

GRANT PACKARD

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Academic Appointments

Associate Professor, Marketing area, January 2019 – present
Program Director, Master of Marketing (MMKG), July 2021 – present
Schulich School of Business
York University, Toronto, ON

Associate Professor, Marketing area, July 2018 – December 2018
Assistant Professor, Marketing area, July 2012 – June 2018
Lazaridis School of Business & Economics
Wilfrid Laurier University, Waterloo, ON

Education

Ph.D., Business Administration (Marketing), December 2012
Stephen M. Ross School of Business
University of Michigan, Ann Arbor, MI

MBA, Marketing, May 1998
Desautels Faculty of Management
McGill University, Montreal, QC

B.S. Cum Laude, Business Administration (Marketing), June 1995
Leeds School of Business
University of Colorado, Boulder, CO

Research Profile

My research examines the consumption and production of language to advance psychological theories on motivation, social perception, and persuasion. I employ laboratory experiments, automated text analysis methods, and/or analysis of field data using a variety of quantitative approaches (e.g., multi-variate regression, panel estimators, topic modeling, network analysis).

This work offers insights for marketers, consumers and policymakers on the consumption-related information people share through social media, online reviews, email, and when they speak with company representatives (e.g., salespeople, call center workers). It also helps marketers improve how they communicate with, and to, consumers. Finally, I examine how and why language itself is consumed as a product (e.g., song lyrics, academic articles).

Refereed Journal Articles

Superscript indicates Financial Times Top 50 journal status and/or ABDC rankings [A* = top 7%, A = top 25% of journals].

1. **Packard, G.** and Berger, J. (2024), "The Emergence and Evolution of Consumer Language Research," *Journal of Consumer Research*, 50(1), in press. ^{FT50, A*}
2. Boghrati, R., Berger, J. and **Packard, G.** (2023), "Style, Content, and the Success of Ideas," *Journal of Consumer Psychology*, in press. ^{FT50, A*}
3. **Packard, G.** Berger, J., and Boghrati, R. (2023), "How Verb Tense Shapes Persuasion," *Journal of Consumer Research*, in press. ^{FT50, A*}
4. Berger, J. and **Packard, G.** (2023), "Wisdom from Words: The Psychology of Consumer Language," *Consumer Psychology Review*, 6(1), 3-16.
5. Berger, J., Rocklage, M. D., and **Packard, G.** (2022), "Expression Modalities: How Speaking versus Writing Shapes Word of Mouth," *Journal of Consumer Research*, 49(3), 389-403. ^{FT50, A*}
6. Berger, J., **Packard, G.**, Boghrati, R., Hsu, M., Humphreys, A., Moore, S., Nave, G., Olivola, C., and Rocklage, M. D. (2022), "Marketing Insights from Text," *Marketing Letters*, 33, 365-377. ^A
7. Berger, J. and **Packard, G.** (2022), "Using Natural Language Processing to Understand People and Culture," *American Psychologist*, 77(4), 525-537. ^{A*}
8. **Packard, G.** and Berger, J. (2021), "How Concrete Language Shapes Customer Satisfaction," *Journal of Consumer Research*, 47(5), 787-806. ^{FT50, A*}
 - Selected media coverage: *Forbes*, *Harvard Business Review*, *Knowledge@Wharton*
9. **Packard, G.** and Berger, J. (2020), "Thinking of You: How Second Person Pronouns Shape Cultural Success," *Psychological Science*, 31(4), 397-407. ^{A*}
10. McFerran, B., Moore, S. G., and **Packard, G.** (2019), "How Should Companies Talk to Customers Online?," *MIT Sloan Management Review*, 60(2), 68-71. ^{FT50, A}
11. Klein, R. A. et al. [**Packard, G.** one of 185 replication lab co-authors] (2018), "Many Labs 2: Investigating Variation in Replicability Across Sample and Setting," *Advances in Methods and Practices in Psychological Science*, 1(4), 443-490.
 - Selected media coverage: *The Atlantic*, *Nature*, *NPR*, *Science Direct*
12. Berger, J. and **Packard, G.**, (2018), "Are Atypical Things More Popular?," *Psychological Science*, 29(7), 1178-1184. ^{A*}
 - Selected media coverage: *Knowledge@Wharton*, *Psychology Today*
13. **Packard, G.**, Moore, S. G., and McFerran, B. (2018), "(I'm) Happy to Help (You): The Impact of Personal Pronoun Use in Customer-Firm Interactions," *Journal of Marketing Research*, 55(4), 541-555. ^{FT50, A*}
 - Selected media coverage: *CBC*, *The Globe and Mail*, *Harvard Business Review*, *Marketing Science Institute*, *Sirius XM Radio*, *The Wall Street Journal*

