catherine A. and Sara Hanson (2022), "An Overview, Framework and Research Propositions of Secondhand Exchange in the Platform Economy," in *Handbook of Research on the Platform Economy and the Evolution of E-Commerce* ed. Myriam Ertz, IGI Global.

Todd, Breanna and Catherine A. Armstrong Soule (2019), “Brands, Fans and Exchanges: Differentiating Between Fandoms, Transactional and Social Brand Communities, and Brand Publics,” *Handbook of Research on the Impact of Fandom in Society and Consumerism*, IGI Global: Hershey, PA and reprinted in *Global Branding: Breakthroughs in Research and Practice*, IGI Global: Hershey, PA.

Todd, Breanna and Catherine A. Armstrong Soule (2017), “Fans and Brands: Delineating Between Fandoms, Brand Communities and Brand Publics,” *Exploring the Rise of Fandom in Contemporary Consumer Culture*, IGI Global: Hershey, PA.

Koppenhafer, Leslie, Catherine Armstrong Soule and Robert Madrigal (2013), “No Good Deed Goes Unpunished: Citing Sources in Print Advertising Claims,” *Proceedings of the American Marketing Association’s Marketing and Public Policy Conference*.

WORK UNDER REVIEW

Armstrong Soule, Catherine A. and José Manuel Ortega Egea, “Product Lifespan Extension of Technology Products: Exploring Motives, Perceptions and Values in American and Spanish Consumers,” under second-round review at the *Journal of Retailing and Consumer Services*.

Silverstein, Peter, Catherine A. Armstrong Soule and Sara Hanson, “Secondbrand Exchange: When Traditional Retail Brands Resell Used Products,” under review at *Journal of Retailing*.

SELECTED WORK IN PROGRESS

“Me, Me, Me: Ego Scale Development,” manuscript preparation for submission to *Business Ethics Quarterly*, with Love and Salinas.

“It’s Not as Bad as I Thought It Would Be: Health Halos vs. Expectation Disconfirmation Effects on Affective and Cognitive Evaluations of Food Products,” manuscript preparation targeted for *Journal of Consumer Research* with Sekhon and Ciao.

“Not New,” data collection in progress, with Sara Hanson.

“It Was Hard Them to Sell It: The Impact of Previous Owner Identity on Buyer Perceptions of Contamination and Condition of Secondhand Items” data collection in progress, with Hanson.

“Green Demarketing Communications and Consumer Behavior” data collection, with Reich.

“Review of Secondhand Exchange,” manuscript preparation targeted for *Journal of Marketing* with Hanson and Silverstein.

Pro Logo: How Marketing Can Save the World, with Tejvir Sekhon, (project development, book publication).

RESEARCH PRESENTATIONS AND POSTERS

Silverstein, Peter*, Catherine Armstrong Soule and Sara Hanson (2024), “‘Secondbrand’ Resale: When Traditional Retail Brands Resell Used Products,” 2024 *Behavioural Insights into Business for Social Good*, Vancouver, BC Canada, upcoming.

Madrigal, Robert, Catherine A. Armstrong Soule* and Jesse King (2023), “Relative Risk Reduction Claims in Marketing Messages: Consumer Awareness and Inferences of Manipulative Intent,” *North American Conference of the Association of Consumer Research*, Seattle, WA.

Love, Edwin*, Tara Ceranic Salinas and Catherine Armstrong Soule (2023), “Marketing to Egoists: Emerging Opportunities for Research,” *NW Marketing Research Symposium*, Vancouver, WA.

Silverstein, Peter, Catherine A. Armstrong Soule and Sara Hanson* (2023), "Secondbrand Exchange: Traditional Retail Brands Selling Used Items," *Association of Marketing Theory and Practice Annual Winter Conference*, Hilton Head, SC.

King, Jesse*, Robert Madrigal and Catherine A. Armstrong Soule (2023), "Misleading Use of Relative Claims in Advertising," *Association for Marketing and Health Care Research*, Crested Butte, CO.

Silverstein, Peter, Catherine A. Armstrong Soule* and Sara Hanson (2022) "Secondbrand Exchange: Traditional Retail Brands Selling Used Items," *North American Conference of the Association of Consumer Research*, Denver, CO.

