

Terri C. Albert, Ph.D.
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Overview: A unique set of recognized accomplishments that includes co-creating the experiential learning model adopted by General Electric, Chicago Booth, and Kellogg School of Management blended with significant corporate and consulting experience.

ACADEMIC EXPERIENCE

Clinical Associate Professor of Marketing Leader, Experiential Learning Initiative

Kellogg School of Management, Northwestern University, August 2013 – September 2015

This newly created position is responsible for building the experiential learning marketing curriculum. The focus reflects a four prong, in-class project strategy: scalable; transferable; integrated within the course's learning objectives (applying conceptual frameworks to real business issues); and provides value to students and participating company sponsors. This position is also responsible for developing and teaching new experiential courses.

Marketing and Strategy Faculty

University of Chicago, Booth School of Business, 2011- 2013.

Strategy Lab (co-taught with Harry Davis; 2011- 2013); Digital Marketing (2011)

Senior Associate Director, Experiential Learning

James M. Kilts Center for Marketing

University of Chicago, Booth School of Business, August 2010 – August 2013

The position was responsible for developing and expanding experiential learning courses in marketing and strategy. There was responsibility for an ongoing assessment of current experiential learning curriculum in order to propose recommendations for improvements and/or developing new opportunities.

Faculty Research Fellow, Marketing

General Electric's student learning lab, edgelab, Stamford, CT., 2001-2011.

Co-created the learning model adopted for a innovative experiential learning lab partnership between UCONN Stamford and GE Corporate. Faculty were responsible for coaching student teams, client relationship management and integrating applicable conceptual frameworks and/or creating and testing new models/frameworks. GE business lines that participated included, but were not limited to, healthcare, energy, entertainment, finance, appliances, rail and aviation.

ACCESS (Africa Center for Engineering Social Solutions) Faculty Team,

University of Hartford/University of Rhode Island/Brown University, 2010 -- 2013.

Developed micro business solutions based on ethnographic research (in-country) for sustaining safe drinking water, improved food production and wellness education for three communities in the Nyanza Province (southwest Kenya).

Scholar-in-Residence

NYU Faculty Resource Network, Fall 2005 and Summer 2006.

Lead Faculty, Experiential Learning

AOL Partnerships in Excellence Program, Summer and Fall 2004.

Led experiential learning projects for AOL, Latino.

Pitney Bowes, Summer 2004.

Innovation product design

Associate Professor of Marketing,

University of Hartford, 2000 – 2011 (ranks of assistant and associate professor; retired with tenure).

Created taught a portfolio of undergraduate and graduate experiential learning courses: marketing strategy; marketing research, consumer behavior; integrated marketing communications; international business strategy (entertainment industry); services marketing (taught domestic and abroad); and global strategies.

ACADEMIC AREAS OF INTEREST

Teaching: Consumer Behavior, Digital Marketing, Integrated Marketing Communications, Marketing Management, International Business, Market Research, Advertising and Services Marketing (undergraduate, graduate, executive and international/study abroad programs). Teaching approach incorporates experiential/action-based learning pedagogy based on created and tested model.

Research: Experiential learning models; technology-enabled marketing focusing on 1) point-of-sale (customer behaviors) and 2) an online, customer relationship management [CRM], segmentation model development; societal marketing focusing on the adoption of environmentally responsible behaviors in developed and under-developed countries.

DISSERTATION

“Invariance of Factorial Validity of a Job Performance Scale”; University of Southern California, 1983

EDUCATION

University of Southern California, Ph.D.

Schools of Psychology/Educational Psychology and Business, 1983

(Inter-disciplinary degree administered by and awarded from the School of Education)

University of Southern California, M.S.

