

Shana L. Redd

Department of Marketing | Broad College of Business
Michigan State University

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EDUCATION

Michigan State University , East Lansing, MI Ph.D. Business Administration, Marketing Proposal Defended 5/26/2020	Expected May 2021
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Michigan State University , East Lansing, MI Master of Business Administration, Marketing	May 2011
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Michigan State University , East Lansing, MI Bachelor of Arts, Communication	May 2007
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EMPLOYMENT

Research Assistant Department of Marketing Broad College of Business Michigan State University	August 2016 – Present
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Professor of Practice Broad College of Business Michigan State University	October 2014 - Present
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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
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AWARDS & PROFESSIONAL AFFILIATIONS

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

PROFESSIONAL AFFILIATIONS

- ◆ 2018 – Present: Member of the American Marketing Association (AMA)
- ◆ 2018 – Present: Member of the Ph.D. Project Marketing Doctoral Student Association (MDSA)
- ◆ 2016 – Present: Graduate Office Fellowship Award, Michigan State University

RESEARCH

RESEARCH INTEREST

I am a marketing professional, dedicated educator, and fifth-year Ph.D. candidate. My research interests stem from substantive experience in developing and embedding long-term brand strategies and launching new products across a diverse brand portfolio and include:

- ◆ **Marketing strategy development and implementation** – Examining the internal and external drivers of successful marketing strategies in B2B and B2C environments.
- ◆ **Brand management** – Investigating the effect of brand-level characteristics on firm performance including drivers of brand equity, satisfaction, loyalty, and WOM.
- ◆ **Product and service innovation** – Understanding the drivers of new product and service success across various stage-gate and launch activities in B2B and B2C environments.

SELECT WORKING PAPERS/PROJECTS

“A Multilevel Examination of Customer Satisfaction and Firm Performance Over Time: Linear Trends, Variance in Slopes, and Combinative Effects,” G. Tomas M. Hult, Forrest V. Morgeson III, Udit Sharma, Pratyush N. Sharma, **Shana L. Redd**, and Claes Fornell.

Status: Manuscript is being finalized. Target submission to *Journal of Marketing Research* Fall 2020.

“Are Political Partisans Brand Zealots? An Examination of Political Partisanship and Customer-Firm Relationships,” Forrest V. Morgeson III, G. Tomas M. Hult, Ayalla A. Ruvio, Udit Sharma, and **Shana L. Redd**.

Status: Manuscript is being finalized. Target submission to *Journal of Marketing* Fall 2020.

“A Cross-Disciplinary View of the Artificial Intelligence Literature: Opportunities for Future Advancements in Marketing Research,” **Shana L. Redd**, Brian R. Chabowski, Wyatt A. Schrock, and G. Tomas M. Hult.

Status: Data is collected and being analyzed. Target submission to *Journal of the Academy of Marketing Science (Special Issue on AI)* Fall 2020.

“A Review of the Artificial Intelligence Literature in Marketing,” **Shana L. Redd** and G. Tomas M. Hult.

Status: Data is being collected. Target submission to *Journal of Marketing* Spring 2021.

“The Effect of Marketing Agility on New Product Performance and the Conditional Effects of Alignment, Formality, and Turbulence,” **Shana L. Redd** and Roger J. Calantone.

Status: Additional data collection planned. Target submission to *Journal of the Academy of Marketing Science* Spring 2021.

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

Status: Additional data collection planned. Target submission to *Journal of Product Innovation Management* Spring 2021.

“Technoskepticism and the Adoption of Artificial Intelligence Products,” **Shana L. Redd**, Richard P. Bagozzi, Ayalla A. Ruvio, and Clay M. Voorhees.

Status: Pre-test and pilot studies completed. Target submission to *Journal of Marketing Research* Spring 2021.

CONFERENCE PROCEEDINGS

"The Effect of Marketing Agility on New Product Performance and the Conditional Effects of Alignment, Formality, and Turbulence," **Shana L. Redd**, Roger J. Calantone and Douglas E. Hughes. Presented at **Haring Symposium**, Indiana University in April 2019.

"Co-Creation as a Threat to Innovation: A Bounded Rationality Theory Perspective," **Shana L. Redd**. Presented at the **Institute for the Study of Business Markets (ISBM) Ph.D. Camp**, MIT in August 2018.

"An Examination of the Benefits of Boundary Spanning Ties in New Product Development Teams: An Agent-Based Modeling Approach," Clay M. Voorhees, Roger J. Calantone, Ralph A. Heidl, John R. Hollenbeck, **Shana L. Redd**, and Brandon Herring. Presented at **Mittelstaedt Symposium**, University of Nebraska-Lincoln in March 2018.

PROFESSIONAL SERVICE

- ◆ 2018 – Present: **Executive Development Trainer**, Executive Development Programs Design Thinking for Executives Series. <https://execed.broad.msu.edu/programs/design-thinking-for-executives/>.
- ◆ 2018 – Present: **Co-Host**, Spartan Bizcast (Broad College of Business) Podcast Season 2 with Don Conlon, Gambrel Family Endowed Professor of Management, and Season 3 with Ken Szymusiak, Managing Director of the Burgess Institute for Entrepreneurship and Innovation. <https://broad.msu.edu/research-innovation/podcast/>.
- ◆ 2020 – Present: **Reviewer**, *Industrial Marketing Management*
- ◆ 2020: **Invited Panelist**, INFORMS Society for Marketing Science Webinar, "Reflections on Diversity, Equity, and Inclusion in Academia"

TEACHING

TEACHING EXPERIENCE

Professor of Practice 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." Courses I created are denoted with an (*).

*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: Fall 2020 – 1 section with 37 students planned
 Spring 2020 – 1 section with 7 students | teaching evaluation **4.56/5.00**

MKT891 - 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: Summer 2020 – 1 section with 39 students | teaching evaluation TBD
 Spring 2020 – 1 section with 2 students | teaching evaluation **5.00/5.00**
 Fall 2019 – 1 section with 71 students | 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.

Semesters Taught: 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. Students are trained 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).

Semesters Taught: 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.

Semesters Taught: Fall 2018 – 1 section with 26 students | teaching evaluation **4.79/5.00**

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.

Semesters Taught: Fall 2018 – 1 section with 28 students | teaching evaluation **4.30/5.00**

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.

Semesters Taught: 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.

Semester Taught: Summer 2018 – 1 section with 15 students | teaching evaluation **4.85/5.00**

ACTIVE LEARNING PROJECTS

I am passionate about applying the academic study of marketing concepts to real-world active learning projects. Below are eprojects I've developed with second-year MBAs and corporate partners.



MKT 845 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.



MKT 820 Capstone New Product Development Project
KitchenAid Brand, Whirlpool Corporation Fall 2018

Developed and directed a four-week immersive new product development course in which students gained experience in transforming insights into commercialized products. The five-stage process project included hands-on guidance from the Director of Marketing for KitchenAid brands, exposure to concept testing and 3D-printing, business case development, and executive-level new product pitches.