Armstrong Soule, Catherine A. and Jose Manuel Ortega Egea* (2022), "How American and Spanish Consumers Differ in Lifespan Expectations and Usage of Technology Products," *Recent Advances in Retailing and Consumer Services Science Conference*, Baveno, Italy.

Silverstein, Peter*, Catherine A. Armstrong Soule and Sara Hanson (2022), "Secondbrand Exchange: Traditional Retail Brands Selling Used Items," *Annual Society for Consumer Psychology Conference*, virtual.

Hanson, Sara and Catherine A. Armstrong Soule* (2022), "It Was Hard for Them to Sell It: The Impact of Previous Owner's Attachment on Buyer Perceptions of Contamination and Condition of Secondhand Items," *Annual Society for Consumer Psychology Conference*, virtual.
Best Poster Winner, Sustainability and Wellbeing

Hanson, Sara and Catherine A. Armstrong Soule* (2022), "It Was Hard for Them to Sell It: The Impact of Previous Owner's Attachment on Buyer Perceptions of Contamination and Condition of Secondhand Items," *Winter 2022 CBE Colloquium*, Western Washington University, virtual.

Silverstein, Peter* and Catherine A. Armstrong Soule (2021), "Secondbrand Reselling: An Examination of Brand-Intermediated Secondhand Exchange in the Apparel Industry," *Western Scholars Showcase*, Western Washington University, virtual.

Armstrong Soule, Catherine A.* and Sara Hanson (2021) "Counting Monopoly Money Twice: Resale Discounting in Secondhand Consumer-to-Consumer Exchange," *CBE Spring 2021 Research Colloquium*, Western Washington University (virtual).

Armstrong Soule, Catherine A.* and Sara Hanson (2020) "Counting Monopoly Money Twice: Resale Discounting in Secondhand Consumer-to-Consumer Exchange," *North American Association of Consumer Research Conference*, virtual.

Madrigal, Robert* and Catherine A. Armstrong Soule (2020), "What Does this Number Mean? Consumer Awareness of a Statistical Claim's Diagnosticity and Inferences of Manipulative Intent," *Summer Research Grant Presentation*, College of Business, California State University, Chico, CA.

Sekhon, Tejvir, Catherine A. Armstrong Soule* and Anna Ciao (2019), "It's Not as Bad as I Thought It Would Be: Health Halos vs. Expectation Disconfirmation Effects on Affective and Cognitive Evaluations of Food Products," *North American Association of Consumer Research Conference*, Atlanta, GA.

Armstrong Soule, Catherine A.* and Tejvir S. Sekhon (2019), "It's Not as Bad as I Thought It Would Be: Health Halos and Expectation Disconfirmation Effects on Affective and Cognitive Evaluations of Food Products," *NW Marketing Research Symposium*, Portland, OR.

Sekhon, Tejvir S. and Catherine A. Armstrong Soule* (2019) "Conspicuous Anti-Consumption: Signals in Green Demarketing Contexts" *North American Society for Consumer Psychology Conference*, Savannah, GA.

Armstrong Soule, Catherine A.* and Tejvir S. Sekhon (2018) "Conspicuous Anti-Consumption: Signals in Green Demarketing Contexts" *ICAR Symposium*, Almeria, Spain.

Armstrong Soule, Catherine A. and Tejvir S. Sekhon (2018), "Anti-Consumption: The Role of Signaling in Green Demarketing Contexts," *NW Marketing Research Symposium*, Portland, OR.

Armstrong Soule, Catherine A.* and Sara Hanson (2018), "Buying Unicorns: The World of Branded Buy/Sell/Trade Communities," *NW Marketing Research Symposium*, Portland, OR.

Armstrong Soule, Catherine* and Sara Hanson (2017), "New with Tags: Consumer and Brand Relationships in Consumer-to-Consumer Buy/Sell/Trade Groups on Social Media," *North American Association of Consumer Research Conference*, San Diego, CA.

