

Shana L. Redd

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• Michigan State University •

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EDUCATION

Michigan State University , East Lansing, MI Ph.D. Business Administration, Marketing	Expected May 2021 ABD March 2019
Michigan State University , East Lansing, MI Master of Business Administration, Marketing	May 2011
Michigan State University , East Lansing, MI Bachelor of Arts, Communication	May 2007

EMPLOYMENT

Research Assistant Department of Marketing Eli Broad College of Business Michigan State University	August 2016 – Present
Instructor Eli Broad College of Business Michigan State University	October 2014 - Present
Brand Manager Category Marketing Manager Merchandising Manager Intern Whirlpool Corporation (GM Development Program)	May 2012 – October 2014 May 2011 – May 2012 May 2010 – August 2010
Account Coordinator NCH Marketing Services Valassis Communications Inc.	October 2007 – July 2009

RESEARCH

RESEARCH INTEREST

I am a marketing professional, dedicated educator, and fourth-year Ph.D. student whose research interests stem from substantive experience in developing and embedding long-term brand strategies across a diverse brand portfolio and include:

- ❖ Brand strategy development, implementation, and organizational adoption – Examining the internal and external drivers of successful brand strategies in B2B and B2C environments.
- ❖ New product development and launch processes – Understanding the drivers of new product success across various stage-gate activities in B2B and B2C environments.
- ❖ Product and service innovation adoption – Understanding the conditions under which customers and consumers adopt radically new and high-tech products and the impact that factors like co-creation,

collaboration, trust, product complexity, loyalty, and dependence can have on accelerating the rate of adoption in B2B and B2C environments.

SELECT WORKING PAPERS/PROJECTS

“The Peer Effect in Customer Satisfaction,” with G. Tomas M. Hult and Forrest V. Morgeson III

Status: Data analyses and draft in process. Target: Journal of Marketing Research.

“The Effect of Marketing Agility on New Product Performance and the Conditional Effects of Alignment, Formality, and Turbulence,” with Roger J. Calantone and Douglas E. Hughes

Status: Data analyses completed, and the draft is being finalized. Expected Haring Symposium Presenter at Indiana University in April 2019. Target: Journal of Product Innovation Management.

“An Examination of the Benefits of Boundary Spanning Ties in New Product Development Teams: An Agent-Based Modeling Approach,” with Clay M. Voorhees, Roger J. Calantone, Ralph A. Heidl, John R. Hollenbeck, and Brandon Herring.

Status: Data analyses completed, and the draft is being finalized for submission. Mittelstaedt Symposium Presenter at the University of Nebraska-Lincoln in March 2018. Target: Industrial Marketing Management.

TEACHING

TEACHING EXPERIENCE

Instructor

2014 - Present

Departments of Marketing and Management, Eli Broad College of Business
Michigan State University, East Lansing, MI

MASTERS COURSES

The teaching evaluation metric is based on the statement, “The overall quality of the instructor was excellent,” where 1 = “Strongly Disagree” and 5 = “Strongly Agree.”

MKT891 (739) - Introduction to Conjoint Analysis (Online): This course was developed in partnership with members of the Masters of Marketing Research Program Advisory Board and exposes students to the basics of Conjoint and MaxDiff analysis. The course requires students to use tools like Excel, SPSS, and Sawtooth Software to plan and conduct MaxDiff Scaling and Conjoint Analyses and develop managerially relevant recommendations based on their findings.

Semesters Taught: Spring 2020 – 1 section with 7 students total | teaching evaluation TBD/5.00

MKT891 (735 & 738) - Introduction to Tableau (Online): This course was developed in partnership with members of the Masters of Marketing Research Program Advisory Board and exposes students to the basics of communicating via digital dashboards by use of Tableau Desktop and Prep software. The course requires students to understand the principles of data visualization, build compelling executive visuals and dashboards, and communicate managerially relevant findings.

Semesters Taught: Spring 2020 – 1 sections with 2 students total | teaching evaluation TBD/5.00
Fall 2019 – 2 sections with 71 students total | teaching evaluation 4.23/5.00

MBA845 - Product and Service Innovation Integrative Action Project: This one-week intensive, active learning course requires students to apply a design-thinking mindset to solving real-world challenges by analyzing consumer and industry trends, designing a competitive product and service solution, and developing a sustainable and viable business model. This course is taught in partnership with the General Motors innovation team and provides a platform for students to present their recommendations to executive- and director-level leaders.

