

Jean M. Grow, Ph.D.

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[Faculty Homepage](#) Diederich College
[Grow Cultural Geography](#) Professional Blog

Education

Ph.D., University of Wisconsin-Madison - Mass Communication, Minor - Curriculum and Instruction, 2001

Dissertation: *Constructed Communities: The First Decade of Nike Women's Advertising*

M.A., University of Wisconsin-Stevens Point – Communication, 1996

Thesis: *Advertising in Ukraine: Cultural Perspectives*

B.F.A., The School of the Art Institute of Chicago – Fashion and Fibers, 1983

Thesis: *The Fashion of Woven Art*

Academic Experience

Marquette University, Strategic Communication

2017-present, Chair

2016-present, Full Professor

2009-2017, Director Fine Arts Program

2009-2016, Associate Professor

2000-2009, Assistant Professor

University of Wisconsin-Stevens Point, Communication

1999-2000, Assistant Professor

University of Wisconsin-Madison, Mass Communication

1996-1999, Teaching Assistant

Administrative Experience

Marquette University, Chair Strategic Communication: fall 2017-present

Chair of Strategic Communication, leading 10 faculty and over 25 adjuncts, with two programs (Ad and PR) and one shared program (Corp. Comm.) including approximately 500 declared majors and 200 declared minors. Initial initiatives focusing on industry integration, faculty mentoring and curricular enhancement.

Marquette University, Director Fine Arts Program: 2009-spring 2017

Program Director, leading a cross-institutional collaboration with Milwaukee School of Art and Design offering a Fine Arts minor to Marquette students. The program was reinvigorated through curricular redesign, expanded collaborative opportunities and promotion, leading to quadrupling of enrollment in four years.

Industry Experience

Grow Cultural Geography: 1994-present

Branding Consultant: contextualizing cultural insights with clients such as: Nike (women's advertising retrospective), National Hemophilia Foundation (women's brand development), Flamingo International, London (semiotic brand category analysis) Coalesce Marketing & Design (brand launch), Kimberly-Clark (creative), Neuroscience Group of Northeast Wisconsin (strategic planning), and Thrivent (creative).

Apple Photography Group: 1991-1993

Director of Marketing: led marketing communications, client development, and project management. Clients included: Kimberly-Clark, Sargento Foods, and Thrivent.

Jean Grow Represents: 1985-1990

Advertising Artist Representative: led sales and marketing services for commercial illustrators, photographers and film. Corporate clients included: Coca-Cola USA, Jim Beam Brands, Kellogg USA, and Zenith. Advertising agency clients included: BBDO, DDB, FCB, J. Walter Thompson, and Leo Burnett.

Jean Grow Fashionable Fibers: 1982-1985

Fashion Designer: designed hand-woven fabrics crafted into a line of clothing for professional women. Clients included: Bloomingdales, Macy's, and Saks Fifth Avenue.

SCHOLARSHIP

Interests

Topics: gender and diversity in the advertising industry. Methods: ethnography, semiotics & depth interviews.

Under Review

Mensa, Marta and Jean M. Grow, "Mexican Creative Women: Breaking Barriers to Entry," *European Review of Latin American and Caribbean Studies*

Grow, Jean M. and Tao Deng, "Times Up Advertising: Women (in) Advertising Creative Departments," *Journal of Marketing Development and Competitiveness*.

Refereed Journal Publications

Grow, Jean M (in press/2018), "Diversity and Inclusion in Advertising: Hispanic Perspectives," *Advertising & Society Quarterly*.

Deng, Tao and Jean M. Grow (in press/2018), "Red Books Reveals Gender Segregation in Advertising Creative Departments Worldwide: A Five-Year Longitudinal Study," *Advertising & Society Quarterly*.

Grow, Jean M. & Shiyu Yang (2018), "Generation Z Enters Advertising: Workplace Expectations Through a Gendered Lens," *Journal of Advertising Education*, 22/1, p. 7-22.

Mensa, Marta and Jean M. Grow, (2015), "Creative Women in Peru: Outliers in a Machismo World," *Communication & Society*, 28/2, online.

Grow, Jean M. and Tao Deng (2014), "Sex Segregation in Advertising Creative Departments Across the Globe," *Advertising & Society Review*, 14/4, online.

Grow, Jean M., David Roca and Sheri J. Broyles (2012), "Vanishing Acts: Creative Women in Spain and the United States," *International Journal of Advertising*, 31/3.

Grow, Jean M. and Sheri J. Broyles (2011), "Unspoken Rule of the Creative Game: Insights to Shape the Next Generation from Top Advertising Creative Women," *Advertising & Society Review* 12/1, online.

