

# 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 econometric analysis of field data using a variety of approaches (e.g., ANOVA, multi-variate regression, panel estimators, topic modeling, machine learning).

This work offers insights for marketers, consumers, and policymakers on the verbal information people share across a range of contexts (e.g., customer service interactions, social media, online reviews). It also helps brands and their employees improve how they communicate with, and to, consumers. Finally, I examine how and why language itself is consumed in cultural products like song lyrics and academic research articles.

## Academic 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.**, Li, Y., and Berger, J. (forthcoming), "When Language Matters," *Journal of Consumer Research*, doi: 10.1093/jcr/ucad080. <sup>FT50, A\*</sup>
2. **Packard, G.** and Berger, J. (2024), "The Emergence and Evolution of Consumer Language Research," *Journal of Consumer Research*, 51(1), 42-51. <sup>FT50, A\*</sup>
3. Boghrati, R., Berger, J. and **Packard, G.** (2023), "Style, Content, and the Success of Ideas," *Journal of Consumer Psychology*, 33, 688-700. <sup>FT50, A\*</sup>
4. Berger, J. and **Packard, G.** (2023), "Commentary: Using Language to Improve Health," *Journal of Service Research*, 26(4), 514-516. <sup>A\*</sup>
5. **Packard, G.**, Moore, S, and Berger, J. (2023), "Consumer Insights from Text Analysis," *Journal of Consumer Psychology*, 33, 615-620. <sup>FT50, A\*</sup>
6. **Packard, G.** Berger, J., and Boghrati, R. (2023), "How Verb Tense Shapes Persuasion," *Journal of Consumer Research*, 50(3), 645-660. <sup>FT50, A\*</sup>
7. Berger, J. and **Packard, G.** (2023), "Wisdom from Words: The Psychology of Consumer Language," *Consumer Psychology Review*, 6(1), 3-16.
8. 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. <sup>FT50, A\*</sup>
9. 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. <sup>A</sup>
10. Berger, J. and **Packard, G.** (2022), "Using Natural Language Processing to Understand People and Culture," *American Psychologist*, 77(4), 525-537. <sup>A\*</sup>
11. **Packard, G.** and Berger, J. (2021), "How Concrete Language Shapes Customer Satisfaction," *Journal of Consumer Research*, 47(5), 787-806. <sup>FT50, A\*</sup>
12. **Packard, G.** and Berger, J. (2020), "Thinking of You: How Second Person Pronouns Shape Cultural Success," *Psychological Science*, 31(4), 397-407. <sup>A\*</sup>
13. McFerran, B., Moore, S. G., and **Packard, G.** (2019), "How Should Companies Talk to Customers Online?," *MIT Sloan Management Review*, 60(2), 68-71. <sup>FT50, A</sup>
14. 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.
15. Berger, J. and **Packard, G.**, (2018), "Are Atypical Things More Popular?," *Psychological Science*, 29(7), 1178-1184. <sup>A\*</sup>

16. **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. <sup>FT50, A\*</sup>
17. 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.
18. **Packard, G.** and Berger, J. (2017), "How Language Shapes Word of Mouth's Impact," *Journal of Marketing Research*, 54(4), 572-588. <sup>FT50, A\*</sup>
19. **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. <sup>FT50, A\*</sup>
20. **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. <sup>A\*</sup>
21. 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. <sup>FT50, A\*</sup>
22. 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.
23. **Packard, G.** and Wooten, D. B. (2013), "Compensatory Knowledge Signaling in Consumer Word-of-Mouth," *Journal of Consumer Psychology*, 23(4), 434-450. <sup>FT50, A\*</sup>

### Popular Press Articles & Book Chapters

1. **Packard, G.**, Li, Y., and Berger, J. (2024), "How to Structure Customer Service Calls to Boost Satisfaction and Sales," *Harvard Business Review*, <https://hbr.org/2024/07/how-to-structure-customer-service-calls-to-boost-satisfaction-and-sales>
2. **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/>
3. 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>
4. **Packard, G.** (2006), "Marketing Minute," In Boone, L. E., Kurtz, D.L., MacKenzie, H.F., and Snow, K. (Eds.) *Contemporary Marketing*, 1<sup>st</sup> Canadian Edition, Scarborough: Thomson Nelson.

