

- Developed first ever elective offerings for Georgia Tech's EMBA program, successfully launched summer 2023.
- Serves as key member of core EMBA recruiting/admissions team, including presentations at recruiting events and admissions candidate evaluation.
- Led EMBA faculty to address class delivery given COVID-19 pandemic and modify course offerings.
- Led expansion of global business offerings, including partnership with Gordon Institute of Business Science to host EMBA students for seminar in Johannesburg, South Africa

Interim Associate Dean, Executive Education (November 2022 – June 2023)

- Served by request of the Dean as Interim Associate Dean (staff role) while maintaining full-time faculty teaching load. Worked to ensure continuity across both degree and non-degree initiatives while managing a full-time staff of 12 associates. Led team to enroll 2023-2024 class goal of 80 students (82). Successfully launched first program electives. Ensured that non degree programs with Home Depot and Coca-Cola were successfully executed.

2017-Present UNIVERSITY OF FLORIDA, WARRINGTON COLLEGE OF BUSINESS

Adjunct Clinical Assistant Professor, Department of Marketing

Highly rated marketing instructor teaching summer online and in-person classes

- Courses Taught: In person – Brand Management and New Product Management; Online – Marketing Management (Core, OMBA and specialized Masters.)

2013-2014 MERCER UNIVERSITY'S STETSON SCHOOL OF BUSINESS Atlanta, GA

Adjunct Instructor, MBA, and Evening MBA program

- Courses Taught: Marketing Management

2006-2013 EMORY UNIVERSITY'S GOIZUETA BUSINESS SCHOOL Atlanta, GA

Instructor (2006-2013)

Highly rated marketing instructor in the BBA, MBA, Evening MBA, and Executive MBA formats

- Courses Taught: Product and Brand Management (at all levels) and New Product Lab/Development (BBA, MBA, EvMBA), and Management Practice (core MBA course)
- Envisioned and created New Product Lab course, a field-based course offering utilizing local firms to sponsor student projects.

2010-2013 Executive Director – Emory Marketing Analytics Center

Led the launch, management, and administration of the newly created Emory Marketing Analytics Center including the marketing and management of the annual MAC spring conference, student programming, and management of 3 student team to execute center programs.

Corporate/Industry Experience

2005–Present BRAND ILLUMINATION Atlanta, GA

President

Founder of brand strategy and consumer insights consulting practice; Responsible for sell in, client management, management of contract employees, and product deliverables in the consumer marketing/brand space.

- Sold in and led client engagements at numerous Fortune 500/new companies including Coca-Cola, The Home Depot, PepsiCo, Gas South, IHG, UPS, Turner, Georgia Pacific, Chico's, Americares, Hobo, Glaceau, Wal-Mart, Vita Coca, Sprout Organic Baby Foods, Papa Gino's, Zen Bottled Water, Cobb EMC, Gold Eagle (Sta-Bil brand) Molnlycke Health Care, Ashton Woods Homebuilders, and Kraft Foods.

