

# Kevin D. Thomas

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Stan Richards School of Advertising & Public Relations  
Moody College of Communication  
The University of Texas at Austin  
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## EDUCATIONAL BACKGROUND

- 2011 PhD, The University of Texas at Austin  
Stan Richards School of Advertising & Public Relations  
Advisor: Geraldine (Gerri) Henderson  
Doctoral Portfolio Program: African and African Diaspora Studies  
*Dissertation: Consuming Manhood: Consumer culture & the identity projects of black and white millennial males*
- 2005 MBA, California State Polytechnic University, Pomona, CA  
College of Business Administration  
Emphasis: Entrepreneurship  
Advisor: Sandra King-Kauanui  
*Thesis: Entrepreneurs: Working with Spirit*
- 2000 BBA, Loyola Marymount University, Los Angeles, CA  
College of Business Administration  
Major: Marketing

## UNIVERSITY APPOINTMENTS

- 2011-present Assistant Professor  
Stan Richards School of Advertising & Public Relations, Moody College of Communication, The University of Texas at Austin
- 2009-2011 Assistant Instructor (AI)  
Stan Richards School of Advertising & Public Relations, Moody College of Communication, The University of Texas at Austin
- 2007-2009 Adjunct Professor  
Huston-Tillotson University, Austin, TX  
School of Business and Technology
- 2007-2009 Teaching Assistant (TA)  
Stan Richards School of Advertising & Public Relations, Moody College of Communication, The University of Texas at Austin

## **RESEARCH AFFILIATIONS**

2011-present Joint appointment (courtesy), African and African Diaspora Studies Department

2011-present Faculty affiliate, Warfield Center for African and African American Studies

2012-present Core faculty member, Center for Women's and Gender Studies

2013-present Faculty affiliate, The Social Justice Institute

## **COURSE TAUGHT – THE UNIVERSITY OF TEXAS AT AUSTIN**

ADV303 Advertising and Popular Culture (Spring 2010, 2011) [undergrad, elective]

ADV305 Fundamentals of Advertising - Web based (Summer 2010) [undergrad, elective]

ADV316 Creativity and American Culture (Fall 2010) [undergrad, elective]

ADV319 Psychology of Advertising (Spring 2009, 2016; Fall 2013, 2014, 2015) [undergrad, elective]

ADV370J Integrated Communication Management – Class and web based (Summer 2011, 2014, 2015; Spring 2012, 2013, 2014; Fall 2016) [undergrad, required]

ADV373 Integrated Communication Campaigns (Fall 2011, 2012, Spring 2013) [undergrad, required]

ADV378 Advertising as Social Communication (Fall 2013, 2014)\* [undergrad, elective]

ADV378 Consumer Insights (Summer 2012, 2013) [undergrad, elective]

ADV378 Exploring Food and Urban Change: Theory & Praxis (Spring 2016; Fall 2015, 2016)\*\* [undergrad, elective]

ADV391K Graduate Campaigns (Spring 2014) [grad, required]

COM370 Making Sense of the World through Ads (Fall 2012)\* [Senior Fellows]

\*Self-developed

\*\*Self-developed and grant funded

## **COURSE TAUGHT – HUSTON-TILLOTSON UNIVERSITY**

MKTG3313 Principles of Advertising (Fall 2009)

MKTG3322 Consumer Behavior (Fall 2007)

MKTG4311 Marketing Research (Spring 2008)

MKTG4322 International Marketing (Spring 2009)

## **GRANTS AND RESEARCH FUNDING: EXTERNAL**

Local Food Promotion Program Grant – United States Department of Agriculture, Agricultural Marketing Services (Submitted). “The Farmer Inside: Selling to Makers and Food Entrepreneurs.” \$20,000. Principal Investigator: Jill Taylor; Co-Investigator: Kevin Thomas. Funding period: 2017-2018.