Park, Jin Seong and Jean M. Grow, (2010) "Symptom Information in Direct-to-Consumer Antidepressant Advertising and College Students' Perception of the Lifetime Risk of Depression," *Journal of Medical Marketing*, 10/2, 123-33.

Grow, Jean M. (2009), "The Gender of Branding: Early Nike Women's Advertising a Feminist Antenarrative" *Women's Studies in Communication*, 31/3, 310-343.

Grow, Jean M. and Stephanie Christopher (2008), "Breaking the Silence Surrounding Hepatitis C by Promoting Self-Efficacy: Hepatitis C Public Service Announcements," *Qualitative Health Research*, 18/10, 1401-1412.

Broyles, Sheri J. and Jean M. Grow (2008), "Creative Women in Advertising Agencies: Why so Few 'Babes in Boyland'," *Journal of Consumer Marketing*, 15/1, 4-6.

Park, Jin Seong and Jean M. Grow (2008), "The Social Reality of Depression: DTC Advertising of Antidepressants and Perceptions of Prevalence," *Journal of Business Ethics*, 79/4, 379-393.

Grow, Jean M. (2006), "Stories of Community: The First Ten Years of Nike Women's Advertising," *American Journal of Semiotics*, 22/1-4, 165-194.

Grow, Jean M., Jin Seong Park and Xiaoqi Han (2006), "Your Life is Waiting: Symbolic Meanings in Direct-to-Consumer Antidepressant Advertising," *Journal of Communication Inquiry*, 30/2, 163-188.

Grow, Jean M. and Joyce M. Wolburg (2006), "Selling Truth: How Nike's Advertising to Women Claimed a Contested Reality," *Advertising & Society Review*, 7/2, online. Third most viewed article in 2007

Grow, Jean M. and Joyce M. Wolburg (2005), "Service Learning Across the Curriculum: A Collaboration to Promote Smoking Cessation," *Journal of Advertising Education*, 9/1, 5-18.

Grow-von Dorn, Jean M., and Irina Akimova (1998), "Advertising in Ukraine: Cultural Perspectives," *International Journal of Advertising*, 17/5, 189-211.

Peer Reviewed Book Chapters

Grow, Jean M., (2017), "Exploring Gender Bias: Anglo-American Echoes in Swedish Advertising Creative Departments," *Feminists, Feminisms, and Advertising: Some Restrictions Apply*, Kim Golombinsky and Peggy Kreshel (eds.), Lexington/Rowman, N.Y.

Grow, Jean M. (2017), "American Advertising and the Politics of Consumption," *Global Advertising Practice in a Borderless World*, Robert Crawford and Linda Brennan(eds.), Routledge, N.Y.

Grow, Jean M. (2016), "Advertising Creative and the Pink Ghetto," *Cases in Organizational and Managerial Communication: Stretching Boundaries*, Jeremy P. Fyke, Jeralyn Faris & Patricia M. Buzzanell (eds.), Routledge, N.Y.

Roca, David, Daniel Tena and Jean M. Grow, (2014), "Advertising Education in Spain," *Advertising Education Around the World*, Jef. I. Richards & Billie I. Ross (eds.), 290-304, American Academy of Advertising, Pittsboro, NC.

Published Proceedings

Haung, Ying, Jean M. Grow, Karen Mallia, Jiang Chingshan, Yang Feng (2016), "Challenges and Opportunities in Teaching Creative Advertising in the Digital Age," *Proceedings of the Conference of the American Academy of Advertising*.

Grow, Jean M., Jackie Dickenson, Tao Deng and Kim Pick (2015), "Practicing Creative Prepared for Leadership: Creative Women in Asia Pacific," *Proceedings of the Conference of the International American Academy of Advertising*.

Mensa, Marta and Jean M. Grow (2015), "Machismo Men and Pinkified Women in Peruvian Advertising," *Proceedings of the Conference of the International American Academy of Advertising*.

Grow, Jean M., Karen Mallia, Laurence Klinger, Mylene Pollock and Lewis Williams (2015), "Preparing Women and Minorities for Success and Leadership in Creative," *Proceedings of the Conference of the American Academy of Advertising*.

Grow, Jean M., David Roca and Sheri J. Broyles (2010), "Where are the Women? Creative Voices from Spain and the United States." *Proceedings of the American Academy of Advertising International Conference*.

Broyles, Sheri J. and Jean M. Grow (2010), "Weaving Your Way Through the Creative Labyrinth: Words of Wisdom from Professionals." *Proceedings of the Conference of the American Academy of Advertising*.

Grow, Jean M. (2007), "Thank You Don Imus: Nike Advertises Social Justice," *Proceedings of the Semiotic Society of America Conference*.

Grow, Jean M, Jin Seong Park and Xiaoqi Han (2006), "Peddling Antidepressants: Three Brands One Meaning a Semiotic Analysis of Direct-to-Consumer Advertising," *Proceedings of the American Academy of Advertising*.

