ALEXANDER C. LaBRECQUE

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EDUCATION

Michigan State University

Ph.D. Marketing Expected 2020

M.S. Business Analytics 2017

B.A. Finance 2015

RESEARCH INTERESTS

Marketing management with a focus on digital marketing, sales management, and relationship marketing.

WORKING PAPERS

Going Native: An Empirical Investigation into the Drivers of Native Advertising Effectiveness

Co-Authors: Farnoosh Khodakarami, Clay Voorhees

Status: Analysis completed. Paper has been presented at two conferences in 2019 (TPM, Marketing Science) prior to being sent out to journals.

Target: Journal of Marketing

Bye Bye Banners: Comparing the Effectiveness of Digital Display Advertising Formats

Co-Authors: Farnoosh Khodakarami, Clay Voorhees

Status: Have secured partner for field experiment. Data collection expected to be completed by May 2019.

Target: Journal of Marketing

Time is Money: How Changing Consumers’ Perceptions of Time can Increase Perceived Service Value

Co-Author: Jonathan Beck

Status: Presenting paper at 2019 AMA CB-SIG Conference in July 2019.

Target: Journal of Consumer Research

Understanding the Drivers and Consequences of Salesperson Inconsistency

Co-Authors: Valerie Good, Doug Hughes

Status: Analysis complete, editing manuscript before sending out to journals.

Target: Journal of Marketing

TEACHING EXPERIENCE

Instructor | Michigan State University

New Products Management 2018

Marketing Research 2018

Quantitative Business Research Methods 2017-2018

Marketing Management 2019

SERVICE & PROFESSIONAL DEVELOPMENT

Managing Editor

Journal of Personal Selling & Sales Management 2016-2017

Discussant

Mittlestaedt Doctoral Symposium 2018

Albert Haring Symposium for Doctoral Research in Marketing 2019

Presenter

Theory + Practice in Marketing Conference 2019

AMA CBSIG Conference 2019

Attendee

ISBM Ph.D. Camp 2018

Judge

All-MSU Sales Competition 2017-2019

INDUSTRY EXPERIENCE

Consultant 2017-2018

* Worked with one of the primary SBUs of a Fortune 500 company to segment their customer base and analyze the effectiveness of their salesforce.

Analytics Intern | Deloitte Advisory 2016

* Developed a program to create a database of over 130 dealership financial statements for a major automotive OEM.
* Led the technical analysis of the dealership network. This included (but not limited to) developing over 30 KPIs and creating an interactive dashboard.

Project Consultant | Michigan State MBA Program 2016

* Pioneered a new system to evaluate the potential for success of incoming students. This was done using data from the previous classes.
* The results established a new framework for how the MBA admissions would evaluate future candidates.

PREVIOUS RESEARCH EXPERIENCE

Michigan State University Men’s Ice Hockey 2015-2017

* Collected and integrated data from video files to apply statistical analysis at the team and player level.
* Developed real-time applications that track the location of events and faceoff matchups throughout the game.

Carhartt 2016

* Assisted with marketing strategy relating to male millennials using e-commerce data.

Michigan Export Growth Program 2011-2014

* Created custom reports for over 150 Michigan small businesses wishing to expand internationally.
* Developed an interactive dashboard for the Michigan Economic Development Corporation that provided export summaries by industry code or zip code.

REFERENCES

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| Douglas E. Hughes  Professor and Chairperson  Department of Marketing  Broad College of Business  632 Bogue Street, N370 Michigan State University  East Lansing, MI 48824  Phone: 517-432-6422 dhughes@broad.msu.edu | Clay M. Voorhees  Morris Mayer Endowed Chair  Department of Marketing  163 Alston Box 870225  University of Alabama  Tuscaloosa, AL 35487  Phone: 517-648-7001  cmvoorhees@cba.ua.edu | Roger J. Calantone  Professor  Department of Marketing  Broad College of Business  632 Bogue Street, N307 Michigan State University  East Lansing, MI 48824  Phone: 517-432-6338 rogercal@broad.msu.edu |