Community-based Participatory Research Funding - African American Collaborative Research Network and Gramercy Research Group (2015). “From the Ground Up: Using Food Stories to Promote Community Food System Resilience.” \$25,000. Co-Principal Investigator: Kevin Thomas; Co-Principal Investigator: Natalie Jones

Community Transformation Grant – City of Austin/Travis County Health and Human Services Department (2013). “Assessing Food access of Marginalized Consumers in the Greater Austin Area.” \$2,500. Co-Principal Investigator: Kevin Thomas; Co-Principal Investigator: Natalie Jones

Center for Urban Entrepreneurship & Economic Development Research Grant (2010). “Consuming Manhood: Consumer Culture & the Identity Projects of Black and White Millennial Males.” \$3,500. Principal Investigator: Kevin Thomas

## **GRANTS AND RESEARCH FUNDING: THE UNIVERSITY OF TEXAS AT AUSTIN**

Center for Women and Gender Studies Signature Course Development Grant – Embrey Critical Human Rights Initiative (2016-2017). “Exploring Food and Urban Change: Theory & Praxis.” \$5,000. Project Lead: Kevin Thomas

Curriculum Innovation Grant – Learning Sciences (2015-2016). “Exploring Food and Urban Change: Theory & Praxis.” \$39,050. Project Lead: Kevin Thomas; Co-Instructor: Natalie Jones; Co-Instructor: Adam C. Williams; Co-Instructor: Monique Walton; Co-Instructor: Dana Glover; Co-Instructor: Michelle Carter

Office of the Vice President of Research Special Research Grant (2014-2015). “Does Space Matter? Studying Social Identity through the Interplay of Culture and Race in the Context of Advertising.” \$750. Principal Investigator: Su Zhaohui | Co-investigator: Kevin Thomas

John L. Warfield Center Faculty Affiliate Summer Research Fellowship (2014). “Navigating the politics of market change: The case of ‘Halal Quicks’.” \$1,000. Principal Investigator: Kevin Thomas

John L. Warfield Center Faculty Affiliate Summer Research Fellowship (2012). “Hegemony and discourse: Examining advertising industry diversification as a path to social justice.” \$900. Principal Investigator: Kevin Thomas

John L. Warfield Center for African and African American Studies Faculty Affiliate Fellowship (2011-2013). \$6,000. In support of research and professional development

Center for Women's and Gender Studies Faculty Development Fellowship (2011-2012). \$2,000. In support of research and professional development

African and African Diaspora Studies Department Research Grant (2011). "Producing Black Culture: An Interdisciplinary Exploration of Blackness and Media across the Americas." \$1,200. Principal Investigator: Kevin Thomas

### PEER REVIEWED JOURNAL PUBLICATIONS

1. Johnson, G.D., **Thomas K.D.**, and Grier, S. (Conditionally Accepted). "When the burger becomes halal: Target marketing, discursive power and the defense/challenge of privilege." *Consumption Markets & Culture*.
2. Belk, R., **Thomas, K.D.**, Mitchell, N., Wijland, R., Eagar, T., and Henderson, G.R (Conditionally Accepted). "Framing Tremé: Contagion, Pollution, and Abjection." *Consumption Markets & Culture* (Special issue: Music Culture & Heritage).
3. Otnes, C., Mirabito, A., Wooten, D., Crosby, B., **Thomas, K.D.**, Grover, A., Mitchell, N., Velagaleti, S., Adkins, N., Yeh, M., Hamilton, K., Matias, J., Davis, C., Ndichu, E., Dunnett, S., Sayarh, N., Gollnhofer, J., Pullig, C. (In press). "The stigma turbine: A theoretical framework for conceptualizing and contextualizing marketplace stigma." *Journal of Public Policy and Marketing*, 1-38. Tentative publication date: Spring 2017.
4. Ozanne, J., Davis, B., Murray, J, Grier, S., Benmecheddal, A., Downey, H., Ekpo, A., Garnier, M., Hietanen, J., Le Gall-Ely, M., Seregina, A., **Thomas, K.D.**, Veer, E. (In press). Assessing the societal impact of research: The relational engagement approach, *Journal of Public Policy and Marketing*, 1-46. Tentative publication date: Fall 2016.
5. Harrison, R., **Thomas, K.D.**, and Cross, S.N.N. (2015). Negotiating cultural ambiguity: The role of markets and consumption in multiracial identity development, *Consumption Markets & Culture*, 18 (4), 331-332.
6. Ekpo, A.E., Riley, B.K., **Thomas, K.D.**, Yvaire, Z.Q., Henderson, G.R., Muñoz, I.I. (2015). As worlds collide: The role of marketing management in customer-to-customer interactions, *Journal of Business Research*, 68 (1), 119-126.
7. **Thomas, K.D.** (2013b). Endlessly creating myself: Examining marketplace inclusion through the lived experience of black and white male Millennials, *Journal of Public Policy and Marketing*, 32 (Special Issue), 95-105.