Armstrong Soule, Catherine A. and Tejvir Sekhon (2017), "Signaling Nothing: Conspicuous Anti-Consumption in Demarketing Contexts," *North American Association of Consumer Research Conference*, San Diego, CA.

Armstrong Soule, Catherine A. and Sara Hanson (2017), "Buying Unicorns: The Impact of Consumer-to-Consumer Branded Buy/Sell/Trade Groups on Traditional Retail Buying Behavior," *Consumer Response to the Evolving Retail Landscape (Special Issue of Journal of the Association of Consumer Research)*, Philadelphia, PA.

Reich, Brandon J. and Catherine A. Armstrong Soule (2016), "Green Demarketing: Reducing Consumption for the Sake of the Environment," *Society for the Psychological Study of Social Issues (SPSSI) Conference*, Minneapolis, MN.

Reich, Brandon J. and Catherine A. Armstrong Soule (2014), "Buy Less, Buy Better: Consumer Response to Green Demarketing Strategies," *North American Conference of the Association of Consumer Research*, Baltimore, MD.

Madrigal, Robert, Marcus Wardley and Catherine A. Armstrong Soule (2014), "Duped, Scammed and Suckered: The Development of a Sugrophobia Scale," *North American Conference of the Association of Consumer Research*, Baltimore, MD.

Armstrong Soule, Catherine A. and Robert Madrigal (2013), "Not All Anchors Weigh the Same: Anchoring and Framing Effects in Pay-What-You-Want Pricing," *North American Conference of the Association of Consumer Research*, Chicago, IL.

Madrigal, Robert, Catherine A. Armstrong Soule and Leslie Koppenhafer (2013), "Why Do You Think They Do That? Consumer Elaboration in the Detection of Manipulative Intent and Its Consequences on Product Judgments," *North American Conference of the Association of Consumer Research*, Chicago, IL.

Armstrong Soule, Catherine A. and Robert Madrigal (2013), "Acting Justly or Just Acting Lazy: Dual Processing in Pay-What-You-Want Pricing Contexts," *Pricing & Retailing Conference* at Babson College, Boston, MA.

Koppenhafer, Leslie, Catherine A. Armstrong Soule and Robert Madrigal (2013), "No Good Deed Goes Unpunished: Citing Sources in Print Advertising Claims," *Academy of Marketing Association's Marketing and Public Policy Conference*, Washington, D.C.

Armstrong Soule, Catherine A. (2013), "Pay-What-You-Want Pricing: Heuristics and Biases," *Spring School in Behavioral Economics*, Rady School of Management, San Diego, CA.

Madrigal, Robert, Catherine A. Armstrong Soule and Leslie Koppenhafer (2012), "Lies, Damned Lies and Statistics: Risk Reduction Framing and the Power of Prominent Brands," *North American Conference of the Association of Consumer Research*, Vancouver, Canada.

Armstrong Soule, Catherine and Leslie Koppenhafer (2012), "Risky Decisions: Citing Sources in Print Advertisement Claims," *North American Conference of the Association of Consumer Research*, Vancouver, Canada.

Armstrong Soule, Catherine and Leslie Koppenhafer (2011), "No Good Deed Goes Unpunished: Citing Sources in Print Advertisement Claims," *North American Conference of the Association of Consumer Research*, St. Louis, MI.

Andrews, Steven, Catherine Armstrong Soule and Lynn Kahle (2011), "The Influence of Regular Sports Participation on Consumer Psychology: Implications for Marketing Sports Participation to American Society," *Academy of Marketing Science World Marketing Congress*, (July), Reims, France.

Andrews, Steven, Eda Gurel-Atay and Catherine Armstrong Soule (2011), "Sources of Information as a Function of Lifestyles and Product/Service Category," *Academy of Marketing Science World Marketing Congress*, Reims, France.

Armstrong Soule, Catherine (2011), "Response: The Effects of Ego-Depletion on Viewer Brand Recognition and Brand Attitudes Following Exposure to Product Placements in Television Programs (Gillespie)," *Mittestaedt Doctoral Symposium*, Lincoln, NE.