1994-2005	THE COCA-COLA COMPANY	Atlanta, GA
2001–2005	<p><i>Marketing Director, Tea Brands, North and South America</i> Led five direct reports that developed overall marketing strategy for Coca-Cola Tea Business in North and South America, representing 140M unit cases and approximately \$700M in retail sales with marketing budget of \$30M leading to increases key all key brand health measures.</p> <ul style="list-style-type: none"> • Led the development of GOLD PEAK tea brand from opportunity identification and concept development through to launch plans. Brand has now surpassed \$1 Billion in sales. • Led the development of an integrated consumer re-positioning strategy for the Nestea trademark brands (Nestea COOL, Nestea) which included the identification of new consumer targets, brand functional and emotional benefits, and points of differences between other competitive tea brands. • Led development of all consumer communication and advertising, new packaging graphics, and new line extensions for the Nestea trademark brands. • Led strategic development behind Nestea launch in Brazil. 	
2000-2001	<p><i>Senior Brand & Life-stage Manager, Boomer Life-stage/Brands (Diet Coke, Fresca, Cf Diet Coke)</i> Led 4 direct reports in the development of Coca-Cola’s first ever strategic plan targeting the Boomer segment of the U.S. by creating high level strategies and programs to optimize the Coca-Cola Company’s Diet beverage portfolio (Diet Coke, Fresca, cf Diet Coke) to meet baby boomer beverage needs resulting in an 8% segment growth rate.</p>	
1999-2000	<p><i>Senior Brand Manager, Soft Drink Flavor Brands (Cherry Coke, Barq’s, Mello Yello, SURGE, Citra, Minute Maid Sodas, Mr. Pibb, Cool from Nestea)</i> Led 4 direct reports in developing consumer marketing efforts behind Coca-Cola flavor brands, representing 10% of US business (\$1.4B in annual retail sales), with portfolio exceeding 2001 plan by 5%. Managed marketing budget that exceeded \$30M in spending.</p>	
1998- 1999	<p><i>Brand Manager, Cherry Coke</i> Led 3 direct reports in developing consumer marketing efforts for company performance brand with \$225M in annual retail sales, resulting in a doubling of volume among the brand’s core target.</p> <ul style="list-style-type: none"> • Led development of 1998 and 1999 brand advertising (TV, Radio, Print) and was cited by Ad Week as “Spot of the Month” (Aug. 98). • Led strategy and development behind 1998 Internet promotion “The Lost Island of Alanna” which increased teen purchase intent, grew brand volume, was featured in USA TODAY & Brandweek, named a finalist in the Georgia MAX awards (Marketing Awards for Excellence), and was named Coca-Cola’s “Most Innovative Marketing Activity” in 1998. • Set strategic direction for Coca-Cola USA’s first Internet media/marketing plan. 	
1997-1998	<p><i>Manager, Brand Development, New Brands</i> Led cross functional team to develop comprehensive plan and led multi-functional team to develop new product concepts and launch plan for Dasani bottled water, currently the second largest U.S. water.</p>	
1994-1997	<p><i>Associate/Assistant Brand Manager, PowerAde</i> Core member of Coca-Cola’s largest “still” brand team, leading cross functional team in the strategic brand planning process. During tenure brand averaged volume growth of 30%.</p> <ul style="list-style-type: none"> • Managed \$21M 1997 brand media and communication strategy to leverage PowerAde’s role of Official Sports Drink of the Olympic Game and developed strategy for National Hockey League sponsorship. • Developed new flavor strategy, resulting in “Jagged Ice,” the top selling 1997 category new flavor. • Led brand innovation, including the first National Under-the-Cap promotion in the sports drink category and the Powerflo sports bottle. • Identified opportunity for education vending and developed plan resulting in 20,000+ vending machine placements in secondary schools. 	
1994	<p>A.C. NIELSEN COMPANY <i>Senior Account Analyst</i> Internship as part of UGA MMR program. Developed analyses for the Coca-Cola Company around beverage industry dynamics, including pricing, volume, share trends, and promotional activity.</p>	Atlanta, GA

Alumni Admission Program Coordinator and Admissions Counselor

Executed admissions/marketing strategy at highly selective institution and coordinated alumni admissions program consisting of 79 alumni representatives across the U.S.