<u>Semesters Taught:</u>	Spring 2020	– 1 section with 76 students teaching evaluation 4.71/5.00
	Fall 2018	– 1 section with 76 students teaching evaluation 4.70/5.00
	Fall 2017	– 1 section with 64 students teaching evaluation 4.60/5.00
	Fall 2016	– 1 section with 73 students teaching evaluation 4.66/5.00
	Fall 2015	– 1 section with 77 students teaching evaluation 4.43/5.00

MKT891(001) - Managerial Communication and Data Visualization for Marketing Researchers: This course was developed in partnership with professors within the Masters of Marketing Research Program and exposed students to the basics of integrated consulting practices. The course requires students to understand the needs of their audience (e.g., a client), conduct research on the topic of interest, analyze consumer data, and develop an evidence-based and compelling solution to the business problem. This approach helps students build confidence and proficiency in their written and verbal communication as well as teaches the basics of communicating via digital dashboards (e.g., Tableau).

<u>Semesters Taught:</u>	Spring 2019	– 1 section with 31 students teaching evaluation 4.81/5.00
	Fall 2018	– 1 section with 20 students teaching evaluation 4.63/5.00
	Spring 2018	– 1 section with 23 students teaching evaluation 4.94/5.00
	Fall 2017	– 1 section with 23 students teaching evaluation 4.85/5.00

MKT820 - New Product Development and Portfolio Management: New product development processes for service firms and physical good manufacturers. Execution of the product development stages and gates with a focus on concept testing, assessing project risks, and business case development.

<u>Semesters Taught:</u>	Fall 2018	– 1 section with 26 students teaching evaluation 4.79/5.00
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MKT810 - Open Innovation Management: Development of new product ideas for service firms and physical good manufacturers using the voice of the customer approaches, leveraging insights from channel partners, and frontline employees. The fuzzy front end of the innovation process.

<u>Semesters Taught:</u>	Fall 2018	– 1 section with 28 students teaching evaluation 4.30/5.00
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MGT888 - Managerial Communication: This course was developed in partnership with Dr. Clay Voorhees as a core course in the Masters of Business Analytics Program and exposed students to the basics of integrated consulting practices leveraging big data. The course requires students to understand the needs of their audience (e.g., a client), analyze consumer, customer, and partner data, and develop recommendations to address business concerns. This approach helps students build confidence and proficiency in verbal and written communication.

<u>Semesters Taught:</u>	Spring 2018	– 1 section with 30 students teaching evaluation 4.63/5.00
	Spring 2017	– 1 section with 33 students teaching evaluation 4.81/5.00
	Spring 2016	– 1 section with 29 students teaching evaluation 4.80/5.00

UNDERGRADUATE COURSES

MKT460 - Marketing Strategy: Identification and analysis of managerial marketing issues. Integration of marketing concepts and theories through case analysis. Ethical and international applications.

<u>Semesters Taught:</u>	Summer 2018	– 1 section with 15 students teaching evaluation 4.85/5.00
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ACTIVE LEARNING PROJECTS

I am passionate about applying marketing concepts covered in our textbooks to real-world active learning projects. Below is an example of a project I engaged in during my time at Michigan State University.



MBA Capstone Innovation Project
Meijer Inc. (2019 – Present)
General Motors (2015 – 2018)

GENERAL MOTORS

Organize and direct a 3-day immersive product and service innovation competition for second-year MBA students (MBA 845). Implement a design thinking-oriented training program leveraging emerging industry trends and megatrends in consumer consumption to create a desirable, sustainable, and viable business model.

PROFESSIONAL AFFILIATIONS & AWARDS

PROFESSIONAL AFFILIATIONS

- ◆ 2018 – Present: American Marketing Association (AMA) member
- ◆ 2018 – Present: Ph.D. Project Marketing Doctoral Student Association (MDSA) member

AWARDS

- ◆ 2020 AMA-Sheth Foundation Doctoral Consortium Fellow
- ◆ 2019 The Ph.D. Project Marketing Doctoral Association Teaching Excellence Award
- ◆ 2019 Stanley Hollander Excellence in Teaching Award Recipient