Grow, Jean M. (2005), "Stories of Community: The First Decade of Nike Women's Advertising," *Proceedings of the American Academy of Advertising*.

Publications Under Review

Mensa, Marta and Jean M. Grow, "Mexican Creative Women: Breaking Barriers to Entry," *International Journal of Advertising*.

Grow, Jean M. and Shiyu Yang, "Generation Z Enters Advertising: Workplace Expectations Through a Gendered Lens," *Journal of Education*.

OTHER PUBLICATIONS

Textbook

Altstiel, Tom, Jean Grow & Marcel Jennings (in press/2019) *Advertising Creative: Strategy, Copy & Design*, 5 ed., Sage.

Altstiel, Tom and Jean Grow (2017), *Advertising Creative: Strategy, Copy & Design*, 4 ed.

Altstiel, Tom and Jean Grow (2013), *Advertising Creative: Strategy, Copy & Design*, 3 ed., two international translations.

Altstiel, Tom and Jean Grow (2010), *Advertising Creative: Strategy, Copy & Design*, 2 ed., one international translation.

Altstiel, Tom and Jean Grow (2006), *Advertising Strategies: Creative Tactics from the Outside/In*, 1 ed., one international translation.

Invited Publications

Grow, Jean M. and Tao Deng, (2015), "Tokens in a Man's World: A Global Analysis of Women in Advertising Creative Departments," *Media Report to Women*, Winter, 43/1.

Grow, Jean M., (2008, '11 & '15), "Nike Women's Advertising: A Matter of Principle," in *Advertising Principles and Practice*, Moriarty, Mitchell & Wells, Pearson/Prentice Hall, 10th ed., p. 255.

Grow, Jean M. (2002), "Hepatitis C: Wisconsin's Silent Epidemic," in *American Liver Foundation Newsletter*, Wisconsin Chapter, 4/2, 4.

Book Reviews

Grow, Jean M. (2015), "*Breakthrough Thinking: A Guide to Creative Thinking and Idea Generation*" by Thomas Vogel, How Books.

Grow, Jean M. (2013), "*Mad Women: The Other Side of Life on Madison Avenue in the '60s and Beyond*," by Jane Maas, for the *International Journal of Advertising*.

Grow, Jean M. (2008), "Sex in Consumer Culture: The Erotic Content of Media and Marketing," by Tom Reichert & Jacqueline Lambiase, for the *Journal of Advertising Education*.

PRESENTATIONS

Peer Reviewed

Deng, Tao and Jean M. Grow (2018), "Five Years of Red Books Reveal Gender Segregation in Advertising Creative Departments Worldwide," *International Communication Association*, Prague CZ.

Deng, Tao and Jean M. Grow (2018), "Five Years and Little Change: Tracking Advertising Creative Women in the United States," *American Academy of Advertising*, New York, NY.

Grow, Jean M. and Shiyu Yang (2017), "Aspiring Advertising Professionals: Workplace Expectations Through a Gendered Lens," *Association for Education in Journalism and Mass Communication*, Chicago, IL.

Haung, Ying, Jean M. Grow, Karen Mallia, Jiang Chingshan, and Yang Feng (2016), "Challenges and Opportunities Teaching Creative Advertising in the Digital Age," *American Academy of Advertising*, Seattle, WA.

Sheetal, Patel, Yeuseung Kim, Jean M. Grow, Karen Mallia, Kat Gordon and Louis Vong (2105), "We Know Why Women Are Not Staying in Advertising, Now What Will We Do About it? Keeping Female Students in the Advertising Industry," *Association for Education in Journalism and Mass Communication*, San Francisco, CA.

Grow, Jean M., Karen Mallia, Laurence Klinger, Mylene Pollock and Lewis Williams (2015), "Preparing Women and Minorities for Success and Leadership in Creative," *American Academy of Advertising*, Chicago, IL.

Mensa, Marta and Jean M. Grow (2015), "Machismo Men and Pinkified Women: Creative Women in Peruvian Advertising," *American Academy of Advertising*, International Conference, Auckland New Zealand.

Grow, Jean M., Jackie Dickenson and Tao Deng (2105), "Practicing Creative Prepared for Leadership: Creative Women in Asia Pacific," *American Academy of Advertising*, International Conference, Auckland New Zealand.

Grow, Jean M. (2014), "Creative Women in Sweden Advertising and the Case of Systemic Scarcity," *Association for Education in Journalism and Mass Communication*, International Conference, Montreal Canada.

Grow, Jean M. and Tao Deng (2014), "Tokens in a Man's World: A Global Analysis of Women in Advertising Creative Departments," Professional Freedom and Responsibility, Advertising Division, *Association for Education in Journalism and Mass Communication*, International Conference, Montreal Canada. Top Paper Award.