III. HONORS AND AWARDS

- Journal of Interactive Marketing, 2021 Paper of the Year. (Awarded at 2023 AMA conference)
- 2024 CIOS Honor Roll University-Wide Teaching Award
 - MGT 3325 – Product Planning, Spring 2023
- 2023 CIOS Honor Roll University-Wide Teaching Award
 - MGT 3325 – Product Planning, Spring 2023
 - MGT 6325 – Product Planning, Summer 2023
- 2022 Student Recognition of Excellence in Teaching Award; MGT 6325, Annual CIOS (University Wide Teaching Award.)
- 2022 Class of 1934 CIOS Honor Roll, MGT 6325 – University Wide Teaching Award
- 2021 Class of 1934 CIOS Honor Roll, MGT 4803 (Marketing Research: Tools and Design) – University Wide Teaching Award
- 2019 Georgia Tech Class of 1940 Course Survey Teaching Effectiveness Award, MGT 6325– University Wide Teaching Award
- GT Innovation Grant Recipient – LDX Practicum Initiative, 2018
- Romancing the Brand (book) awards:
 - 2015 Axiom Silver Award – Marketing/PR/Advertising.
 - 2014 International Book Award – Marketing/Advertising.
 - 2014 Strategy & Business Marketing “Best Book Award”.
 - 2014 USA Book Award Finalist.
 - 2014 Forbes Magazine – 7 Actionable Books for Smart Entrepreneurs.
- Emory University Executive MBA Program, Best Distance Learning Experience; 2010
- The Coca-Cola Company, Innovator of the year, 1999
- Georgia Max Awards Finalist, 1999

IV. EDUCATION AND MENTORSHIP**A. COURSES TAUGHT – GEORGIA TECH SCHELLER COLLEGE**

<u>Semester, Year</u>	<u>Course Number</u>	<u>Course Title</u>	<u># Students</u>
Spring 2024	MGT 6505 EMO	Marketing Management (online)	54
Summer 2024	IMBA 6401	Global Strategy Practicum I – (EMBA)	33
Summer 2024	MGT 6312	Marketing Research – Tools and Design	23
Spring 2024	MGT 4312	Marketing Research – Tools and Design	12
Spring 2024	MGT 3325	Product Planning	24
Spring 2024	IMBA 6090	Managing Marketing	38
Fall, 2023	MGT 6505 B	Marketing Management	34
Fall, 2023	MGT 6505 A	Marketing Management	37
Fall, 2023	MGT 6411	Global Strategy Practicum II (EMBA)	36
Fall, 2023	MGT 8812	Global Brand and Product Management	18
Fall, 2023	MGT 4803D	Marketing Research – Tools and Design	17
Fall, 2023	MGT 6325	Product Planning	13
Summer, 2023	MGT 6325EM	Product Planning	24
Summer, 2023	IMBA 6401	Global Strategy Practicum (EMBA) I	36
Summer, 2023	MGT 6505 EMO	Marketing Management	32
Summer, 2023	MGT 4803 – EX	Sports Management Practicum	20
Spring, 2023	IMBA 6090	Marketing and Consumer Behavior (EMBA)	37
Spring, 2023	MGT 3325	Product Planning	30
Spring, 2023	MGT 4803	Marketing Research – Tools & Design	12