PRESS MENTIONS / INTERVIEWS

Manipulating Consumers with the Truth, Today in Digital Marketing Podcast, April 15, 2024
<https://todayindigital.com/1095-manipulating-consumers-with-the-truth/>

Waste Not, Want Not: The Science of Anticonsumption, *Canvas8*, May 26, 2023
<https://www.canvas8.com/library/reports/2023/05/26/waste-not-want-not-the-science-of-anticonsumption> (behind paywall, available upon request)

Western Washington University, LinkedIn, December 22, 2022
<https://www.linkedin.com/feed/update/urn:li:activity:7010663536917983232/>

Research Recap for Sept. 17, 2021, Western Today, Western Washington University.
<https://westerntoday.wvu.edu/news/research-recap-for-sept-17>

MacKinnon, J.B. (2021), *The Day the World Stops Shopping: How Ending Consumerism Saves the Environment and Ourselves*, Harper Collins Publishers.

Are Beyond Meat and the Impossible Burger Really Healthy? Video by Michael Gregor, M.D. for NutritionFacts.Org, Vol. 52, February 1, 2021 (over 47k views, one month after posting)
<https://nutritionfacts.org/video/are-beyond-meat-and-the-impossible-burger-healthy/>

Conspicuous Anti-Consumption That Benefits Brands, Consumers and the Planet
Seattle Times Sunday Op-Ed, September 11, 2020 (co-authored with Tejvir Sekhon)
<https://www.seattletimes.com/opinion/conspicuous-anti-consumption-that-benefits-brands-consumers-and-the-planet/>

Selling Anti-Consumption: WWU Faculty Research "Demarketing" in New Paper

Western Front, August 3, 2020

<https://westerntoday.wvu.edu/features/selling-anti-consumption-wvu-faculty-research-demarketing-in-new-paper>

Demarketing and Pat O'Day on KGMI Konnects with Joe Teehan, August 5, 2020

<https://kgmi.com/podcasts/8-5-2020-demarketing-and-pat-oday/>

What a Steal! The Science of Social Selling, *Canvas8*, November 16, 2018

<https://www.canvas8.com/content/2018/11/16/science-of-social-selling.html> (behind paywall, available upon request)

PROFESSIONAL DEVELOPMENT ACTIVITIES

- Open Educational Resources: Introduction Workshop Participant, 2024
- Suicide Prevention Training Attendee, 2023
- Western Sustainability Fellow, 2022
- Antiracism Critical White Studies Group Participant, 2021-2022
- NIXLA Accelerator Series, The Inclusive Excellence Leadership Academy, 2021
- Decolonizing the Business School Workshop, 2021
- Community Transformation Anti-Racist Program, 2021
- Inclusive Excellence Workshop, 2018
- Community Engagement Fellow, Center for Service Learning, 2015-2016
- Participant, Backwards By Design Workshop, 2014

INVITED TALKS

- Oct. 2019 Responsible Marketing and Consumer Deceleration
FIG: Marketing for Social Change, Western Washington University
- Sept. 2019 Tale of Two Research Projects: Motivation, Design and Findings
Lulea University of Technology, Sweden
- Feb. 2017 Case Competition Prep Session
Student Marketing Association, Western Washington University
- Jan. 2017 Internship Info Session, January 2017
Student Marketing Association, Western Washington University
- April 2017 Social Marketing and Promotion in HLED 410
Community Health Program, Western Washington University
- 2016 Personal Branding
Student Marketing Association, Western Washington University

SERVICE

At Western Washington University (2014-present)

Department

- Academic Advisor for 60+ students a quarter, 2015-current
- Faculty Advisor, Student Marketing Association, 2016-current
- Faculty Advisor, Marketing Case Competition, 2016-current
- Member, Alumni Engagement Task Force, 2017-current
- Member and Co-creator, Marketing Department Group Advising, 2018-current
- Development/Advisor, Marketing Student Professional Development & Relief Fund, 2020-current
- Faculty Mentor, Liliana Deck, 2020-current
- Faculty Mentor, Carmell Emory, 2023-current
- Interim Lab Manager/Administrator, CBE Marketing Research Lab, Fall 2023 & Winter 2024