Grow, Jean M. and Alan Madry (2013), "Contemplative Practices: Creating Opportunities for Deeper Reflection," *ACHME Annual Conference*, Amherst College.

Grow, Jean M. (2013), "Making Advertising: Creative Women, Global Perspectives," *Wisconsin Women's Studies and LGBTQ Conference*, Madison, WI.

Grow, Jean M. and Tao Deng (2013), "Tokens in a Man's World: Creative Women and Global Advertising," *International Education Poster Session*, Marquette University.

Grow, Jean M. (2012), "Voices of Creative Women: Six Countries, One Experience" *International Education Poster Session*, Marquette University.

Grow, Jean M., David Roca and Sheri J. Broyles (2012), "Creative Women at the Margins: A Cross-Cultural Perspective," *ICORLA European Advertising Academy*, International Conference on Research in Advertising, Stockholm Sweden.

- Grow, Jean M., Pasero, Anne and Ellen Eckman (2011) "Market Global: Faculty Engagement in International Education" *Global Education Conference: Across Disciplines*, Madison WI.
- Flewellen Kali J., Sheri J. Broyles and Jean M. Grow (2011) "Women to Watch Speak Out: Looking Behind the Curtain of Mentoring, Networking and Gender." *Association for Education in Journalism and Mass Communication*, St. Louis, MO.
- Grow, Jean M., David Roca and Sheri J. Broyles (2010), "Where Are the Women? Creative Voices from Spain and the United States." *American Academy of Advertising*, International Conference, Milan Italy.
- Broyles, Sheri J. and Jean M. Grow (2010). "Making the Connection: Creative Women Talk about Empathy, Creativity and Gender." *Association for Education in Journalism and Mass Communication*, Denver, CO.
- Broyles, Sheri J. and Jean M. Grow (2010), "Weaving Your Way Through the Creative Labyrinth: Words of Wisdom from Professionals," *American Academy of Advertising*, Minneapolis, MN.
- Grow, Jean M. and Sheri J. Broyles (2009), "Insights from Venus for Academic Creative Directors," *Association for Education in Journalism and Mass Communication*, Boston, MA.
- Grow, Jean M. and Sheri J. Broyles (2008), "Mars & Venus in the Advertising Universe: How Working Together Can Work," *Association for Education in Journalism and Mass Communication*, Chicago, IL.
- Grow, Jean M. (2007), "Thank You Don Imus: Nike Advertises Social Justice," *Semiotic Society of America*, New Orleans, LA.
- Grow, Jean M., and Stephanie Christopher (2007), "Averting a 'Silent Epidemic': An Analysis of Hepatitis C Public Service Announcements," *American Marketing Association: Marketing and Public Policy*, Washington, DC.
- Grow, Jean M., Xiaoqi Han and Jin Seong Park (2006), "Peddling Drugs: Regulations, Codes of Conduct and the Pharmaceutical Industry," *American Marketing Association: Marketing & Public Policy*, Long Beach, CA.
- Grow, Jean M, Jin Seong Park and Xiaoqi Han (2006), "Peddling Antidepressants: Three Brands One Meaning a Semiotic Analysis of Direct-to-Consumer Advertising," *American Academy of Advertising*, Reno, NV.
- Grow, Jean M. and Joyce M. Wolburg (2005), "Service Learning Across the Curriculum: A Collaboration to Promote Smoking Cessation," *Association for Education in Journalism and Mass Communication*, San Antonio, TX.
- Grow, Jean M. and Jin Seong Park (2005), "Your Life is Waiting: Symbolic Meanings in Direct-to-Consumer Antidepressants Advertising," *International Communication Association*, New York, NY.
- Grow, Jean M. (2005), "A Community of Athletes," *International Communication Association*, New York, NY.
- Grow, Jean M. (2005), "Stories of Community: The First Decade of Nike Women's Advertising," *American Academy of Advertising*, Houston, TX.
- Grow, Jean M. (2004), "Pinkifying the Brand: Early Nike Women's Advertising and the Evolution of Mediated Representations of Female Athletes," *Association for Education in Journalism and Mass Communication*, International Conference, Toronto, Canada. Top Paper Award.
- Grow, Jean M. and Joyce M. Wolburg (2004), "Selling Truth: How Nike's Advertising to Women Accomplished the Impossible," *Association for Education in Journalism and Mass Communication*, International Conference, Toronto, Canada.

Grow, Jean M. (2004), "Nike and Its Public Relations Challenges," *Association for Education in Journalism and Mass Communication*, International Conference, Toronto, Canada.

Park, Jin Seong and Jean M. Grow (2003), "The Story of Depression," *Association for Education in Journalism and Mass Communication*, Kansas City, MO.