Fall, 2022	MGT 8803	Marketing Research – Tools & Design	10
Fall, 2022	MGT 6505 B	Marketing Management	36
Fall, 2022	MGT 6505 A	Marketing Management	39
Fall, 2022	MGT 6325	Product Planning	25
Fall, 2022	IMBA 6420	Global Strategy Practicum III	27
Summer 2022	MGT 6325	Product Planning	39
Summer 2022	MGT 6505 EMO	Marketing Management	48
Summer 2022	IMBA 6411	Global Strategy Practicum II	27
Spring, 2022	MGT 3325	Product Planning	21
Spring, 2022	IMBA 6311	Analysis of Global Environments – A & B cohorts	63
Spring, 2022	IMBA 6090	Marketing and Consumer Behavior	31
Spring, 2022	MGT 3325	Product Planning	32
Spring, 2022	IMBA 6401	Global Strategy Practicum I	27
Fall, 2021	MGT 6505	Marketing Management	39
Fall, 2021	MGT 6505 EMO	Marketing Management	59
Fall, 2021	MGT 4803	Marketing Research: Tools & Design	20
Fall, 2021	MGT 8803	Marketing Research: Tools & Design	16
Fall, 2021	MGT 6325	Product Planning	26
Fall, 2021	IMBA 6420	Global Strategy Practicum III	42
Summer, 2021	IMBA 6411	Global Strategy Practicum II	42
Summer, 2021	MGT 6505 EMO	Marketing Management (online)	63
Summer, 2021	MGT 6325 EMA	Product Planning	31
Spring, 2021	MGT 3325	Product Planning	32
Spring, 2021	IMBA 6401	Global Strategy Practicum I	42
Fall, 2020	MGT 6325 A/EM	Product Planning	31
Fall, 2020	MGT 6505 EMO	Marketing Management (online)	50
Fall, 2020	MGT 3310 B	Marketing Research	43
Summer, 2020	MGT 6325 EM	Product Planning	25
Spring, 2020	IMBA 6090	Marketing and Consumer Behavior	53
Spring, 2020	MGT 6505 EMA	Marketing Management	30
Spring, 2020	MGT 6505 EMO	Marketing Management (online)	22
Fall, 2019	MGT 6325	Product Planning	25
Fall, 2019	MGT 6505 A	Marketing Management	41
Fall, 2019	MGT 6505 B	Marketing Management	44
Fall, 2019	MGT 6505 EMA	Marketing Management	59
Fall, 2019	MGT 6505 EMB	Marketing Management	31
Spring, 2019	MGT 6505EMA	Marketing Management	32
Spring, 2019	MGT 6505EMB	Marketing Management	37
Spring, 2019	IMBA 6060 B	Marketing and Consumer Behavior	60
Fall, 2018	MGT 6505 EMB	Marketing Management	18
Fall, 2018	MGT 6505 EMA	Marketing Management	33
Spring, 2018	IMBA 6090 B	Marketing and Consumer Behavior	68
Fall, 2017	MGT 6325 A/EM	Product Planning	18
Fall, 2017	MGT 6505A	Marketing Management	40
Fall, 2017	MGT 6505 B	Marketing Management	40
Summer, 2017	MGT 6325 EM	Product Planning	50
Spring, 2017	IMBA 6090 B	Marketing and Consumer Behavior	68
Spring, 2017	MGT 6505 EMA	Marketing Management	36
Spring, 2017	MGT 6505 EMB	Marketing Management	38
Fall, 2016	MGT 6325 A/EM	Product Planning	7
Fall, 2016	MGT 6505 A	Marketing Management	41
Fall, 2016	MGT 6505 B	Marketing Management	40
Spring, 2016	IMBA 6090	Marketing and Consumer Behavior	60
Spring, 2016	MGT 6505 EMB	Marketing Management	29
Spring, 2016	MGT 6505 EMA	Marketing Management	67
Fall, 2015	MGT 6505 A	Marketing Management	30

Fall, 2015	MGT 6505 B	Marketing Management	32
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B. ACADEMIC AND CAREER ADVISING AND GUIDANCE RESPONSIBILITIES

- Faculty Advisor - Day/Evening MBA Marketing Clubs 2017 - Present
- MBA Career counseling and advising – Marketing Area Representative, 2017 - Present
 - Lead “Preparing for Marketing Interview Sessions” with first- and second-year MBAs.
 - Conduct Mock Interview Sessions

C. RESEARCH ADVISING AND GUIDANCE

- Directed Individual Studies – Andrew Barnhart, Cynthia Brooks, Dhaval Mehta, Allison Houseman
- EMBA Practicum - Managed and served as lead advisor for over 25 practicum projects for major fortune 500 companies with EMBA practicum course including projects with Ally Bank, Altium Packaging, Coca-Cola (3), Costa Coffee, Delta, Gulfstream (4), Home Depot, JLL, Lockheed Martin, Panasonic Automotive (3), Siemens Southwire, Southern Company, Turner Construction, Warner Bros/Discovery Sports
- Sports Management Practicum – Managed and served as lead/co-advisor for 4 sports related projects in new practicum including the Atlanta Braves, Atlanta Hawks, and Georgia Tech NIL.

