

# 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, Innovation, Brand Protection

## 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
- Status: Draft being finalized for submission

Generic Title: Brand Consistency

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

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**

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“How does a Firm’s Innovation Strategy respond to Consumer Sentiment Toward Rival Brands?”  
*2019 ISMS Marketing Science Conference, Rome, Italy, June 2019*

## **PROFESSIONAL SERVICE**

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Reviewer for AMA Winter Academic Conference	<b>2020</b>
Reviewer for AMA Summer Academic Conference	<b>2019</b>
Judge for Virtual Enterprise International Business Plan Competition	<b>2017-present</b>
FBLA Adviser	<b>2016-2017</b>
Virtual Enterprise International Adviser	<b>2016-2017</b>
President – Cal Poly American Marketing Association	<b>2013-2014</b>
VP of National Relations – Cal Poly American Marketing Association	<b>2012-2013</b>

## **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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Education Opportunity Fellowship	<b>2019-2020</b>
MSU International Studies and Programs Travel Award	<b>2019</b>
MSU Graduate School Research and Travel Fellowship	<b>2019</b>
Broad College of Business Distinguished Fellowship	<b>2018 - 2019</b>
Mary Stuart Rogers Scholarship	<b>2015</b>
2 <sup>nd</sup> Place Ameristar Student Package Competition	<b>2014</b>

## DOCTORAL COURSEWORK

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### 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
Network Analytics	Anjana Susarla

### UNL Methodology Coursework

Data Mining and Analytics	David L. Olson
Data Driven Marketing Strategy	Dwayne Ball
Advanced Marketing Analytics	Dwayne Ball
Business Analytics	Marc J. Schniederjans
Introductory Econometrics	James R. Schmidt

### 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

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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**

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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