T. Albert: Curriculum Vitae

School of Psychology/Educational Psychology, 1979
(Inter-disciplinary degree administered by and awarded from the School of Education)

University of Maryland, B.A.
School of Sociology, 1975

Peter F. Drucker Graduate Management Center
Claremont Graduate School, Advanced Management Program, 1986
(Compressed executive MBA program)

UCLA–Anderson School of Management
Selected Marketing and Finance MBA coursework, 1986

EXPERIENTIAL LEARNING COLLABORATIONS

Co-authored and presented two case studies based with SAS and MBA student teams. One study focused on *retailer loyalty* and the other on *mobile engagement*.

Leading a team of faculty and students with the Hyde Park Chamber of Commerce executive director, segmentation, *targeting and positioning* project focusing on Hyde Park, IL retailers. The goal was to quantify the *Hyde Park shoppers' buying behaviors and preferences* leading to retailer strategies and campaign development.

Developed a *marketing communications plan* on *affordable housing* for Partnerships for a Strong Community (not-for-profit organization working with legislators) with a team of three undergraduate students. This public policy issue was a cornerstone of a state election and the communications plan guided the presentation of the issue to three key stakeholders: state and local legislators; business community particularly human resource directors; and voters.

Collaborated with a regional Medical Center to address the Hospital's strategic initiative focusing on the Baby Boomers' *healthcare needs*. A research study led to a marketing plan that was adopted by the Hospital's board; published as a case study.

PUBLICATIONS

Refereed Journal Articles:

Albert, Terri C. and Randy Jacobs (2008). "Television Attitudes and TV Types of African-Americans, Latinos, and Caucasians". *Journal of Advertising Research*, 48, 2, 235-246.

Albert, Terri and Russell S. Winer (2005). "Capturing Customers' Spare Change". *Harvard Business Review*, 83, 5, 28.

Albert, Terri and Ralph Reilly (2005). "Integrating Multi-Media Instructional Technology into the Classroom: An Empirical Study of Faculty and Students". *Computers in Education Journal*, 15, 2, 11-17.

T. Albert: Curriculum Vitae

Albert, Terri, Paulo Goes and Alok Gupta (2004). "GIST: a Model for Design and Management of Content and Interactivity of Customer-Centric Web Sites". *MIS Quarterly*, 28, 2, 161-182.

Albert, Terri, Edward Johnson, Daniel Gasparino, and Pinar Tokatli (2003). "Planning for the Baby Boomers' Healthcare Needs: A Case Study". *Journal of Hospital Marketing and Public Relations*, 15, 1, 77-88.

Albert, Terri (2003). "Need-Based Segmentation and Customized Communication Strategies in a Complex Commodity Industry: A Supply Chain Study". *Industrial Marketing Management*, 32, 4, 281-290.

¹Albert, T.C., Chester A. Schriesheim and William B. Michael (1986). "Invariance of Factorial Validity of a Job Performance Scale". *Educational and Psychological Measurement*, 46, 237-244.

Marsh, Herbert, W. and Terri Cooper Albert (1981). "Prior Subject Interest, Student Evaluations, and Instructional Effectiveness". *Multivariate Behavioral Research*, 16, 83-104.

Michael, William, B., Terri Cooper Albert, Phyllis Shaffer and Edward Wallis (1980). "A Comparison of the Reliability and Validity of Ratings of Student Performance on Essay Examinations by Professors of English and by Professors of Other Disciplines". *Educational and Psychological Measurement*, 40, 183-195.

Books:

Albert, Terri, C. and William B. Sanders (2003). *E-Business Marketing*, Upper Saddle River, NJ: Prentice-Hall.

Instructional Resources:

Albert, Terri (2003). *Instructor's Manual for E-Business Marketing*, Upper Saddle River, NJ: Prentice-Hall.

Albert, Terri and William B. Sanders (2003). *Instructional Website for E-Business Marketing*, Upper Saddle River, NJ: Prentice-Hall.

Selected Other Publications:

Albert, Terri, student team + V. Orler (2015). "Mobile Engagement and The Differentiating Role of Analytics" (Case study co-authored in collaboration with Kellogg MBA students and SAS. Available online at www.SAS.com).