Grow, Jean M. (2002), "Subversive Tactics: The Creation of Early Nike Women's Advertising," *Association for Education in Journalism and Mass Communication*, Miami, FL.

Grow, Jean M. (2000), "Advertising Justice: Crossing Cultural Boundaries with the Commodification of Social Justice," *International Communication Association*, International Conference, Acapulco, Mexico.

Grow, Jean M. (2000), "Power, Gendered Images and Social Justice," *International Communication Association*, International Conference, Miami Beach, FL.

Grow, Jean M. (1998), "Codes of Conduct: Masked Images, Silent Voices," *Association for Education in Journalism and Mass Communication*, Baltimore, MD.

Grow, Jean M. (1997), "Advertising in Ukraine: Cultural Perspectives," *International Communication Association*, Montreal Canada.

Grow, Jean M. (1994), "Celebrities in Advertising, Altered Realities," *Wisconsin Communication Association*, Wisconsin Rapids, WI.

Grow, Jean M. (1993), "Soviet Propaganda Porcelain," *Wisconsin Communication Association*, Wisconsin Rapids, WI.

Invited Presentations

Grow, Jean M. (2018, May 22) "Few Women in Advertising Creative Departments Worldwide: A Five Year Longitudinal Study of Red Books Data." *Dutch Women in Media* sponsored by *nieuws.nl*, Amsterdam the Netherlands

Grow, Jean M. (2018, May 16), "Five Years of Red Books Data on Women in Advertising Creative Departments Worldwide." *Centre for Gender Research, Norwegian University of Science and Technology*, Trondheim Norway.

Grow, Jean M. (2017, June 1), Keynote: "The Pursuit of Happiness: The Politics of Consumption Meets the Digital Age." *Research Institute for Digital Culture and Humanities*, Hong Kong.

Grow, Jean M. (2015, June 12), "Creative Women: Breaking into the Boys' Club." *3% Conference*, advertising industry conference, London, UK.

Grow, Jean M. (2013, November 6), "Writing Wednesdays: Letters of Recommendation." Writing Workshop, Ott Memorial Writing Center, Marquette University, Milwaukee, WI.

Grow, Jean M. (2013, June 26), "Creative Path to Success." iGirl *Girl Scout* Keynote address, Milwaukee, WI.

Grow, Jean M. (2012, Sept. 27), "'Creative Women. Global Perspectives.'" *3% Conference*, advertising industry conference, San Francisco, CA.

Grow, Jean M. (2012), "Global Advertising Creative Departments: The Under-Representation of Women." International Research Poster Session, Marquette University, Milwaukee, WI.

Grow, Jean M. (2011), "Self Branding in an Intercultural World," *YoungSIETAR*, 12th annual conference, Ljubljana, Slovenia.

Grow, Jean M. (2008), "Service Learning in Advertising Curriculum" Pre-conference teaching workshop, *Association for Education in Journalism and Mass Communication*, Chicago, IL.

Grow, Jean M. and Sheri J. Broyles (2008), "Venus in the Advertising Universe: Reflections from Top Women in Agency Creative Departments," Diederich College of Communication Colloquium, *Marquette University*, Milwaukee, WI

Grow, Jean M. (2006), "Stories of Community: The First Decade of Nike Women's Advertising," Research on Women's Issues, *Marquette University*, Milwaukee, WI.

Grow, Jean M. (2006), "Stories of Community: The First Decade of Nike Women's Advertising," Minorities and W Women Advertising Symposium, *University of Wisconsin-Oshkosh*, Oshkosh, WI.

Grow, Jean M. (2005), "Stories of Community: The First Decade of Nike Women's Advertising," Diederich College of Communication Colloquium, *Marquette University*, Milwaukee, WI.

Grow, Jean M. and April Kusper (2004), "Ask and You Shall Receive: Using On-Campus Resources" Wisconsin Campus Tobacco Summit, the *American Lung Association*, Pewaukee, WI

Grow, Jean M. and Joyce M. Wolburg (2004), "Understanding Students' Responses to Anti-Smoking Messages: Using Classroom Creativity to Implement a Smoking Cessation Campaign at Marquette University," Diederich College of Communication Colloquium, *Marquette University*, Milwaukee, WI.

Grow, Jean M. (2004), "The 2004 Student Vote: Factor or Fizzle?" Women's Studies Program & The Department of Political Science, *Marquette University*, Milwaukee, WI.

Grow, Jean, M. (2003), "Coping with the Physical and Psychosocial Effects of Hepatitis C," Wisconsin Viral Hepatitis Conference, Division of Public Health-Wisconsin Department of Health and Family Services and Office of Continuing Medical Education-*University of Wisconsin Medical School*, Madison, WI.