- Departmental Co-host (Behavioral Neuroscience), Dr. Khalvati, Allen Institute, 2024
- Faculty Advisor, Independent Study for Peter Silverstein, 2021
- Faculty Mentor, Sara Baskentli, 2018-2021
- Faculty Advisor, Independent Study for Rachel Walsh, 2019
- Faculty Advisor, Independent Study for Erika Bawcutt, 2019
- Member, Marketing Department Advisory Board, 2015-2019
- Member, Summer School Task Force, 2017-2019
- Member, Community Engagement Subcommittee, MAB, 2018-2019
- Faculty Advisor, Independent Study for Breanna Todd, 2017
- Member, Marketing Faculty Hiring Committee, 2017
- Faculty Advisor, Independent Study for Haley Douglas, 2016
- Faculty Advisor, Independent Study for Chad Spady, 2016
- Faculty Advisor, Independent Study for Micah Spady, 2016
- Member, Marketing Faculty Hiring Committee, 2015

College

- Marketing Department Representative, Scholarship Committee, 2015-current
- Member, CBE Access, Equity, Inclusion and Diversity Task Force/Committee, 2017-current
- Member, Climate and Culture Subcommittee, CBE AEID Committee, 2020-current
- Member, Professional Career Readiness Task Force, 2020-current
- Faculty Mentor, Zoë Plakias, 2022-current
- Speaker, College of Business and Economics & High School Outreach Event, 2023
- Interviewee, [Your Brain on Business](#), Spotify Podcast, 2023
- Member, Hiring Committee Professional Career Readiness Director, 2021
- Member, Allette and Cayden Franklin Excellence in Teaching Selection Committee, 2021
- Moderator, Equity, Inclusion and Diversity Workshops and Book Discussions, 2019-2021
- Member, Allette and Cayden Franklin Excellence in Teaching Selection Committee, 2017
- Member, Editorial Board for Catalyst Magazine, 2018-2020 (publication currently suspended)

University

- Faculty Advisor, Faculty Mentoring Initiative, 2018-current
- Member, Voting Committee for WWU Outstanding Scholarship Award, 2023
- Member, Transition Committee for Ariel de Anda, Fairhaven College, 2020
- Member, Transition Committee for Ginger Gionet, Fairhaven College, 2020
- Member, Transition Committee for Forrest Mock, Fairhaven College, 2017
- Member, Transition Committee for Breanna Todd, Fairhaven College, 2016
- Member, New Faculty Orientation Review Committee, 2015-2018
- Panel Speaker, New Faculty Orientation, 2017
- Co-Founder and Faculty Advisor, Professional Career Closet, 2018-2020
- Member, Responsible Conduct of Research Panel, 2019-2020

Professional

- Reviewer, Psychology & Marketing
- Reviewer, Journal of Business Ethics
- Reviewer, Journal of Advertising
- Reviewer, Journal of Business Research
- Reviewer, Journal of Current Issues & Research in Advertising
- Reviewer, Journal of Consumer Behaviour
- Reviewer, Journal of Experimental Psychology
- Reviewer, Journal of Marketing Communications
- Reviewer, Journal of Marketing Education
- Reviewer, Journal of Macromarketing
- Reviewer, Journal of Retailing and Consumer Services

- Reviewer, British Food Journal
- Reviewer, SAGE Open
- Reviewer, Cascade Journal of Knowledge
- Reviewer, Food Quality and Preference
- Thesis Examiner, Nic Butler, Masters in Communication, University of Auckland, 2023
- Reviewer, North American Conference of the Association of Consumer Research, 2013-2022
- Reviewer, Society for Consumer Psychology Annual Conference, 2016-2022
- Reviewer, World Marketing Conference, Academy of Marketing Science, 2017, 2019
- Track Co-Chair, Consumer Behavior Track, Academy of Marketing Science, 2018

