

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

2018

Graduate Certificate in Business Analytics

California Polytechnic State University - San Luis Obispo

B.S. Business Administration in Marketing Management

2014

RESEARCH INTERESTS

Marketing Strategy with specific focus on:

Brand Strategy, Marketing-Finance Interface, Sports Marketing, Social Media, e-Commerce,

Word-of-Mouth, Brand Communities

WORKING PAPERS

Generic Title: Online Reviewer Credibility

- Authors: Brandon Z. Holle
- Status: Data analyzed, conceptual model finalized, draft being written

Generic Title: Word of Mouth and Firm Strategy

- Authors: Hang Nguyen and Brandon Z. Holle
- Status: Data analyzed, conceptual model finalized, draft being written

Generic Title: Brand Love

- Authors: Brandon Z. Holle
- Status: Developing conceptual model

Generic Title: Brand Personality

- Authors: Brandon Z. Holle
- Status: Data analyzed, conceptual model being finalized

PROFESSIONAL SERVICE

Reviewer for AMA Summer Academic Conference	2019
Judge for Virtual Enterprise International Business Plan Competition	2017-present
FBLA Adviser	2016-2017
Virtual Enterprise International Adviser	2016-2017
President – Cal Poly American Marketing Association	2013-2014
VP of National Relations – Cal Poly American Marketing Association	2012-2013

PROFESSIONAL CERTIFICATIONS AND MEMBERSHIPS

Business Analytics Graduate Certificate – University of Nebraska, Lincoln
American Marketing Association Student Member

HONORS AND AWARDS

MSU International Studies and Programs Travel Award	2019
MSU Graduate School Research and Travel Fellowship	2019
Broad College of Business Distinguished Fellowship	2018, 2019
Mary Stuart Rogers Scholarship	2015
2 nd Place Ameristar Student Package Competition	2014

DOCTORAL COURSEWORK

Substantive

Marketing Theory and Critical Analysis	Ahmet H. Kirca
Marketing Pro-Seminar	G. Tomas M. Hult

Methodology

Advanced Organizational Research Methods	Brent A. Scott
Statistical Models in Marketing	Roger J. Calantone
Research Design in Marketing	G. Tomas M. Hult
Advanced Multilevel Modeling	Kimberly Kelly
Partial Least Squares Modeling	Wietske Van Osch

Non-Degree Coursework

ESTIMATE – Tutorial in Modern Applied Tools of Econometrics	Jeffrey M. Wooldridge & Timothy J. Vogelsang
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TEACHING EXPERIENCE

Santa Maria-Bonita School District Business Teacher	2017-2018
<ul style="list-style-type: none">• Designed and taught business management course• Provided feedback and evaluations for 160+ students per term	
Santa Barbara County Education Office Business Instructor	2016-2017
<ul style="list-style-type: none">• 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
<ul style="list-style-type: none">• Taught two sections of ACCT101 and COMP101 each semester• Developed syllabus and lessons for both courses	

WORK EXPERIENCE

Enterprise Holdings Management Trainee	2015-2016
<ul style="list-style-type: none">• Operated and managed regional airport car rental branch• Forecasted and planned rental vehicle fleet levels	
Cal Poly Corporation Department Lead / Assistant Buyer	2011-2015
<ul style="list-style-type: none">• 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
<ul style="list-style-type: none">• Researched and benchmarked best practices for retail distribution• Proposed and presented improvements to company executives	
Rabobank, N.A. Financial Analyst Intern	2013
<ul style="list-style-type: none">• Underwrote small business loans up to from \$500,000 to \$15 million• Analyzed financial documents to determine borrower liquidity	