14. Lurie, N., Berger, J., Chen, Z., Li, B., Liu, B., Mason, C., Muir, D., **Packard, G.**, Pancras, J., Schlosser, A., Sun, B., and Venkatesan, R. (2018), "Everywhere and at All Times: Mobility, Consumer Decision-Making, and Choice," *Customer Needs and Solutions*, 5(1-2), 15-27.
15. **Packard, G.** and Berger, J. (2017), "How Language Shapes Word of Mouth's Impact," *Journal of Marketing Research*, 54(4), 572-588. ^{FT50, A*}
 - Selected media coverage: *The Keller Report, Marketing Science Institute*
16. **Packard, G.**, Gershoff, A., and Wooten, D. B. (2016), "When Boastful Word of Mouth Helps Versus Hurts Social Perceptions and Persuasion," *Journal of Consumer Research*, 43(1), 26-43. ^{FT50, A*}
 - Selected media coverage: *CBC, MarketWatch, Metro News, Vocativ*
17. **Packard, G.**, Aribarg, A., Eliashberg, J., and Foutz, N. Z. (2016), "The Role of Network Embeddedness in Film Success," *International Journal of Research in Marketing*, 33(2), 328-342. ^{A*}
18. Manchanda, P., **Packard, G.**, and Pattabhiramaiah, A. (2015), "Social Dollars: The Economic Impact of Consumer Participation in a Firm-Sponsored Online Customer Community," *Marketing Science*, 34(3), 367-387. ^{FT50, A*}
 - Among top 1% most downloaded papers of all-time at SSRN
 - Selected media coverage: *strategy + business, Science Daily, ideasforleaders.com*
19. Klein, R. A. et al. [**Packard, G.** one of 47 second co-authors] (2014), "Investigating Variation in Replicability: A "Many Labs" Replication Project," *Social Psychology*, 45(3), 142-152.
 - Selected media coverage: *Discover Magazine, National Geographic, Nature, NPR, PLoS.org, Science, Scientific American, Science Now, Slate, The Economist*
20. **Packard, G.** and Wooten, D. B. (2013), "Compensatory Knowledge Signaling in Consumer Word-of-Mouth," *Journal of Consumer Psychology*, 23(4), 434-450. ^{FT50, A*}
 - Winner, Best Competitive Paper Award, SCP Annual Conference, 2011
 - Selected media coverage: *The Globe and Mail, Exchange Magazine, Econbiz.de*

Invited Articles & Book Chapters

21. **Packard, G.**, Moore, S., and McFerran, B. (2020), "Speaking to Customers in Uncertain Times," *MIT Sloan Management Review*, August 11, digital article available at <https://sloanreview.mit.edu/article/speaking-to-customers-in-uncertain-times/>
22. Moore, S., McFerran, B., and **Packard, G.** (2018), "The Words and Phrases to Use—and to Avoid—When Talking to Customers," *Harvard Business Review*, October 4, digital article available at <https://hbr.org/2018/10/the-words-and-phrases-to-use-and-to-avoid-when-talking-to-customers>
23. **Packard, G.** (2006), "Marketing Minute," In Boone, L. E., Kurtz, D.L., MacKenzie, H.F., and Snow, K. (Eds.) *Contemporary Marketing*, 1st Canadian Edition, Scarborough: Thomson Nelson.

Refereed Conference Presentations and Proceedings

1. "Style, Content, and the Success of Ideas" (with J. Berger and R. Boghrati), Association for Consumer Research Conference, Denver, Oct. 2022.