Community

- Programmer, On Air DJ and Fundraising, KZAX LP-FM Community Radio, 2016-continuing
- Head Soccer Coach, GU10 indoor soccer 2023-2024
- Co-founder, Parkview Bike and Pedestrian Safety Coalition, 2020-2023
- Member, Safe Routes to School Committee, Bellingham WA, 2020-2023
- Classroom and Library Volunteer, Parkview Elementary, 2017-2023
- Assistant Soccer Coach, GU08 spring league, 2023
- Head Soccer Coach, GU11-12 indoor soccer, 2022-2023
- Head Soccer Coach, GU10 indoor soccer, 2022
- Assistant Soccer Coach, GU09 indoor soccer, 2020-21
- Executive Board Member, Make.Shift Project, 2018-2020
- Fundraising, Auction and Parent Classroom Volunteer, Loving Space Preschool, 2015-2020

Previous Service (University of Montana and University of Oregon, pre-2014)

- Entrepreneurship “Boot Camp” Instructor, John Ruffatto Business Plan Competition, UM
- Honors Thesis Committee for Steven Smith, UO
- Honors Thesis Committee for Jennifer Wilson, UO
- Director of Finance, Association of Consumer Psychology Steering Committee, UO
- DJ and Volunteer, KWVA College Radio, UO

HONORS AND AWARDS

2023	Summer Research Grant Recipient (\$6,000) Office of Research and Sponsored Programs Western Washington University
2022	Best Poster, Sustainability and Wellbeing Track Society for Consumer Research, Annual Conference
2022	Dean’s Faculty Research Award College of Business and Economics
2022	Summer Research Support Grant Recipient (\$6,000) College of Business and Economics Western Washington University
2020	Summer Research Support Grant Recipient (\$6,000) College of Business and Economics Western Washington University
2020	Allette and Cayden Franklin Excellence in Teaching Award College of Business and Economics Western Washington University

- 2020 Dennis R. Murphy Faculty Research Award Recipient
College of Business and Economics
Western Washington University
- 2018 Dennis R. Murphy Faculty Award for Outstanding Contributions in Published Research
College of Business and Economics, Western Washington University
- 2017 Dennis R. Murphy Faculty Award for Outstanding Contributions in Published Research
College of Business and Economics, Western Washington University
- 2016 Summer Research Support Grant Recipient (\$6,000)
College of Business and Economics
Western Washington University
- 2016 Small Grant Recipient (\$2,350)
Office of Research and Sponsored Programs
Western Washington University
- 2016 Dennis R. Murphy Faculty Award for Outstanding Contributions in Published Research
College of Business and Economics, Western Washington University
- 2015 Summer Research Support Grant Recipient (\$6,000)
College of Business and Economics
Western Washington University
- 2015 Dennis R. Murphy Faculty Award for Outstanding Contributions in Published Research
College of Business and Economics, Western Washington University
- 2013 Fellow, Applying Field Experimentation to Behavioral Research Conference
Rady School of Management, University of California – San Diego
- 2013 Kageyama Endowment Fund For Research Recipient (\$2,000)
Lundquist College of Business, University of Oregon
- 2013 Fellow, Spring School in Behavioral Economics
Rady School of Management
University of California – San Diego
- 2012 Fellow, 47th Sheth Foundation Consortium
Michael G. Foster Business School
University of Washington
- 2011 Fellow, Robert Mittelstaedt Symposium
College of Business Administration
University of Nebraska
- 2007 The Outstanding MBA Student Award
School of Business Administration, University of Montana
- 2006-2007 Dean's Scholarship
School of Business Administration, University of Montana

PROFESSIONAL MARKETING EXPERIENCE

2021-2022	Marketing Research Consultant Dynata
2021	Marketing Research Consultant WWU Alumni Association
2019	Marketing Consultant Big Love Juice
2018	Marketing Consultant Simmons Market Research
2005-2009	Marketing Committee Chair (volunteer position) Young Professional Committee, Missoula Art Museum
2007-2009	Fundraising and Event Planning M.A.D.E. Program, University of Montana
2007	Marketing Consultant Sun Mountain Sports
2006	Sales and Marketing Manager Crackle Photography

PROFESSIONAL AFFILIATIONS

Association of Consumer Research
International Centre for Anti-Consumption Research Affiliate
American Marketing Association
Society for Judgment and Decision Making
Institute of Cognitive and Decision Science