**Brandon Z. Holle**

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| Eli Broad College of BusinessMichigan State University632 Bogue St., Room N462 East Lansing, MI 48824 | Office: 517-432-6453Mobile: 661-496-1961hollebr1@msu.edu[linkedin.com/in/brandonholle/](https://www.linkedin.com/in/brandonholle/) |

**EDUCATION**

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| --- | --- |
| 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**

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| **Marketing Strategy** with specific focus on:Brand Strategy, Marketing-Finance Interface, Sports Marketing, Social Media, e-Commerce, Word-of-Mouth, Brand Communities, Innovation |

**WORKING PAPERS**

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| Generic Title: Online Reviewer Credibility* Authors: Brandon Z. Holle
* Status: Manuscript being revised
 |
| Generic Title: Word of Mouth and Firm Strategy* Authors: Hang Nguyen, Brandon Z. Holle, and Sundar G. Bharadwaj
* 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
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**CONFERENCE PAPERS AND INVITED TALKS**

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| Hang Nguyen, Brandon Z. Holle\*, and Sundar G. Bharadwaj, “How does a Firm’s Innovation Strategy respond to Consumer Sentiment Toward Rival Brands?” *2019 ISMS Marketing Science Conference*, Rome, Italy, June 2019\*denotes presenting author |

**PROFESSIONAL SERVICE**

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| 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**

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

**HONORS AND AWARDS**

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

**DOCTORAL COURSEWORK**

|  |  |
| --- | --- |
| **Substantive** |  |
| Marketing Theory and Critical Analysis  | Ahmet H. Kirca |
| Marketing Pro-Seminar  | G. Tomas M. Hult |
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| **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 |
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| **Seminars and Non-Degree Coursework** |  |
| Marketing Theory Workshop at MSU (March 2019 | Ajay Kohli |
| Broad College Teaching Bootcamp (April 2019) | Jeremy Van Hof |
| ESTIMATE – Tutorial in Modern Applied Tools of Econometrics (June 2019) | Jeffrey M. Wooldridge & Timothy J. Vogelsang |

**TEACHING EXPERIENCE**

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| Michigan State University**Instructor*** Taught MKT 317: Quantitative Business Research Methods
 | **Summer 2019** |
| Santa Maria-Bonita School District**Business Teacher*** Designed and taught six sections of business management course
* Provided feedback and evaluations for 160+ students per quarter
 | **2017-2018** |
| Santa Barbara County Education Office**Business Instructor*** Taught six sections of Intro to Accounting, Computer Business Applications and Virtual Enterprise to high school students
* Provided feedback and evaluations for 90+ students per semester
 | **2016-2017** |
| Santa Barbara City College**Instructor*** Taught four total sections of ACCT101 and COMP101
* Developed syllabus and lessons for both courses
 | **2016-2017** |

**WORK EXPERIENCE**

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| Enterprise Holdings**Management Trainee*** Operated and managed regional airport vehicle rental branch
* Forecasted rental vehicle fleet demand and managed inventory
 | **2015-2016** |
| Cal Poly Corporation**Department Lead / Assistant Buyer*** Forecasted sales and ordered products to achieve optimal inventory
* Developed training guide and managed employees in department
 | **2011-2015** |
| NBCUniversal, Inc.**Retail and Distribution Operations Intern*** Researched and benchmarked best practices for retail distribution
* Proposed and presented improvements to top management team
 | **2014** |
| Rabobank, N.A.**Financial Analyst Intern*** Underwrote small business loans up to from $500,000 to $15 million
* Analyzed financial documents to assess borrower risk
 | **2013** |