2. "The Persuasive Present (Tense)" (with J. Berger), Society for Consumer Psychology Conference, (remote due to Covid-19), Mar. 2022.
3. "How Pausing Shapes Person Perception" (with A. Van Zant, J. Berger, and H. Wang), Society for Personality and Social Psychology Conference, Nonverbal Preconference, Feb. 2022.
4. "Discovering When Language Matters in Service Conversations" (with Y. Li and J. Berger), Association for Consumer Research Conference, (remote due to Covid-19), Oct. 2021.
5. "How Speaking Versus Writing Shapes What Consumers Say, and Its Impact" (with J. Berger and M. Rocklage), Association for Consumer Research Conference, (remote due to Covid-19), Oct. 2021.
6. "How Present versus Past Tense Shapes Persuasion" (with J. Berger), Association for Consumer Research Conference, (remote due to Covid-19), Oct. 2021.
7. "Understanding Consumer Conversations," Special Session Co-chair (with J. Berger), Association for Consumer Research Conference, (remote due to Covid-19), Oct. 2021.
8. "How to Do Automated Text Analysis" (with J. Berger, M. Hsu, A. Humphreys, A. Luangrath, S. Moore, G. Nave, C. Olivola, M. Rocklage, M. Yeomans), Association for Consumer Research Conference, (remote due to Covid-19), Oct. 2021.
9. "Conversational Dynamics: When Does Employee Language Matter?" (with Y. Li and J. Berger), Academy of Management Conference, (remote due to Covid-19), Jul. 2021
10. "Conversational Dynamics: When Does Employee Language Matter?" (with Y. Li and J. Berger), International Association for Conflict Management Conference, (remote due to Covid-19), Jul. 2021
11. "Conversational Dynamics: When Does Employee Language Matter?" (with Y. Li and J. Berger), Society for Consumer Psychology Conference, (remote due to Covid-19), Mar. 2021
12. "How Second Person Pronouns Shape Cultural Success," (with J. Berger), Society for Personality and Social Psychology Conference, (remote due to Covid-19), Feb. 2021
13. "How Language Connects and Convinces," Special Session Co-chair (with A. Orvell), Society for Personality and Social Psychology Conference, (remote due to Covid-19), Feb. 2021
14. "Where Consumer Behavior Meets Language: Applying Linguistic Methods to Consumer Research," Workshop Co-chair (with A. Kronrod, S. Moore, and J. Berger), Association for Consumer Research Conference, Paris (remote due to Covid-19), Oct. 2020
15. "Dynamically Solving the Self-Presenter's Paradox: When Customer Care Should be Warm vs. Competent," (with Y. Li and J. Berger), Marketing Science Annual Conference, Durham (remote due to Covid-19), Jun. 2020
16. "How Concrete Language Shapes Customer Satisfaction," (with J. Berger), Association for Consumer Research Conference, Atlanta, Oct. 2019
17. "Language in Marketing Knowledge Forum" Workshop Co-chair (with A. Kronrod, S. Moore, and J. Berger), Association for Consumer Research Conference, Atlanta, Oct. 2019