Grow, Jean M. (2002), "The Construction of Community: The First Five Years of Nike Women's Advertising," *Women & Creativity Conference*, Marquette University, Milwaukee, WI.

FELLOWSHIPS & AWARDS

Palestinian American Research Center (PARC) Summer Media Fellowship in Palestine (2018), Washington D.C.

Diversity and Inclusion Faculty Fellow (2016-18), *Marquette University*. Milwaukee, WI

Institute for Diverse Leadership in Journalism and Communication Inaugural Fellow (2015-16), *Association for Education in Journalism and Mass Communication*.

Fellow in Residence (Summer 2015), "Breaking In: Junior Women in Advertising Creative," *International Women's Study Center*, Santa Fe, NM.

Top Paper Award, Grow (2014), "Tokens in a Man's World: A Global Analysis of Women in Advertising Creative Departments," *Association for Education in Journalism and Mass Communication*, Montreal Canada.

Visiting Professor Fellowship (Spring 2103), University of Modena at Reggio Emilia, Reggio Emilia Italy.

Featured Scholar, “Jean Grow” in *Mad Women – A Herstory of Advertising* by Christina Knight (2013), Olika Stockholm.

Golden Rose Award (2013), Marquette University.

Feminist Scholarship Award Nominee (2009), “The Gender of Branding: Antenarrative Resistance in Early Nike Women’s Advertising,” *Women’s Studies in Communication*, 31/3, 310-343.

Dean’s Award for Teaching Excellence (2007), College of Communication, Marquette University.

Top Paper Award (2004), “Pinkifying the Brand: Early Nike Women’s Advertising and the Evolution of Mediated Representations of Female Athletes,” *Association for Education in Journalism and Mass Communication*, Toronto, Canada.

Promising Professor, Nominee (2002), *Association for Education in Journalism & Mass Communication*.

GRANTS

Summer Faculty Fellowship & Regular Research Grant (2013), \$7,925, “The Under-Representation of Women in Global Advertising Creative Departments,” *Marquette University*.

Spanish Government, Ministry of Science & Innovation, Research Grant (2010-2013), €18,000/\$19,460, “La discriminación de género en la evaluación del trabajo creativo de las mujeres en la publicidad /Gender discrimination when evaluating the creative work of women in advertising,” *Spanish Government* in collaboration with Universidad Autónoma de Barcelona, Barcelona Spain.

Catalan Government, Teaching Grant (2011), €5,000/\$5,400, “Pensar en Femenino/Think Like a Woman,” teaching grant, *Spanish Government* in collaboration with Universidad Autónoma de Barcelona, Barcelona Spain.

Fulbright Fellowship (2009), “The Gender of Branding in Italy,” (applied, not funded).

Diederich Summer Scholar Award (2009), \$7,000, Diederich College of Communication, *Marquette University* (declined, due to scheduling conflict).

Summer Faculty Fellowship & Regular Research Grant (2008), \$6,556, “Gender Asymmetry in Advertising Creative Departments: Why Mars and Venus are in a Different Universe,” *Marquette University*.

Diederich Scholar Award (2008), Diederich College of Communication, *Marquette University*.

Diederich Scholar Award (2007), Diederich College of Communication, *Marquette University*.

Diederich Scholar Award (2006), Diederich College of Communication, *Marquette University*.

Faculty Incentive Grant (2005), “Go Suckle: Silencing Female Creative Voices in the Advertising Industry,” Diederich College of Communication, *Marquette University*.

Helen Way-Klinger Fund (2005), \$5,000, Summer Research Grant, *Marquette University*.

Faculty Development Grant (2005), “Your Life is Waiting: Symbolic Meanings in Direct-to-Consumer Antidepressant Advertising,” Diederich College of Communication, *Marquette University*.

Faculty Incentive Grant (2004), “Silent Epidemic No More: Public Service Announcements and Hepatitis C,” College of Communication, *Marquette University*.

Faculty Incentive Grant (2003), “The Story of Depression: An Investigation into the Discourse of Depression as Constructed in Direct-To-Consumer Antidepressants Advertising,” College of Communication, *Marquette University*.

Faculty Incentive Grant (2002), “Visions of Hope: Support Groups and Hepatitis C,” College of Communication, *Marquette University*.

Faculty Incentive Grant (2001), “Normal is a Myth: DTC Advertising of Antidepressants,” College of Communication, *Marquette University*.

Faculty Incentive Grant (2000), “Constructing Community: A Case Study of Nike Women’s Advertising,” College of Communication, *Marquette University*.

Walter J. & Clara Charlotte Damm Research Grant (1998), “Unmasking a Critical Social Issue for the Next Century: Global Labor Issues,” *University of Wisconsin-Madison*.

TEACHING

International Fellowship

Visiting Professor Fellowship (spring 2013), *University of Modena* at Reggio Emilia, Reggio Emilia Italy.

