**Brandon Z. Holle**

|  |  |
| --- | --- |
| Eli Broad College of Business  Michigan State University  632 Bogue St., Room N462  East Lansing, MI 48824 | Office: 517-432-6453  Mobile: 661-496-1961  hollebr1@msu.edu  [linkedin.com/in/brandonholle/](https://www.linkedin.com/in/brandonholle/) |

**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, Innovation |

**WORKING PAPERS**

|  |
| --- |
| 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 |

**CONFERENCE PAPERS AND INVITED TALKS**

|  |
| --- |
| 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**

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

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

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