18. "How to Do Text Analysis," Invited Speaker, Association for Consumer Research Conference, Atlanta, Oct. 2019.
19. "Linguistic Concreteness in Customer-Firm Conversations," (with J. Berger), Society for Consumer Psychology Conference, Savannah, Feb. 2019
20. "How Second Person Pronouns Engage Audiences," (with J. Berger), Society for Consumer Psychology Conference, Savannah, Feb. 2019
21. "Improving Customer Conversations," Special Session Co-chair (with J. Berger), Society for Consumer Psychology Conference, Savannah, Feb. 2019
22. "With or Without You: When Second Person Pronouns Engage Listeners," (with J. Berger), Association for Consumer Research N. American Conference, Dallas, Oct. 2018
23. "Trust and Distrust in Word of Mouth," Invited Roundtable Participant, Association for Consumer Research N. American Conference, Dallas, Oct. 2018
24. "Differentiation and Cultural Success," (with J. Berger), Association for Consumer Research N. American Conference, San Diego, Oct. 2017
25. "Wisdom from Words," Special Session Co-chair (with J. Berger), Association for Consumer Research N. American Conference, San Diego, Oct. 2017
26. "Following the Blind: How Expertise and Endorsement Style Impact Word of Mouth Persuasion," (with J. Berger), Association for Consumer Research N. American Conference, New Orleans, Oct. 2015
27. "Why Your Next Project Should use Textual Analysis," Invited Roundtable Participant, Association for Consumer Research N. American Conference, New Orleans, Oct. 2015
28. "Trust Me, I Know! The Impact of Source Self-Enhancement on Persuasion in Word-of-Mouth," (with A. Gershoff and D. B. Wooten), Association for Consumer Research N. American Conference, New Orleans, Oct. 2015
29. "Following the Blind: How Expertise and Endorsement Style Impact Word of Mouth Persuasion," (with J. Berger), Society for Consumer Psychology Annual Conference, Phoenix, Feb. 2015
30. "No Idle Boast: Consumer Responses to Self-Enhancing Sources of Product Information," (with A. Gershoff and D. B. Wooten), Society for Consumer Psychology Annual Conference, Miami, Mar. 2014
31. "Putting the Customer Second," (with B. McFerran and S. G. Moore), Society for Consumer Psychology Annual Conference, Miami, Mar. 2014
32. "No Idle Boast: Consumer Responses to Self-Enhancing Sources of Product Information," (with A. Gershoff and D. B. Wooten), Society for Judgment and Decision Making Annual Conference, Toronto, Nov. 2013

33. "Putting the Customer Second," (with B. McFerran and S. G. Moore), Association for Consumer Research N. American Conference, Chicago, Oct. 2013
34. "Compensatory Communication: Consumer Knowledge Discrepancies and Knowledge Signaling in Word-of-Mouth," (with D. B. Wooten), Association for Consumer Research N. American Conference, Chicago, Oct. 2013
35. "Secrets and Lies: How Consumers Manage the Flow of Ego-Threatening Information," (with C. Kang and D. B. Wooten), Association for Consumer Research N. American Conference, Chicago, Oct. 2013
36. "Secrets and Lies: How Consumers Manage the Flow of Ego-Threatening Information," (with C. Kang and D. B. Wooten), Society for Consumer Psychology Summer Conference, Honolulu, Aug. 2013
37. "Network Power," (with A. Aribarg, N. Z. Foutz, J. Eliashberg), Marketing Science Annual Conference, Boston, Jun. 2012
38. "Secrets and Lies: Gender Differences in Concealing Consumption Information," (with C. Kang and D. B. Wooten), Society for Consumer Psychology Annual Conference, Las Vegas, Feb. 2012
39. "Sharing (Less-Than-Ideal) Knowledge: Consumer Knowledge Discrepancy and Word-of-Mouth," (with D. B. Wooten), Society for Consumer Psychology Annual Conference, Atlanta, Feb. 2011
40. "A Brand in Hand: Symbolic Props in Self-Presentation," (with A. Gershoff), Association for Consumer Research N. American Conference, Pittsburgh, Oct. 2009.
41. "Firm-sponsored Brand Communities," (with P. Manchanda and A. Pattabhiramaiah), Marketing Science Annual Conference, Ann Arbor, Jun. 2009
42. "A Brand in Hand: Symbolic Props in Self-Presentation," (with A. Gershoff), Consumer Culture Theory Conference, Ann Arbor, Jun. 2009

Invited Academic Talks and Symposia

1. Italian Society of Marketing (Societa Italiana Marketing), Webinar, June 2023
2. Asper School of Business, University of Manitoba, May 2022
3. Ivey School of Business, Western University, Executive Marketing Roundtable, Apr. 2021
4. MIT Sloan Management Review Webinar, Oct. 2020
5. Language Lab Online Seminar, Aug. 2020
6. Gordon S. Lang School of Business and Economics, University of Guelph, Nov. 2019
7. Georgetown University, Triennial Invitational Choice Symposium, May 2019
8. The Wharton School, University of Pennsylvania, Behavioral Insights from Text, Jan. 2019
9. HEC Montreal, Nov. 2018
10. Schulich School of Business, York University, Mar. 2018
11. Fuqua School of Business, Duke University, Feb. 2018