International Teaching

Visiting Faculty (summer 2011), *Universitat Autònoma de Barcelona*, Barcelona Spain.

Guest Lecturer (summer 2011), *University of Michigan*, Rome Italy Program.

Study Abroad Program Leader

Global Brand Tracking: London & Prague (summer 2014), globalbrandtracking2014.wordpress.com

Global Brand Tracking: London & Barcelona (summer 2012), globalbrandtracking2012.wordpress.com

Global Brand Tracking: London & Prague (summer 2010), globalbrandtracking.wordpress.com

United States Courses Taught

Marquette University

Advertising Campaigns

Advertising Copywriting

Advertising Principles

Advertising Account Planning

Creative Strategy (new course development)

Ethical Problems of Mass Communication

Gender and Race in Advertising from the Inside-Out (new course development)

International and Multicultural Advertising and Public Relations

International Advertising and Public Relations (new course development)

Integrated Marketing Communications/graduate course (new course development)

Service Learning Clients: *Froedtert & The Medical College of Wisconsin*, S 2014; *National Hemophilia Foundation*, F 2011; *Pathfinders/Southeastern* S 2008 & S 2009; *Milwaukee County Park District*, S 2007; *St. Catherine Residence*, F 2006; *The Healing Collective*, S 2005; *Core El Centro*, F 2004; *Marquette Student Health Services*, F 2003; *Milwaukee Art Museum*, F 2002; *American Red Cross*, F 2001, S 2004, S 2006 & S 2012.

University of Wisconsin-Stevens Point

Advertising Campaigns

Advertising Copywriting

Introduction to Public Relations

Introduction to Public Speaking

Public Relations Case Studies

*University of Wisconsin-Madison, Teaching Assistant
Advertising Copy & Layout*

DEVELOPMENT

Professional Affiliations

American Academy of Advertising

Association for Education in Journalism and Mass Communication

International Communication Association

Internal Enhancement

Heartland-Delta Faculty Conversations (2011 & 2017).

Certificate in Contemplative Pedagogy (2014).

Marquette Colleagues Program (2014).

Seminar on Catholic Identity (2010).

External Enhancement

Leading in the Age of #MeToo; Understanding Sexual Harassment Solutions in the Modern Workplace (March 6 2018), *CREW*, Milwaukee WI.

Advertising Division Pre-Conference Teaching Workshop (annually 2008-present), *Association for Education in Journalism and Mass Communication*, rotating locations.

Institute for Diverse Leadership in Journalism and Communication Inaugural Fellow (2015-16), *Association for Education in Journalism and Mass Communication*, various workshop locations.

Digital Workshops: Google Analytics and Facebook Advertising (August 23, 2016), *Marquette University*, Milwaukee WI.

International Symposium on Digital Ethics (Nov. 2014), *Loyola University*, Chicago IL.

Diversity Advocates Training (Fall 2014), *Marquette University*, Milwaukee WI.

Healthcare Marketing Certificate (Jan. 2014), *Society for Healthcare Strategy & Market Development*, Washington D.C.

Teaching Advertising Pre-Conference Workshop: Ethics (2013), *Association for Education in Journalism and Mass Communication*, Washington DC.

youngSIETAR, International Intercultural Congress (Oct. 2011), Ljubljana Slovenia.

Global Education Conference: Globalization Across Disciplines (Oct. 2011), Madison WI

youngSIETAR, International Intercultural Congress (Nov. 2010), Istanbul Turkey.

Los Estudios de Comunicación en el EEES, I Congreso Internacional (Oct. 2010) *Universitat Abat Oliba CEU*, Huesca Spain.

Thriving in Times of Change: Nonprofit Marketing Conference (2009), *American Marketing Association*, Chicago, IL.

Mayborn Literary Nonfiction Writers Conference (2009), *University of North Texas*. Denton, TX.

One Club Education Advertising Creative Summit (2008), *One Club*, New York, NY.

Demystifying Online NPO Marketing (2008) teleconference *at Medical College of Wisconsin*.

Educators Summit (2008), *Business Marketing Association*, Milwaukee, WI.

Journalism Convergence Weekend Workshop (2006), *Marquette University*, Milwaukee, WI.

Creativity in Advertising Workshop (2006), *American Academy of Advertising*, Reno, NV.

Multiculturalism in the Marketplace: Targeting the Latina, African American Female and Gay Male Consumer (2006), *Advertising Education Foundation & Leo Burnett*, Chicago, IL.

Red Light Green Light: The FTC and Advertising Law (2005), *Federal Trade Commission & University of North Carolina*, Chapel Hill, NC.

How is Advertising Shaping the Images of Women? (2003), *Advertising Education Foundation & Northwestern University*, Chicago, IL.