8. **Thomas, K.D.** (2013a). Deconstructing hegemonic masculinity: Understanding representations of black and white manhood in print advertising, *Advertising and Society Review*, 14 (2), 1-30.
9. Williams, J.D., Crockett, D., Harrison, R., and **Thomas, K.D.** (2012). The role of food culture and marketing activity in health disparities, *Preventive Medicine*, 55 (5), 382-386.
10. Kauanui, S.K., **Thomas, K.D.**, Rubens, A., Sherman, C. L. (2010). Entrepreneurship and spirituality: A comparative analysis of entrepreneurs' motivation. *Journal of Small Business & Entrepreneurship*, 23 (4), 621-636.
11. Kauanui, S.K., **Thomas, K.D.**, Sherman, C.L., Waters, G.R., Gilea, M. (2010). An exploration of entrepreneurship and play. *Journal of Organizational Change Management*, 23 (1), 51-70.
12. Kauanui, S. K., **Thomas, K.D.**, Sherman, C. L., Waters, G. R., and Gilea, M. (2008). Exploring entrepreneurship through the lens of spirituality. *Journal of Management, Spirituality, and Religion*, 5(2), 160-189.
13. King-Kauanui, S.K., **Thomas, K.D.**, and Waters, G. R. (2005) Entrepreneurship and spirituality: Integration of spirituality into the workplace. *Journal of Management, Spirituality, and Religion*, 2 (2), 255-274.

#### INVITED ARTICLES

14. **Thomas, K.D.** (in progress). "Representations of Race in Advertising." In *Sage Encyclopedia of Social Issues in Advertising*. Tentative publication date: 1/2017.
15. **Thomas, K.D.**, Morris, A., Matias, J. (Under contract). "Advertising and Persuasion." In *Mass Communication: Oxford Research Encyclopedias*. Tentative publication date: 10/2016.
16. **Thomas, K.D.** (2015). "Advertising diversity: Ad agencies and the creation of Asian American consumers." *Consumptions Markets & Culture*, 1-3.

#### REFEREED BOOK CHAPTER

17. **Thomas, K.D.**, Cross, S.N.N., and Harrison, R.L. (in progress). Race and Ethnicity in the Marketplace, in Arnould, Eric J. and Thompson, Craig J. (Eds.) *Consumer Culture Theory*, London: SAGE Publishing.
18. Kauanui, S. K., **Thomas, K. D.**, Sherman, C. L., Rubens, A. (in progress). Entrepreneurship and spirituality, in Ozbilgin, M., Altman, Y., Miller, D., and Bournois, F. (Eds.) *Handbook of Research in Religion and Spirituality at Work*, London: Edward Elgar.
19. Harrison, R. and **Thomas, K.D.** (2013). Negotiating cultural ambiguity: A phenomenological study of multiracial identity and consumption, in Belk, R.W, Price, L., and Peñaloza, L. (Eds.) *Research in Consumer Behavior: Consumer Culture Theory*, Volume 15, Bingley, UK: Emerald Group Publishing Limited, 41-56.

### REFEREED JOURNAL PUBLICATIONS: REVISE AND RESUBMIT

1. Harrison, R.L., **Thomas, K.D.**, and Cross, S.N.N. "Viewing the Multiracial Self through Advertising." Making revisions after first round revise and resubmit at *Journal of Advertising*.

### REFEREED JOURNAL PUBLICATIONS: IN SUBMISSION

1. Mitchell, N., **Thomas, K.D.**, Henderson, G.R. "The impact of luxury brand mentions on consumer culture: A phenomenological inquiry." Under review at *Journal of Business Research*.