D. EDUCATIONAL ADMINISTRATION AND LEADERSHIP

- *Interim Associate Dean, Executive Education* – Managed 12 associates to ensure continuity in delivering program objectives during Associate Dean search process. December 2022 – July 2023
- *Faculty Director, Scheller Executive MBA Program*, 2020 - 2024
- *Faculty Director, Home Depot Director Leadership Experience Program* 2021 – Present; Highly rated non-degree corporate capabilities program
- *Faculty Lead, Marketing Innovation Conference @ Scheller*. Envisioned, developed, and led 10+ MBA students to execute marketing conference of marketing departments of Atlanta Fortune 500 firms, 2017 - Present.
 - Since its inception, the conference has grown from 40 participants to over 200.
- *Full Time and Evening MBA Committee* – Marketing Area Representative, 2017-2022
- *Executive MBA Committee* – Faculty Director and Marketing Area Representative, 2020- Present
- *NTT Promotion Committee* 2019-2020, 2022-2023 (unable to serve in 23-24 due to promotion consideration)
- *Search Committees*: Dean Scheller College of Business, EMBA program Associate Dean (2 times), 2 Assistant Deans, Marketing Area Teaching Faculty, SCOB Director of Marketing Search Committee 2019
- Emory Marketing Analytics Center, Executive Director, 2010-2013

E. EDUCATIONAL INNOVATION AND OTHER CONTRIBUTIONS

- *Executive MBA curriculum revision, 2021-2022t*: Led major changes in Executive MBA curriculum, including the development and implementation of the program’s first ever elective offerings, modification of existing course weights and content, and changes to in-class/virtual residency requirements. Gained faculty committee and college faculty approval for implementation in 2022-23 academic year.
- *Sports Management Practicum Development* - With Senior Associate Dean, developed and tested sports management practicum, summer 2023. Course was well received.
- *Sports and Entertainment Management Certificate* – Currently representing college in an Institute-wide development of a specialized certificate in sports and entertainment marketing.
- *New Course – Global Brand and Product Management* (EMBA Elective) – Based on student input, developed an elective offering for our EMBA program looking at brand management at a global level.
- *New Course – Marketing Research Tools and Design*. Identified gap in marketing area course offerings in which the area lacked a research design course. Developed a new class Marketing Research: Tools and Design at both the undergraduate and MBA levels; MBA course has become an approved course (MGT 6312) and undergraduate course (4312).
- *Course Redesign - Product Planning* – Identified need to Combine elements of brand/product management, new product development, and portfolio strategy into one holistic course offering. Course has become one of the more popular electives at both the MBA and undergraduate level and won numerous teaching awards.
- Led the strategic visioning of *Leading Digital Products Practicum* initiative, 2018.
- *Non-Degree Executive Education Courses* – Developed courses for non-degree Executive Education program including Customer Analysis, Customer Value Proposition, and Customer Experience.

V. RESEARCH, SCHOLARSHIP, AND CREATIVE ARTICLES

Peer Review Journals

Timothy J. Halloran, Richard J. Lutz, “Let's Give Them Something to Talk About: Which Social Media Engagements Predict Purchase Frequency?” *Journal of Interactive Marketing*, Volume 56, 2021, Pages 83-95, ISSN 1094-9968,

Winner – Journal of Interactive Marketing Paper of the Year Award, 2021

Featured – Harvard Business Review, November 2023

Leo, C., Halloran, T., Valdez, C., Martinou, I., Connell, L., & Morin, J. (2024). “*The LinkedIn Effect: Building Personal Brands, Enhancing Self-Esteem and Job Search Behaviors for the Next Generation*” *Marketing Education Review*, 34(2), 107-120.

Working Papers

Garner, Jacqueline and Halloran, Timothy, “*Does the Transfer Portal Pay? Impact of the Transfer Portal on Team Performance, Attendance, Revenues, and Expenses*”

Trade/Industry Book

Halloran, Timothy J., *Romancing the Brand*. San Francisco: Jossey-Bass/Wiley, 2014. *Romancing the Brand* is a trade book that discusses how consumers fall in love with brands through interviews, stories, and cases studies of best-in-class brand-consumer relationships. *Awards*: 2015 Axiom Silver Award – Marketing/PR/Advertising; 2014 International Book Award – Marketing/Advertising; 2014 Strategy & Business Marketing “Best Book Award”; USA Book Award Finalist; Forbes Magazine – 7 Actionable Books for Smart Entrepreneurs.