SERVICE

Media Expert

Milwaukee Business Journal, “Winners, losers in Super Bowl commercials: Milwaukee experts’ view,” February 5, 2018.

PBS 10thirtysix, “#MeToo Faces of Sexual Harrassment,” January 18, 2018.

NPR, Marketplace, “Advertising Agencies Get a Message on Diversity,” October 12, 2016.

Chicago Tribune, “When It Comes to Fitness, It’s All About the Bride, Not the Groom,” July 29, 2016.

Milwaukee Journal Sentinel, “Progressive’s Flo Extends a Spokeswoman Tradition that Goes Back to Josephine the Plumber,” May 20, 2014.

Israeli Business Daily, “Women in the Workplace,” May 2014.

United AdWorkers “3% of Creative Directors Are Women. We Need to Change That,” November 2013.

CBS58, “Local and National Companies Apologize for 9/11 ads,” on air and online September 11, 2013.

Advertising Age, “The Most Influential Women in Advertising: 1995, Nike, ‘If you let Me Play,’” September 23, 2012.

Fortune, “Sex, Muscles, Basketball: How Do You Sell and Athletic Woman?” August 15, 2012.

Milwaukee Journal Sentinel, “Harley Draws on Fan Base for Ad Ideas,” Nov. 10, 2011.

Milwaukee Journal Sentinel, “WDJT Hopes ‘Just 10 Minutes’ Pitch Will Crank-up Ratings,” Nov. 20, 2009.

Sound Medicine, National Public Radio, “Medicalizing Depression,” July 2008.

Newsweek, “Reverse Marketology: Why Health and Beauty Companies Are Telling Us We’d be Just Fine Without Buying a Things,” March 24, 2008.

Joy Cardin Show, Wisconsin Public Radio, “Legislating DTC Advertising of Pharmaceuticals,” August 21, 2007.

Commercial Appeal, Memphis, TN, “Baby Boomer Aren’t Refusing to Get Old, They’re Just Redefining Aging in America,” June 15, 2006.

Herald Today, Sarasota, FL, “Redefining Society’s Expectations,” June 8, 2006.

Milwaukee Journal Sentinel, Milwaukee, WI, “Active Lives Defy Ageing,” May 7, 2006.

TWJ4 News, Milwaukee, WI, “Changing Images of Women in Ads,” April 6, 2006.

University Service

President’s Task Force on Diversity and Inclusion, 2014–present.

Committee on Diversity and Equity, 2013–2018; chair 2013–2017; member: 2009–2012, 2006–07 & 2001–03.

Promotion and Tenure College Committee, 2016/17.

Gender and Sexualities Studies Program, Advisory Board, 2015–2016.

International Education, Advisory Board, 2010–2016.

Undergraduate College Curriculum Committee, 2010–2016.

First Year Reading, 2014 & 2013.

Presentation, University Advancement, “One Thing Led to Another,” 2012 & 2010.

Panelist, “Where are the Professional Women,” Women and Gender Studies, April 17, 2009.

Panelist, “Exploring & Enhancing Faculty & Employer Partnerships,” Career Services, Jan. 22, 2009.

Dean’s Search Committee, Diederich College, 2008–09.

Chairperson, Resources and Development Committee, Diederich College, 2006–2008 & 2004–2006.

Campus Coordinator, Adv. Education Foundation “Inside Advertising Speakers Program,” 2003–2006.

Faculty Advisor, Multicultural Association of Communication Students, 2000–2006.

Faculty Mentor, McNair Scholars Program, 2005.

Academic Service

Reviewer, *Journal of Marketing*: 2018

Reviewer, Advertising Division, *Association for Education in Journalism and Mass Communication*: 2018, 2017, 2016, 2015, 2014, 2010, 2009, 2007, 2006, 2004, 2003 & 2002.

Reviewer, *American Academy of Advertising*: 2017, 2016, 2015, 2014, 2013, 2009, 2006 & 2005.

Industry Relations Committee, 2006 & 2005.

Reviewer, *Journal of Communication Inquiry*: 2011, 2006 & 2005.

Reviewer, *Social Science & Medicine*: 2008.

Reviewer, *Popular Communication*: 2005.

Reviewer, Mass Communication Division: *International Communication Association*, 2005 & 2000.

Reviewer, *Journal of Popular Culture*: 2004.

Community Service

Mentor, *PEARLS*, 2017

Board of Directors, *Pathfinders*: 2012-2015.

Board of Directors, *Southeastern Youth and Family Services*: 2009-2015.

Judge, “Brave Hearts” Community Awards, *American Red Cross*: 2008-2012.

Board of Directors, *Great Lakes Hemophilia Foundation*: 2007-2011.

Advisory Board, *Eisner Museum of Advertising and Design*: 2006.