### REFEREED JOURNAL PUBLICATIONS: IN PREPARATION

1. **Thomas, K.D.**, Mathias, J., and Morris, A. (in final stages of preparation). "Delusion or deception: The post-racial aesthetic in marketing communication." Targeting *Mass Communication and Society*.
2. Henderson, G.R., **Thomas, K.D.**, Mitchell, N. (in final stages of preparation). "A discourse analysis of hip hop and its relationship to consumer culture." Targeting *Qualitative Market Research*.
3. Bean, J., Coleman, C., **Thomas, K.D.** (in final stages of preparation). "The Stories We Tell: Race and Materiality in Marketing Education." Targeting *Journal of Marketing Education*.
4. **Thomas, K.D.**, Henderson, G.R., and Stewart, K.J. (write up). "Identity elasticity: Marketing communication and possibilities of self." Targeting *Journal of Consumer Research*.
5. **Thomas, K.D.**, Cross, S.N.N., and Harrison, R.L. (write up). "Legitimatizing Multiracial Identity through the Marketplace." Targeting *Journal of Consumer Research*.
6. Morris, A., Kahlor, L., and **Thomas, K.D.**, (write up). "Avoiding 'Ratchetness': Utilizing Intersectionality to Understand Middle-Class Black Female Consumers' Uses of Apparel in Communicating Social Identities." Targeting *Consumption Markets & Culture* (Special Issue: Gender, Marketing, and Consumer Behavior).
7. Yeh, M. and **Thomas, K.D.** (data analysis). "The Games Children Play: Socialization and Gender Dynamics in Pokémon Trading Parties." Targeting *Journal of Consumer Culture*

8. Matias, J. and **Thomas, K.D.** (data collection). "From the Island to the Mainland: A Deeper Look into Acculturation and Exploration of the Puerto Rican Exodus in 2015." Targeting *Journal of Macromarketing*.
9. Matias, J., Morris, A., **Thomas, K.D.** (data collection). "Triple Jeopardy: U.S. Latina Lesbian Women's use of Apparel in Overcoming Gender, Racial, and Sexual Prejudice." Targeting *Consumption Markets & Culture* (Special Issue: Gender, Marketing, and Consumer Behavior).

#### REFEREED CONFERENCE PRESENTATIONS

1. Thomas, K.D., Matias, J., Morris, A. (2016). "Delusion or Deception: Examining Racial Stigma and Color-Blind Politics in the Marketplace" accepted for presentation at the 2016 Association for Consumer Research Conference. Berlin, DE.
2. Cross, S.N.N., Harrison, R., and **Thomas, K.D.** (2016). "The Multiracial Body in the Multicultural Marketplace" accepted for presentation at the 19<sup>th</sup> Academy of Marketing Science World Congress. Paris, FRA.
3. Matias, J., Morris, A., and **Thomas, K.D.** (2016). "Triple Jeopardy: U.S. Latina Lesbian Women's use of Apparel in Overcoming Gender, Racial, and Sexual Prejudice" accepted for presentation at the 41<sup>st</sup> Annual Macromarketing Conference. Dublin, IRL
4. Matias, J., Morris, A., **Thomas, K.D.**, and Penaloza, L. (2016). "Social media's role in the appropriation and commodification of consumer culture" accepted for presentation at the 2016 Consumer Culture Theory Conference. Lille, FRA.
5. Morris, A., Kahlor, L., and **Thomas, K.D.** (2016). "Avoiding 'Ratchetness': Utilizing Intersectionality to Understand Middle-Class Black Female Consumers' Uses of Apparel in Communicating Social Identities" accepted for presentation at the 13<sup>th</sup> Conference on Gender, Marketing, and Consumer Behavior. Paris, FRA.
6. Harrison, R., **Thomas, K.D.**, and Cross, S.N.N. (2016). "Visual Representation of Multiracial Women" accepted for presentation at the 13<sup>th</sup> Conference on Gender, Marketing, and Consumer Behavior. Paris. FRA.
7. Matias, J. and **Thomas, K.D.** (2016). "The 'non-immigrant' immigrant: An exploration of the Puerto Rican migratory journey" accepted for presentation at the 2016 American Marketing Association Marketing & Public Policy Conference. San Luis Obispo, CA.
8. Bean, J., Coleman, C., and **Thomas, K.D.** (2016). "The Stories We Tell: Race and Materiality in Marketing Education" accepted for presentation at the 2016 Marketing Educators' Conference. Denver, CO.
9. Matias, J. and **Thomas, K.D.** (2015). "A Deeper Look at Hispanic Acculturation" accepted for presentation at 16<sup>th</sup> Cross Cultural Research Conference. Playa del Carmen, MX.