Forthcoming:

Halloran, Timothy, *Know Your Customer: Using Marketing Research to Make Business Decisions*, Dubuque, IA: Kendall Hunt Publishing, Forthcoming 2025.

Digital Articles

Halloran, Timothy, “A Simple Way to Measure How Much Customers Love Your Brand,” *Harvard Business Review*, February 03, 2015

Halloran, Timothy, “Why Marketers Want to Make You Cry,” *Harvard Business Review*, August 21, 2014

Halloran, Timothy, “Eight Phases of Brand Love,” *Harvard Business Review*, February 11, 2014

Halloran, Timothy, “How the Redskins Could Ditch Their Name, But Keep Their Fans,” *Harvard Business Review*, November 5, 2014

Halloran, Timothy, “The Day Twinkies Became Cool Again,” *Harvard Business Review*, November 19, 2012

Invited Presentations

Association of Marketing Theory and Practice, “Brand Me: How LinkedIn Training Improves Personal Branding by Influencing Self-esteem and Job Search Self-efficacy by Generating an All-Star Profile,” March 2023

Scheller Lunchtime Live! “Set Your Coordinates: Mapping Your Customer's Experience” – part of *Scheller College Linked-In Series* featuring faculty presentations, November 2022

Scheller Lunchtime Live! “How to Build Consumer – Brand Relationships in the Age of Digital Revolution,” – part of *Scheller College Linked-In Series* featuring faculty presentations. Presentation Views: 2,200+, March 2021

“Liking, Loving, and Buying: Linking Facebook Engagements to Consumer Purchase Frequency,” *Association of Consumer Research (ACR) Competitive Paper Presentation*, October 2019

“Romancing the Brand in the Sharing Economy,” *Product Development and Management (PDMA) Research Forum and Conference*, October 16, 2016, Atlanta, GA

“Marketing Research Needs for Practitioners” *2016 AMA Conference* August 6, 2016, Atlanta, GA

“Romancing the Brand” August 2018, *the Coca-Cola Company World Headquarters*, Atlanta, GA

“Romancing the Brand,” 2016 Terry College Professional Women’s Conference, November 11, 2016, *Chick-fil-A Headquarters*, Atlanta, GA

“Developing Customer Centric Value Propositions,” Ongoing, *Georgia Tech Scheller College of Business Executive Education* September 2015 - Present

“Romancing the Brand,” *University of Florida, Warrington College of Business, Marketing Club Presentation*, November 2015

“Romancing the Brand,” *Georgia Institute of Technology, Scheller College of Business, Executive MBA*, March 2015

“Romancing the Brand,” *Washington and Lee University, 2015 Ad-Lib Conference Mainstage Presentation*, February 2015

“Romancing the Brand,” *Luxury Marketing Council*, Keynote Speaker, January 2015

“New Product Development” *Singapore Management University*, Seminar Leader, taught multi-day seminar to Execs, Graduates, and Undergraduates

“Romancing the Brand,” *Havas Worldwide Advertising Agency Corporate Event*, Keynote Speaker, July 2014

“Romancing the Brand” *Event Marketing Association Convention*, Breakout Speaker, May 2014

“Romancing the Brand” *Georgia Center for Non-Profits, Annual Conference*, Keynote Speaker, Fox Theatre Atlanta, May 2014

“Customer Value,” *Home Depot Worldwide Headquarters, Keynote Speaker*, March 2014

“Romancing the Brand,” Keynote Speaker, *International Dairy Deli Association Annual Conference*, February 2014

“Romancing the Brand,” *University of Georgia, Terry College of Business, Marketing Club*, January 2014

