

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

- Co-Authors: Hang Nguyen and Sundar G. Bharadwaj
- Status: Presented at conference; draft being revised

Generic Title: Brand Consistency

- Co-Authors: Amhet H. Kirca and Jamal Shamsie
- Status: Draft being finalized

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

Education Opportunity Fellowship	2019-2020
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
Research Design in Marketing	G. Tomas M. Hult

Methodology

Advanced Organizational Research Methods	Brent A. Scott
Statistical Models in Marketing	Roger J. Calantone
Advanced Multilevel Modeling	Kimberly Kelly
Partial Least Squares Modeling	Wietske Van Osch
Organizational Research Methods	John R. Hollenbeck
Quantitative Methods in Public Policy III	Leslie E. Papke

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
Propensity Scores - MSU CSTAT	Dhruv Sharma
Multilevel Modeling - MSU CSTAT	Tenko Raykov
Structural Equation Modeling - MSU CSTAT	Tenko Raykov

TEACHING EXPERIENCE

Michigan State University

Instructor

Summer 2019

- MKT 317: Quantitative Business Research Methods (38 students)

Santa Maria-Bonita School District

Business Teacher

2017-2018

- Designed and taught six sections of business management course
- Provided feedback and evaluations for 160+ students per quarter

Santa Barbara County Education Office

Business Instructor

2016-2017

- 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

Santa Barbara City College

Instructor

2016-2017

- Taught four total sections of ACCT101 and COMP101
- Developed syllabus and lessons for both courses

WORK EXPERIENCE

Enterprise Holdings

Management Trainee

2015-2016

- Operated and managed regional airport vehicle rental branch
- Forecasted rental vehicle fleet demand and managed inventory

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 top management team

Rabobank, N.A.

Financial Analyst Intern

2013

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