10. Matias, J. and **Thomas, K.D.** (2015), "A deeper look at acculturation: From the island of Puerto Rico to the mainland" accepted for presentation at 2015 Consumer Culture Theory Conference. Fayetteville, AR.
11. Harrison, R., **Thomas, K.D.**, Cross, S.N.N. (2015). "Walking through the World Differently: Multiracial Identity Development, Socialization and Marketplace Experience" accepted for presentation at the 2015 American Marketing Association Marketing & Public Policy Conference. Washington, DC.
12. Harrison, R., **Thomas, K.D.**, Cross, S.N.N. (2015). "Consuming ambiguity: Multiracial identity development and the marketplace" accepted for presentation at the 2015 American Marketing Association Winter Marketing Educators' Conference. **BEST PAPER AWARD.** San Antonio, TX.
13. Mitchell, N., **Thomas, K.D.**, and Henderson, G. (2015), "The Impact of Luxury Brand Mentions on Consumer Culture: A Phenomenological Inquiry" accepted for presentation at the 2015 American Marketing Association Winter Marketing Educators' Conference. San Antonio, TX.
14. Johnson, G.D. and **Thomas, K.D.** (2014). "Navigating the politics of market change: The case of 'Halal Quicks'" accepted for presentation at 2014 Consumer Culture Theory Conference. Helsinki, FIN.
15. Harrison, R., **Thomas, K.D.**, and Kauffman, L.D. (2013). "Viewing the Multiracial Self: A Cross Cultural Examination of Race in Advertising" accepted for presentation at the 15<sup>th</sup> Cross Cultural Research Conference. Antigua, GT.
16. Harrison, R. and **Thomas, K.D.** (2013). "Negotiating Cultural Ambiguity: A Phenomenological Study of Multiracial Identity and Consumption" accepted for presentation at the 2013 Consumer Culture Theory Conference. Tucson, AZ.
17. McDaniel, W. and **Thomas, K.D.** (2013). "Ascension in Down Times: Incorporating Marketing Communication Strategies in Historically Black Churches" accepted for presentation at the 2013 American Marketing Association Winter Marketing Educators' Conference. Las Vegas, NV.
18. **Thomas, K.D.**, Johnson, G., Venter, M., and Stewart, K.J. (2012), "Style Reimagined: Exploring Fashion and Identity among South African Smarteez" accepted for presentation at the 2012 Association for Consumer Research Conference. Vancouver, BC.
19. **Thomas, K.D.** and Williams, A.C. (2012), "Hegemony and Discourse: Examining Advertising Industry Diversification as a Path to Social Justice" accepted for presentation at the 2012 American Marketing Association Marketing and Public Policy Conference. Atlanta, GA.