“Romancing the Brand,” *2014 Food Insights Summit*, Keynote Speaker, January 2014

MEDIA APPEARANCES

WSB TV (ABC), “Impact of Facebook Ad Pulls by Large Companies,” July 2020

Bloomberg Radio Network, “Taking Stock,” Interview, March 2014

MSNBC, “Your Business,” Interview, February 2014

The Street TV, “The Street TV,” Interview, February 2014

Finance.Yahoo.com, “Yahoo Finance TV,” Interview, February 2014

WXIA-TV Atlanta (NBC), Interview, February 2014

IBTimes TV, International Business Times TV, Interview, February 2014

WXHL-FM and Syndicated, “Financial Spectrum,” Interview, February 2014

WRHU-FM and Syndicated, “The Profit Express,” Interview, February 2014

WHPC-FM and Syndicated, “Secrets of Success,” Interview, February 2014

Small Business Network/Global American Broadcasting Nationally Syndicated, “Small Business Advocate Show,” Interview, February 2014

Business Talk Radio Nationally Syndicated, “Equity Strategies,” Interview, February 2014

Syndicated Radio, “Something You Should Know with Mike Caruthers,” Interview, January 2014

VI. EXTERNAL SERVICE

Professional Contributions

- Americares Humanitarian Organization, Marketing Board of Advisors, 2019-2023
- Faculty leader and developer of Georgia Tech Marketing Innovation Conference, an annual marketing conference on campus for the Atlanta marketing community and our MBA students.
- Scheller Lunchtime Live (Linked In) – Led two Scheller Linked-In Live Sessions on 1) Customer Value Propositions and 2) Customer Journey Mapping
- University of Florida, Beta Gamma Sigma
- American Marketing Association

Public and Community Service

- Sunday School Teacher, St. Martins in the Field Episcopal Church, 2022 - 2023
- St. Pius Catholic High School, Atlanta, GA, “Ring the Bells” campaign, parent board.
- Washington and Lee University Class of 1991 Reunion Committee, 2015-16 and 2020-21
- Volunteer Timer, St. Pius X Catholic High School Swim Team, Atlanta, 2017 – Present
- Parish Profile and Rebranding Committee, St. Martins Episcopal Church, Atlanta, 2018
- President (2013-14), Past President (2014-2015), and Associate (2010-2015), Montgomery Elementary School Mustang Endowment Fund, Atlanta
- Manager/Coach, Murphey Candler Girls Softball, March 2013 – May 2017
- Manager/Coach, Murphy Candler Little League Baseball, Aug. 2007 – Oct. 2011
- Volunteer Timer, Dynamo Swim Club, 2008 - Present
- Senior Warden, St. Martins Episcopal Church, 2008
- Vestry, St. Martins Episcopal Church, 2006-2008
- Washington and Lee University Alumni Admissions Committee, 1995 - 2006

Institute Contributions

- *Executive MBA Committee* – Faculty Director and Marketing Area Representative, 2020- Present
- *NTT Promotion Committee* 2019-2020, 2022-2023 (unable to serve in 23-24 due to promotion consideration)
- *Full Time and Evening MBA Committee* – Marketing Area Representative, 2017-2022
- *Search Committees:* Dean, Scheller College of Business, EMBA program Associate Dean (2 times), 2 Assistant Deans, Marketing Area Teaching Faculty, SCOB Director of Marketing Search Committee 2019
- *Faculty Lead, Marketing Innovation Conference @ Scheller.* Envisioned, developed, and led 10+ MBA students to execute marketing conference of marketing departments of Atlanta Fortune 500 firms, 2017 - Present.
- *Faculty Advisor - Day/Evening MBA Marketing Clubs* 2017 - Present
- *MBA Career counseling and advising* – Marketing Area Representative, 2017 - Present
 - Developed and led “Preparing for Marketing Interview Sessions” with first- and second-year MBAs.
 - Conducted Mock Interview Sessions (annually)