¹ Time lapse between doctoral study completion, industry experience and full time, tenure-track academic appointment.
T. Albert: Curriculum Vitae

Albert, Terri, C. Beck, A. Crewson, S. Ho, C. Luse, A. Soley, K. Young, and V. Orler (2014). “Shopper Insights to Improve Retail Loyalty Programs”. (White paper in collaboration with Kellogg MBA student team and SAS. Available online at www.sas.com)

Colby, Charles and Terri C. Albert (2003). “The Role of Culture in Technology Adoption in the U.S: Results of the African American and Latino Technology Readiness Survey”. White paper available online:

<http://www.rockresearch.com/articles/global/2002%20AA%20and%20Latino%20NTRS.htm>

Albert, T.C. (2000). “Internet Marketing Provides a Competitive Advantage in a Global Economy,” *Port Connecticut Transportation & International Trade*, Year 2000 edition, 12-14.

ACADEMIC CONFERENCES

Albert, Terri, John Balla, and Liz Miller (2015). “Mobile Engagement and The Differentiating Role of Analytics” presented at the *Direct Marketing Association: Marketing Analytics Conference*, Chicago: March.

Terri C. Albert and Randy Jacobs (2008). “Ethnicity, Internet Adoption and Use of Online Services” presented at the *Association for Education in Journalism and Mass Communication Conference*, Chicago: August.

Terri C. Albert and Russell S. Winer (2007). “Brother Can You Spare a Dime? Spare Change Effect at Point of Purchase” presented at the XXIX *INFORMS/Marketing Sciences Conference*, Singapore: June

Terri C. Albert and Charles L. Colby (2003). “The Importance of Multicultural Marketing: A Selection of Attitudes and Preferences of Hispanic and African-American Consumers” presented at the *Macromarketing Conference, Marketing to Diverse Cultures*, Ledyard, CT: August.

Terri C. Albert and Charles L. Colby (2003). “The Technology Readiness of Vulnerable or Impacted Groups and Public Policy Considerations: A Cross-Cultural Research Program” presented at the *American Marketing Association’s Public Policy and Marketing Conference: Emerging Issues and Challenges in Public Policy*, Washington, D.C., May.

Terri Albert, session organizer and moderator. “Emerging Technologies for the Urban Consumer: Critical Issues and Research Directions” (2002). *American Marketing Association, Winter Educators Conference, Marketing Theory and Applications*, Austin, TX, February. Nominated for Conference Best Special Session. (Participants: Charles Colby, Jakki Mohr, Margery Steinberg)

Terri Albert and Margery Steinberg, University of Hartford (2002). “Training Directions and Assessments for Retail Workers in Urban Areas—an Exploratory Study” presented at the *American Collegiate Retailing Association/NRF Winter Conference*, New York City, January.

Terri Albert (2001). “The History of Radio and Its Marketing: Is the Internet Listening?” presented at the Conference on History Analysis and Research in Marketing (CHARM). *Milestones in Marketing History Conference*, Proceedings of the Tenth CHARM conference, Durham, North Carolina, May.

Mary L. Carsky, University of Hartford, Roger A. Dickinson, University of Texas at Arlington, Terri C. Albert, University of Hartford, and Mary F. Smith, Georgia Southern University (2000). “Toward Consumer Efficiency: A Shopping Model Extension” presented at the Retailing 2000: *Launching the New Millennium*, Proceedings of the Sixth Triennial National Retailing Conference of the Academy of Marketing Science and the American Collegiate Retailing Conference, Columbus, Ohio, November.

INVITED ADDRESSES

Albert, Terri, J. Balla, and J. Phillips (2014). “Analytics Differentiates Next-Generation Loyalty Programs” presented at The Premier Business Leadership 2014 Series, Las Vegas, Nevada. October

“In-Store Decisionmaking”, December 21, 2006, Tilburg University, The Netherlands (with Russell S. Winer)

“The Community..The Classroom..The Connection: Understanding the Digital Divide”, September 2004, Dedication of Mali Lecture Halls, University of Hartford, Invited Address.

