

Brandon Z. Holle

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EDUCATION

Michigan State University

Ph.D - Marketing

Expected May 2023

University of Nebraska - Lincoln

M.B.A. - Marketing

Graduate Certificate in Business Analytics

California Polytechnic State University - San Luis Obispo

B.S. Business Administration - Marketing Management

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: Online Reviews

- Co-Authors: Hang Nguyen, Sung Ham, and Michael Wu
- Status: Developing conceptual model

Generic Title: eWOM Text Mining

- Co-Authors: Michael Wu
- Status: Developing conceptual model, collecting data

CONFERENCE PAPERS AND INVITED TALKS

“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

Reviewer for AMA Winter Academic Conference	2020
ACAPP Brand Protection Summit Attendee	2019
Reviewer for AMA Summer Academic Conference	2019
Judge for Virtual Enterprise International Business Plan Competition	2017-present
FBLA Faculty Adviser	2016-2017
Virtual Enterprise International Faculty 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 - present
Mary Stuart Rogers Scholarship	2015
2 nd Place Ameristar Student Package Competition	2014

DOCTORAL COURSEWORK

Substantive

Marketing Theory and Critical Analysis
International Business Theory
Marketing Pro-Seminar
Marketing Strategy

Ahmet H. Kirca
Ahmet H. Kirca
G. Tomas M. Hult
G. Tomas M. Hult

Methodology

Research Design in Marketing
Statistical Models in Marketing
Advanced Organizational Research Methods
Organizational Research Methods
Econometric Methods in Public Policy
Advanced Multilevel Modeling
Partial Least Squares Modeling
Network Analytics

G. Tomas M. Hult
Roger J. Calantone
Brent A. Scott
John R. Hollenbeck
Leslie E. Papke
Kimberly Kelly
Wietske Van Osch
Anjana Susarla

UNL Methodology Coursework

Data Mining and Analytics
Data Driven Marketing Strategy
Advanced Marketing Analytics
Business Analytics
Introductory Econometrics

David L. Olson
Dwayne Ball
Dwayne Ball
Marc J. Schniederjans
James R. Schmidt

Seminars and Non-Degree Coursework

Marketing Theory Workshop at MSU
Broad College Teaching Bootcamp
ESTIMATE – Tutorial in Modern Applied Tools of Econometrics

Propensity Scores - MSU CSTAT
Multilevel Modeling - MSU CSTAT
Structural Equation Modeling - MSU CSTAT

Ajay Kohli
Jeremy Van Hof
Jeffrey M. Wooldridge &
Timothy J. Vogelsang
Dhruv Sharma
Tenko Raykov
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