20. **Thomas, K.D.** and Williams, A.C. (2011). "Animating the Inanimate: A Cross-Cultural Investigation into how Possessions Become Part of the Self among Young Males of the Black Diaspora" accepted for presentation at the 14<sup>th</sup> Cross Cultural Research Conference. Kona, HI.
21. **Thomas, K.D.**, Williams, A.C., and Harrison, D. (2011). "Producing Black Culture: An Interdisciplinary Exploration of Blackness and Media across the Americas" accepted for presentation at the 11<sup>th</sup> International Conference on Diversity in Organizations, Communities, and Nations. Cape Town, SA.
22. **Thomas, K.D.**, Henderson, G.R., and Mitchell, N. (2011). "Trick Daddy versus Big Willy: The Indexical versus Iconic Authenticity of Hip Hop Artistry" accepted for presentation at the 2011 Consumer Culture Theory Conference. Evanston, IL.
23. **Thomas, K.D.** (2011). "More than rhymes: How Black Millennial Males Construct Self and Community through the Consumption of Hip Hop Music" accepted for presentation at the 2011 Western States Communication Association Convention. Monterey, CA.
24. **Thomas, K.D.** (2010). "Deconstructing masculinity: Understanding Representations of Black and White Manhood in Print Advertising" accepted for presentation at the Academy of Marketing Science: 2010 Cultural Perspectives in Marketing Conference. Lille, FRA.
25. Kauanui, S.K., **Thomas, K.D.**, Sherman, C.L., and Rubens, A. (2009). "From broad to Deep: Designing, Creating, and Implementing Entrepreneurial & Spirituality Research" accepted for presentation at the 2009 Academy of Management Annual Meeting. Chicago, IL.
26. **Thomas, K.D.**, Moon, J.H., Kwon, M.W., and Turner, R. (2009). "Rhymes for sale? A Content Analysis to Determine the Frequency of use and Implementation of Brand Mentions in Hip Hop Lyrics" accepted for presentation at the 2009 Association for Education in Journalism & Mass Communication Annual Convention. Boston, MA.
27. **Thomas, K.D.** (2009). "Selling Swag: How Marketing Communication Shapes Perceptions of Black Manhood" accepted for presentation at the Academy of Marketing Science 1st Biennial Doctoral Consortium. Oslo, NOR.
28. Kauanui, S. K., **Thomas, K. D.**, Sherman, C. L., Waters, G. R., and Gilea, M. (2008). "Entrepreneurship and Spirituality: An Exploration using Grounded Theory" accepted for presentation at the 2008 International Council for Small Business World Conference. **BEST PAPER AWARD.** Halifax, NS.
29. **Thomas, K.D.** (2008), "Representations of Race & Culture: A Content Analysis of Alcoholic Beverage Print Advertisements" accepted for presentation at the 8<sup>th</sup> International Conference on Diversity in Organizations, Communities, and Nations. Montréal, QC.

30. **Thomas, K.D.** (2008), "Targets: A Multiethnic and Cross-Socioeconomic Examination of Alcohol Advertising and Consumer Behavior" accepted for presentation at the 2008 Academy of Marketing Science Cultural Perspectives in Marketing Conference. New Orleans, LA.

#### **INVITED CONFERENCE PRESENTATIONS AND PANELS**

- Spring 2016            **Thomas, K.D.** "Our Very Existence: A Critical Examination of Advertising." Invited to present at American Marketing Association Speaker Series at Texas A&M University - Central Texas, Killeen, TX.
- Fall 2015             **Thomas, K.D.** "Our Very Existence: A Critical Examination of Advertising." Invited to present at the Research Colloquium Series in the Stan Richards School of Advertising & Public Relations, Austin, TX.
- Fall 2015             Thomas, K.D. Invited Panelist, "The Terrain of Inequality, Health Disparities Panel," sponsored by Abriendo Brecha, Activist Scholarship Conference at The University of Texas at Austin.
- Summer 2015        **Thomas, K.D.** Invited Panelist, "Social Stigma at the Intersection of the Marketplace, Brands, and Consumption Experiences," sponsored by the Transformative Consumer Research Conference at Villanova University, Philadelphia, PA.
- Summer 2014        **Thomas, K.D.** "Profiling the Messengers: A Critical Look inside the World of Advertising." Invited to present at the 6<sup>th</sup> African American Collaborative Obesity Research Network (AACORN) National Workshop, Charlotte, NC.
- Spring 2014         **Thomas, K.D.,** Mathias, J., and Morris, A. "Delusion or Deception: The Post-Racial Aesthetic in Marketing Communication." Invited to present at the 6<sup>th</sup> Kern Conference in Visual Communication: Communicating Identity/Consuming Difference, Rochester, NY.
- Summer 2013        **Thomas, K.D.** Invited Panelist, "Innovative Research Methods," sponsored by the Transformative Consumer Research Conference at SKEMA Business School, Lille, France.
- Spring 2013         **Thomas, K.D.** Invited Panelist, "Deconstructing Django," sponsored by the John L. Warfield Center for African American Studies at The University of Texas at Austin.

