

Brandon Z. Holle

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EDUCATION

Michigan State University

Ph.D in Marketing

Expected 2023

University of Nebraska - Lincoln

M.B.A. in Marketing

Certificate in Business Analytics

California Polytechnic State University - San Luis Obispo

B.S. Business Administration

Concentration: Marketing Management

RESEARCH INTERESTS

Marketing Strategy with specific focus on:

Brand Strategy, Marketing-Finance Interface, Pricing, Sports Marketing, Social Media, e-Commerce, Word-of-Mouth, Brand Communities

WORKS IN PROGRESS

Holle, Brandon, "When the People who Love your Brand Complain: The Moderating Role of Brand Love on Service Failure and Word-of-Mouth"

Status: Submitted to AMS Review Doctoral Competition for Conceptual Articles

Nguyen, Hang and Holle, Brandon, "How does a Firm's Innovation Strategy Respond to Consumer Sentiment Toward Rival Brands?"

Status: Presenting at 2019 Marketing Science conference

Holle, Brandon, "How Online Reviewer Reputation Influences Firm Pricing Strategies"

Status: Data collected, literature review in-progress

TEACHING EXPERIENCE

Santa Maria-Bonita School District

Business Teacher

2017-2018

- Designed and taught business planning course
- Provided feedback and evaluations for 160+ students per term

Santa Barbara County Education Office

Business Instructor

2016-2017

- Designed and taught Intro to Accounting, Computer Business Applications and Virtual Enterprise courses to high school students
- Provided feedback and evaluations for 90+ students per term

Santa Barbara City College

Instructor

2016-2017

- Taught two sections of ACCT101 and COMP101 each semester
- Developed syllabus and lessons for both courses

WORK EXPERIENCE

Enterprise Holdings

Management Trainee

2015-2016

- Operated and managed regional airport car rental branch
- Forecasted and planned rental vehicle fleet levels

Cal Poly Corporation

Department Lead / Assistant Buyer

2011-2015

- Forecasted sales and ordered products to achieve optimal inventory
- Developed training guide and managed employees in department

NBCUniversal, Inc.

Retail and Distribution Operations Intern

2014

- Researched and benchmarked best practices for retail distribution
- Proposed and presented improvements to company executives

Rabobank, N.A.

Financial Analyst Intern

2013

- Underwrote small business loans up to from \$500,000 to \$15 million
- Analyzed financial documents to determine borrower liquidity

PROFESSIONAL SERVICE

American Marketing Association Summer Academic Conference Reviewer

2019

Virtual Enterprise International Competition Judge

2017-present

FBLA Adviser

2016-2017

Virtual Enterprise Adviser

2016-2017

President – Cal Poly American Marketing Association

2013-2014

PROFESSIONAL CERTIFICATIONS & MEMBERSHIPS

Business Analytics Graduate Certificate – University of Nebraska, Lincoln

American Marketing Association Student Member

AWARDS

Broad College of Business Distinguished Fellowship **2018**

Mary Stuart Rogers Scholarship **2015**

2nd Place Ameristar Student Package Competition **2014**

GRADUATE COURSEWORK

Substantive:

Marketing Theory and Critical Analysis (Dr. Ahmet H. Kirca)
Marketing Pro-Seminar (Dr. Tomas G. Hult)

Methodology:

Strategic Database Marketing (Dr. Dwayne Ball)
Advanced Marketing Analytics (Dr. Dwayne Ball)
Data Mining and Warehousing (Dr. David Olson)
Intro to Econometrics (Dr. James R. Schmidt)
Advanced Organizational Research Methods (Dr. Brent Scott)
Statistical Models in Marketing (Dr. Roger J. Calantone)
Research Design in Marketing (Dr. Tomas G. Hult)
Advanced Multivariate Data Analysis II (Dr. Kimberly Maier)