12. The Wharton School, University of Pennsylvania, Behavioral Insights from Text, Jan. 2018
13. Rotman School of Business, University of Toronto, Oct. 2017
14. Haas School of Business, University of California, Berkeley, Nov. 2016
15. University of Alberta, Triennial Invitational Choice Symposium, May 2016
16. Schulich School of Business, York University, Mar. 2015
17. Ivey School of Business, Western University, Consumer Behavior Symposium, Jan. 2015
18. College of Business and Economics, University of Guelph, Oct. 2013
19. Ivey School of Business, Western University, Empirical and Theoretical Symposium, May 2013
20. Wilfrid Laurier University, SOBDR Symposium, May 2013
21. University of Michigan, Decision Consortium, Ann Arbor, Jan. 2011
22. Ivey School of Business, Western University, Consumer Behavior Symposium, Jan. 2011

Selected Research in Progress

Three most advanced projects listed. Titles simplified to preserve blind review.

Packard, G., Li, Y., and Berger, J. “Conversation” (review process)

Van Zant, A., Berger, J., **Packard, G.**, and Wang, H. “Pauses” (review process)

Taylor, N., **Packard, G.**, and Maglio, S. “Possible Futures” (data collection)

Competitive Research Grants

Marketing Science Institute (MSI) Grant, 2019

- \$4,100 over one year; co-investigator

SSHRC Insight Development Grant, Government of Canada, 2017

- \$61,100 over three years; principal investigator; proposal ranked #2 of 55 nationally

Lazaridis Institute Research Seed Grant, Wilfrid Laurier University, 2017

- \$6,900 over one year; principal investigator

Awards, Honors, and Scholarships

Outstanding Reviewer Award, *Journal of Consumer Research*, 2021

Research Excellence Fellow, Schulich School of Business, York University 2021-2023

Outstanding Reviewer Award, *Journal of Consumer Psychology*, 2020

Distinguished Alumni Award, Ross School of Business, University of Michigan, 2020

Best Faculty Research Poster, Schulich School of Business, York University, 2019

Young Scholar Award, Marketing Science Institute (MSI), 2019

Junior Research Excellence Award, Lazaridis School, Wilfrid Laurier University, 2016

Merit Award for Excellence in Research, Wilfrid Laurier University, 2014, 2016

Dean’s Commendation for Teaching Excellence, Wilfrid Laurier University, 2013

Best Competitive Paper Award, Society for Consumer Psychology Conference, 2011

Best Discussant Award, Haring Symposium, 2011
 Haring Symposium Fellow, 2011
 Kendrick Award, 2011 (academic and research achievement)
 Excellence in Teaching Award, Rotman School of Management, 2009-2012
 Rackham Early Candidacy Grant, 2009
 Phelps Grant, 2007-2009
 Leo Burnett Scholars Grant, 2009 (research excellence)
 University of Michigan Doctoral Fellowship, 2007-2009
 Best Speaker, AMA Annual Marketing Research Conference, 2006
 Top 30 Marketers Under 30, *Marketing* magazine, 2002
 McGill International Graduate Fellowship, 1996-1998
 Beta Gamma Sigma, 1995 (academic excellence)

Service: Academic Journals and Conferences

Co-Editor:	<i>Journal of Consumer Psychology</i> Special Issue on Consumer Insights from Text Analysis (2022-2023)
Associate Editor:	<i>Journal of Marketing</i> (2023-present) <i>Journal of Consumer Research</i> (2022-present) <i>Journal of Consumer Psychology</i> (2021-present)
Editorial Boards:	<i>Journal of Marketing</i> (2021-2023) <i>Journal of Consumer Research</i> (2020-2022) <i>Journal of Consumer Psychology</i> (2020-2021)
Ad-hoc Reviewing:	<i>Frontiers in Psychology</i> <i>International Journal of Research in Marketing</i> <i>Journal of Experimental Psychology: General</i> <i>Journal of Experimental Social Psychology</i> <i>Journal of Marketing Research</i> <i>Journal of Personality and Social Psychology</i> <i>Management Science</i> <i>Marketing Letters</i> <i>Marketing Science</i>
Conference Co-chair:	<i>American Marketing Association Winter Academic Conference, Las Vegas</i> (2022) <i>Association for Consumer Research Doctoral Symposium, Seattle</i> (2021)
Conference Program Committee:	<i>S. Ontario Behavioral Decision Research Conference</i> (2022-2023) <i>Association for Consumer Research Conference</i> (2018) <i>Society for Consumer Psychology Conference</i> (2019-2021)
Conference Reviewing:	<i>Association for Consumer Research</i> (2008-2011, 2013-present) <i>European Association for Consumer Research</i> (2023) <i>Society for Consumer Psychology</i> (2009-present)