Research Seminar: University of Connecticut, February 2003. A half-day presentation and discussion on the research that led to the GIST model development and subsequent manuscript submission and acceptance.

Chair and Discussant, “What Salespeople Can Teach Us About Negotiation”, Northeast Business and Economics Association (NBEA) Annual Conference, September 2001.

Editorial Board:

Industrial Marketing Management (2004 – 2012)

Refereed Journal Reviewer:

Decision Support Systems (2006 – 2010)

Journal of Services Research (2005 – 2010)

Book Reviews:

IMC: Using Advertising and Promotion to Build Brands, second edition by Tom Duncan (McGraw-Hill/Irwin), 2004.

Understanding E-Commerce: An Interdisciplinary Perspective by Sandeep Krishnamurthy (South-West Publication), 2001.

SELECTED COLLEGE AND UNIVERSITY SERVICE

University of Hartford

University	
2005 – 2010	FCLD Grant Review Committee
2003 – 2005	Classroom Technology Committee
2002 – 2005	E-Business/E-Commerce Sub-Committee
College	
2009 – 2010	Chair, Social Responsibility Ad Hoc Committee
2009 – 2010	Chair, Honors Committee
2007 – 2008	Chair, Management Faculty Search Committee
2006 – 2007	Chair, Marketing Faculty Search Committee
2004 – 2007	Chair, Executive MBA Program Committee
2003 – 2005	Dean Search Committee

University of Connecticut

University	
2000	University Technology Committee
College	
1999 – 2000	MBA Selection and Admissions Committee
1999 – 2000	Executive MBA Curriculum Committee
1999 – 2000	MBA/MD Dual Program Curriculum Committee
1999 – 2000	Ph.D./Doctoral Committee Member
1999 – 2000	MBA Integration Project Chair

SELECTED AWARDS, HONORS, AND GRANTS

University of Hartford, Outstanding Achievement in Pedagogy Award Nomination, 2005

Scholar-in-Residence, NYU's Stern School of Business, 2005, 2006

University of Hartford, Barney School of Business, Faculty Research Award, 2005

AOL, Partnerships in Excellence Program, 2004

Hormel Foods, Teaching Excellence Award Nominee, 2004

CONSULTING EXPERIENCE

2015 – Present

Founder and CEO

Fresh Set of Eyes, LLC

Discovering New Opportunities – Driving Outcomes

Fresh Set of Eyes, LLC discovers an organization's new opportunities for sustainable growth. There are two unique approaches that are evaluated and customized to meet individual, client needs:

Strategic Consulting

Focused, individualized consulting services to help businesses identify strategic goals and implementation plans to realize those goals.

Learning Labs

Building collaborative teams of industry professionals, subject matter experts, academicians, and students from select universities to analyze the challenges and offer solutions.

1989 – 2014

Founder and President

Swan Place Productions

A full, service consulting practice that specialized in identifying and developing innovation as a competitive advantage for its clients. Illustrative industry clientele included:

- Financial Services
 - Consumer/retail banking
 - Business banking
 - Credit Card
 - Investments
- Technology based products/services
- Telecommunications
- Manufacturing
- Information Services

Marketing specialization included but was not limited to:

- e-Business initiatives
- Non-traditional Distribution Channels—leveraging efficiencies and improved service
- Communication/Promotional Effectiveness
- Product Development
- Product Life Cycle Strategies
- Relationship Marketing Strategies and Implementation

INDUSTRY EXPERIENCE

1981 – 1989

Senior Vice President

Bank of America (previously, Security Pacific National Bank)

Executive leadership development program with rotating, eighteen month assignments in each of the following areas: corporate research and economics; retail franchise marketing; futures trading; retail bank direct marketing; and credit card marketing.