Fall 2011                    **Thomas, K.D.** "Consuming Manhood: Exploring Consumer Culture and the Identity Projects of Black and White Millennial Males," The University of Texas at Austin Center for Women's and Gender Studies New Faculty Development Program Research Colloquium, Austin, TX.

#### **HONORS AND AWARDS**

2016                         Nominee, Thomas C. Kinnear/Journal of Public Policy & Marketing Award

2015-2016                 Stan Richards School of Advertising and Public Relations Student Enrichment Funds Award to fund one graduate research assistant and three undergraduate research assistants (\$6,500)

Fall 2015                    AMA Winter Marketing Educators' Conference Best Track Paper

Spring 2014                Dean's Fellow sabbatical appointment, full course release

Summer 2013              The University of Texas at Austin Office of Graduate Studies and Moody College of Communication Summer Research Assignment (\$9,000)

2011-2013                 John L. Warfield Center for African and African American Studies Faculty Development Fellow (\$6,000)

2011-2012                 Center for Women's and Gender Studies Faculty Development Fellow

2011                         Junior Faculty Fellowship, Stan Richards School of Advertising & Public Relations (\$1,500)

2010-2011                 The University of Texas at Austin Graduate School Continuing Fellowship (\$28,000)

2010                         Doctoral Research Funding, Stan Richards School of Advertising & Public Relations (\$2,000)

2009-2010                 Moody College of Communication Jesse H. Jones Endowed Centennial Fellowship

Spring 2009                Academy of Marketing Science Biennial Doctoral Consortium Fellowship

Spring 2008                American Marketing Association Foundation Valuing Diversity Ph.D. Scholarship

Fall 2008                    ICSB World Conference Best Paper

2007-2008                 Graduate School Diversity Recruitment Fellowship

## **MEDIA RECOGNITION**

- The Austin Chronicle: [Foodie is an Ethnocentric Word: Searching for diversity in culinary Austin](#). (April 17, 2015)
- The Austin Chronicle: [We Need to Talk: Food for Black Thought is changing Austin's culinary conversation](#). (December 19, 2014)
- Alcalde: [The Official Publication of the Texas Exes: Advertising Professors Tweet the Super Bowl](#). (February 4, 2014)
- Moody College of Communication Feature Story: [Advertising Faculty Critique Super Bowl Ads](#). (January 31, 2014)
- Austin Statesman (austin360.com): [Food for Black Thought: Race, food and gentrification](#). (October 8, 2013)
  
- Austin Statesman: [Relish Austin: Recaps from Food for Black Thought, South by Southwest Eco](#). (October 8, 2013)
- The Austin Times: [Food for Black Thought](#) (Oct 2013)
- Moody College of Communication Feature Story: [Advertising Professors Rate Super Bowl Ads](#). (February 1, 2013)

## **PH.D. DISSERTATION ADVISING**

### **Chair:**

1. Jessica Matias, Stan Richards School of Advertising & Public Relations
2. Natalie Mitchell, Stan Richards School of Advertising & Public Relations (graduated 2014)

### **Committee Member:**

1. Angelica Morris, Stan Richards School of Advertising & Public Relations
2. Su Zhaohui, Stan Richards School of Advertising & Public Relations
3. Adam C. Williams III, Radio-Television-Film
4. Sade Anderson, African and African Diaspora Studies
5. Jason Flowers, Stan Richards School of Advertising & Public Relations (graduated 2015)
6. Bill Reeves, Stan Richards School of Advertising & Public Relations (graduated 2014)
7. Adriana Garcia, Stan Richards School of Advertising & Public Relations (graduated 2013)
8. Jinnie Yoo, Stan Richards School of Advertising & Public Relations (graduated 2013)
9. Isaac Muñoz, Stan Richards School of Advertising & Public Relations (graduated 2012)

## **MASTERS THESIS AND PROFESSIONAL REPORT ADVISING**

### **Chair:**

1. William McDaniel, Stan Richards School of Advertising & Public Relations (graduated 2014)
2. Anthony Perez, Stan Richards School of Advertising & Public Relations (graduated 2013)
3. Karla Esquivel, Stan Richards School of Advertising & Public Relations (graduated 2013)
4. Derek Davis, Stan Richards School of Advertising & Public Relations (graduated 2012)