Award Reviewing: *Marketing Science Institute (MSI) Alden G. Clayton Doctoral Dissertation Proposal Award (2019, 2020, 2022)*
Society for Consumer Psychology Doctoral Dissertation Competition (2013-2017)
Society for Consumer Psychology Diversity Travel Scholarship (2016)

Service: Graduate Student Advising

2021-present	Donya Shabgard	PhD thesis committee member, York University
2016-2022	Claudia Iglesias	PhD thesis co-supervisor, Wilfrid Laurier University*
2021	Cairo (Kailuo) Liu	PhD thesis external examiner, University of Toronto
2021	Michael Moorhouse	PhD thesis external examiner, Western University
2019-2020	Nukhet Agar	PhD thesis committee member, York University
2019	Alex Kaju	PhD thesis external examiner, University of Toronto
2019	Peter Nguyen	PhD thesis external examiner, Western University
2016	Courtney Lunt	MA, internal-external examiner, Wilfrid Laurier University
2016	Matthew Philp	PhD, external examiner, Queens University
2015	Kathryn Schuett	MA, internal-external examiner, Wilfrid Laurier University

*Thesis supervisor until changed institutions in 2019, then sustained co-supervision as an external.

Service: Other

Program Committee, Southern Ontario Behavioral Decision Research Conference, Toronto (Rotman), 2023
 Program and Site Committees, Southern Ontario Behavioral Decision Research Conference, York (Schulich), 2022
 Student Appeals Panel, York (Schulich), 2022-present
 Executive Committee, York (Schulich), 2021-present
 Master Programs Committee, York (Schulich), 2021-present
 Tenure and Promotions Committee, York (Schulich), 2021-2022
 Co-Chair, Language Lab Online Seminar Series, 2020
 Coordinator, NOESIS Lab Meetings, York (Schulich), 2020-present
 Coordinator, Marketing Management (MKTG 5200), MBA course, York (Schulich), 2020-2021
 BBA/iBBA Program Committee, York (Schulich), 2019-2021
 Faculty Advisor, York Marketing Association (student club), York (Schulich), 2019-present
 Program Committee, ACR Annual Conference, Association for Consumer Research, 2018
 Co-coordinator, Marketing Area PhD Program, WLU (Lazaridis), 2018
 Selection Committee, Social Sciences and Humanities OGS, WLU, 2017-18
 Coordinator, Building and Managing Products (BU 362), BBA course, WLU (Lazaridis), 2017-18
 Coordinator, Marketing Research Symposium, WLU (Lazaridis), 2015-18
 Co-coordinator, Human Subjects Research Panel, WLU (Lazaridis), 2013-18
 Ontario University Fair, L WLU (Lazaridis), 2013-18
 Judge, ICE Case Competition, WLU (Lazaridis), 2013-18
 Petitions Committee, WLU (Lazaridis), 2013-16
 Marketing Curriculum Planning Committee, WLU (Lazaridis), 2015-16
 Marketing Area Journal Ranking Development, WLU (Lazaridis), 2015
 Marketing Area Research Committee, WLU (Lazaridis), 2014-15
 Coordinator, Marketing Strategy (BU 452), undergraduate course, WLU (Lazaridis), 2013-18
 Dean's Brand Task Force, WLU (Lazaridis), 2013

Judge, Hawk's Den Case Competition, Laurier Marketing Association, WLU (Lazaridis), 13 Nominations Committee, WLU (Lazaridis), 2013

Teaching Experience

Logics of Social Research (DCAD 7100), Schulich School, PhD seminar course, Fall 2020

- Instructor Rating (7 item mean over 1 section): M = 6.8 of 7

Marketing Research (MKTG 3100), Schulich School, undergraduate course, Fall 2020

- Instructor Rating (7 item mean over 2 sections): M = 6.2 of 7

Consumer Behavior (MKTG 4150), Schulich School, undergraduate course, Sep. 2019 – present

- Instructor Rating (7 item mean over 2 sections): M = 6.4 of 7

Fundamentals of Behavioral Research (BU 800), Lazaridis School, PhD/MSc seminar course, Sep. 2016 – Dec. 2018

- Instructor Rating (7 item mean over 3 sections): M = 6.6 of 7

Consumer Behavior (BU 842), Lazaridis School, PhD/MSc seminar course, social influence and word of mouth sessions, Jan. 2018 – Dec. 2018

Marketing Philosophy & Theory (BU 812), Wilfrid Laurier University (Lazaridis), PhD/MSc seminar course, psychology theory sessions, Jan. 2015 – Apr. 2018

Marketing Strategy (BU 452), Lazaridis School, undergraduate course, Jan. 2013 – Apr. 2018

- Instructor Rating (7 item mean over 4 sections): M = 6.7 of 7

Building and Managing Products, Services and Brands (BU 362), Wilfrid Laurier University (Lazaridis), undergraduate course, Jan. 2013 – Apr. 2017

- Instructor Rating (7 item mean over 8 sections): M = 6.6 of 7

Introduction to Marketing Management (BU 352), Wilfrid Laurier University (Lazaridis), undergraduate course, Sep. 2012– Dec. 2018

- Instructor Ratings (7 item mean over 6 sections): M = 6.6 of 7

Principles of Marketing (RSM 250), University of Toronto (Rotman), undergraduate course, Sep. 2009 – Apr. 2012

- Instructor Ratings (7 item mean over 5 sections): M range = 6.1 – 6.6 of 7
- Excellence in Teaching Awards: 2009 – 2012

Retail and Small Business Marketing, McGill University / Quebec Public Interest Research Group, Six-week course, January – March 1997

Profiles in American Enterprise (BADM 2850), University of Colorado (Leeds), lecture (~300 students) and recitation (18 students), January 1993 – April 1994

- Instructor Rating: 3.9 of 4

Course Development

Marketing Dynamics (MKTG 6820), York University, new course, 2023.
Marketing Management (MKTG 5200), York University, major update, 2020.
Building and Managing Products (BU 362), Wilfrid Laurier University, major update, 2016.

Professional Affiliations

Academy of Management
Association for Consumer Research
Association for Psychological Science
American Marketing Association
Canadian Marketing Association
Society for Consumer Psychology
Society for Personality and Social Psychology

Industry / Community Service

Treasurer and Board of Directors, Frankland Community Day Care, 2015-2017
Advisory board, Changents.com (cause-related social network), 2006-2012
Consultant, Canadian Executive Services Organization, 1997-1998

Industry Experience

Indigo Books & Music Inc. (retail brands: Chapters, Indigo, Coles, chapters.indigo.ca)

- Vice President, Loyalty Marketing & Customer Insight, 2005-2007
- Co-Chief Marketing Officer (interim / maternity leave), 2006
- Director, Loyalty Marketing, 2002-2005

Excite Canada, a division of Rogers Media (search engine brands: www.excite.ca, Excite@Home)

- Director of Marketing, 2001-2002
- Senior Manager, CRM & Online Marketing, 2000-2001

BBDO Toronto (ad agency; clients: Excite, Gillette, Kanetix, Lavalife, Molson, Scotiabank)

- Account Supervisor (promoted from Manager), 1998-2000

DMB&B New York (ad agency; clients: Burger King, Citizen Watch, Kraft Foods)

- Media Planner (promoted from Assistant), 1995-1996

Popular Press

Interviews on consumer behavior, CRM, customer service, language, marketing, retailing, and social media including *CBC* (TV, radio, and online), *CTV* (TV and online), *Canadian Press*, *Global News* (TV and Online), *Huffington Post*, *Marketing*, *Maclean's*, *Strategy*, and *Toronto Star*. Media accounts of research Grant is involved in have appeared at *The Globe and Mail*, *Harvard Business Review*, *MIT Sloan Management Review*, *Nature*, *National Geographic*, *Science*, *Scientific American*, *strategy+business*, and *The Wall Street Journal*, among others.