**Committee Member:**

1. Alana Dvorak, Stan Richards School of Advertising & Public Relations (graduated 2014)
2. Angelica Morris, Stan Richards School of Advertising & Public Relations (graduated 2012)

**UNDERGRADUATE THESIS ADVISING AND SUPERVISION**

1. Christian Adea, Social Entrepreneurship & Non-profits Bridging Disciplines Program Internship mentor (Fall 2015)
2. Stephanie Hamborsky, Plan II/Biology Thesis reader
3. Ariana Brown, AFR 375 Community Internship Supervisor
4. David Hulett, AFR 375 Community Internship Supervisor
5. Nneka Waturuoacha, AFR 375 Community Internship Supervisor
6. Jeremy Gatson, AFR 375 Community Internship Supervisor (graduated 2013)
7. Lauren White, Plan II/American Studies Thesis reader (graduated 2013)

**DEPARTMENT SERVICE**

2016                      Member, Racial Diversity Task Force

2011-2015              Officer, Diversity Liaison

**COLLEGE SERVICE**

2015-present           Member, Distance and Continuing Education Working Group

2014-present           Member, Scholastic Dismissal Appeals Committee

2012-2013              Member, Scholarship and Awards Committee

2011                      Member, Moody College of Communication Dean Review Committee

**UNIVERSITY SERVICE**

2014-present           Faculty Panel Member, Bridging Disciplines Program (BDP) in Media, Culture, and Identities

2011-present           Faculty Advisor, The National Society of Collegiate Scholars, The University of Texas at Austin Chapter

2011-present           Faculty Advisor, Black Media Council, The University of Texas at Austin Chapter

## PROFESSIONAL SERVICE

- 2016- Conference Co-organizer, Race in the Marketplace Research Forum (Scheduled for Summer 2017).
- 2016 Conference Co-chair, AACORN Seventh National Workshop, Interdisciplinary and Cross-Sector Approaches to Advancing Black Community Health: New Collaborations.
- 2016 Track Co-chair, Social Responsibility, Sustainability, & Public Policy Track, 2016 AMA Winter Marketing Educators' Conference.
- 2015 Awards Committee Member, American Marketing Association Foundation, Valuing Diversity Ph.D. Scholarship.
- 2014 Track Co-chair, Targeted Consumer Communications Track, 2014 Academy of Marketing Science Annual Conference.
- 2012-2013 Conference Co-organizer, Food for Black Thought Symposium

### Conference Paper Submission Reviewer

- Academy of Marketing Science Annual Conference (2009 - )
- Association for Education in Journalism and Mass Communication Annual Conference (2009)
- Association of Consumer Research Annual Conference (2011 - )
- Consumer Culture Theory Conference (2011 - )
- Cross Cultural Research Conference (2011 - )
- American Marketing Association Summer Marketing Educators' Conference (2013 - )
- American Marketing Association Winter Marketing Educators' Conference (2013 - )

### Journal Paper Submission Reviewer

- Journal of Management, Spirituality, and Religion (2006 - )
- Consumption Markets & Culture (2012 - )
- Journal of Marketing Management (2012 - )
- Journal of Public Policy & Marketing (2012 - )
- Advertising and Society Review (2013 - )
- Journal of Consumer Research (2013 - )
- Journal of Business Research (2015 - )
- Arts and the Market (2016 - )
- Journal of the Academy of Marketing Science (2016 - )

## **PROFESSIONAL AFFILIATIONS**

The PhD Project (2008 - )  
American Marketing Association (2008 - )  
Academy of Marketing Science (2009 - )  
Consumer Culture Theory Consortium (2011 - )  
Marketing Ethnic Faculty Association (2011 - )  
Association for Consumer Research (2012 - )  
Race in the Marketplace Network (2016 - )

## **PROFESSIONAL EMPLOYMENT**

2000-2007	Marketing Manager of Customer Relationship Management (CRM), Smart & Final Stores Corporation, Commerce, CA
1999-2000	Marketing Coordinator, Alert Communications, Los Angeles, CA
1998-1999	Management Trainee, Enterprise-Rent-A-Car, Pasadena, CA

**References available upon request**