## Conference Presentations and Proceedings

1. "The Persuasive Future" (with N. Taylor), Association for Consumer Research Conference, Paris, Sep. 2024.
2. "Text Analysis Workshop: New Tools and Methods" (with J. Berger and F. Villarroel Ordenes), Association for Consumer Research Conference, Paris, Sep. 2024.
3. "A Primer on Text Analysis", Frontiers in Service, Amelia Island, Jun. 2024.
4. "How Different Types of Hedges Impact Persuasion" (with D. Oba and J. Berger), Society for Consumer Psychology Conference, Nashville, Mar. 2024.
5. "The Past and Future of Consumer Language Research" (with J. Berger), Association for Consumer Research Conference, Seattle, Oct. 2023.
6. "Text Analysis Tutorial" (with A. Kronrod and J. Berger), Association for Consumer Research Conference, Seattle, Oct. 2023.
7. "Getting to 'Yeah': How Pausing Shapes Consumer Perceptions" (with A. Van Zant, J. Berger, and H. Wang), European Association for Consumer Research Conference, Amsterdam, July 2023.
8. "Style, Content, and the Success of Ideas" (with J. Berger and R. Boghrati), Association for Consumer Research Conference, Denver, Oct. 2022.
9. "The Persuasive Present (Tense)" (with J. Berger), Society for Consumer Psychology Conference, (remote due to Covid-19), Mar. 2022.
10. "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.
11. "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.
12. "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.
13. "How Present versus Past Tense Shapes Persuasion" (with J. Berger), Association for Consumer Research Conference, (remote due to Covid-19), Oct. 2021.
14. "Understanding Consumer Conversations," Special Session Co-chair (with J. Berger), Association for Consumer Research Conference, (remote due to Covid-19), Oct. 2021.
15. "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.
16. "Conversational Dynamics: When Does Employee Language Matter?" (with Y. Li and J. Berger), Academy of Management Conference, (remote due to Covid-19), Jul. 2021

17. "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
18. "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
19. "How Second Person Pronouns Shape Cultural Success," (with J. Berger), Society for Personality and Social Psychology Conference, (remote due to Covid-19), Feb. 2021
20. "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
21. "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
22. "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
23. "How Concrete Language Shapes Customer Satisfaction," (with J. Berger), Association for Consumer Research Conference, Atlanta, Oct. 2019
24. "Language in Marketing Knowledge Forum" Workshop Co-chair (with A. Kronrod, S. Moore, and J. Berger), Association for Consumer Research Conference, Atlanta, Oct. 2019
25. "How to Do Text Analysis," Invited Speaker, Association for Consumer Research Conference, Atlanta, Oct. 2019.
26. "Linguistic Concreteness in Customer-Firm Conversations," (with J. Berger), Society for Consumer Psychology Conference, Savannah, Feb. 2019
27. "How Second Person Pronouns Engage Audiences," (with J. Berger), Society for Consumer Psychology Conference, Savannah, Feb. 2019
28. "Improving Customer Conversations," Special Session Co-chair (with J. Berger), Society for Consumer Psychology Conference, Savannah, Feb. 2019
29. "With or Without You: When Second Person Pronouns Engage Listeners," (with J. Berger), Association for Consumer Research N. American Conference, Dallas, Oct. 2018
30. "Trust and Distrust in Word of Mouth," Invited Roundtable Participant, Association for Consumer Research N. American Conference, Dallas, Oct. 2018
31. "Differentiation and Cultural Success," (with J. Berger), Association for Consumer Research N. American Conference, San Diego, Oct. 2017
32. "Wisdom from Words," Special Session Co-chair (with J. Berger), Association for Consumer Research N. American Conference, San Diego, Oct. 2017

33. "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
34. "Why Your Next Project Should use Textual Analysis," Invited Roundtable Participant, Association for Consumer Research N. American Conference, New Orleans, Oct. 2015
35. "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
36. "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
37. "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
38. "Putting the Customer Second," (with B. McFerran and S. G. Moore), Society for Consumer Psychology Annual Conference, Miami, Mar. 2014
39. "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
40. "Putting the Customer Second," (with B. McFerran and S. G. Moore), Association for Consumer Research N. American Conference, Chicago, Oct. 2013
41. "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
42. "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
43. "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
44. "Network Power," (with A. Aribarg, N. Z. Foutz, J. Eliashberg), Marketing Science Annual Conference, Boston, Jun. 2012
45. "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
46. "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
47. "A Brand in Hand: Symbolic Props in Self-Presentation," (with A. Gershoff), Association for Consumer Research N. American Conference, Pittsburgh, Oct. 2009.

48. "Firm-sponsored Brand Communities," (with P. Manchanda and A. Pattabhiramaiah), Marketing Science Annual Conference, Ann Arbor, Jun. 2009
49. "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. Frontiers in Service Conference, Amelia Island, Jun. 2024
2. Faculty of Business, The Hong Kong Polytechnic University, Nov. 2023
3. College of Business, City University of Hong Kong, Nov. 2023
4. Ted Rogers School of Management, Toronto Metropolitan University, Nov. 2023
5. Italian Society of Marketing (Societa Italiana Marketing), Webinar, Jun. 2023
6. Google Canada, Nov. 2022
7. Capgemini Canada, Sep. 2022
8. Asper School of Business, University of Manitoba, May 2022
9. Ivey School of Business, Western University, Executive Marketing Roundtable, Apr. 2021
10. MIT Sloan Management Review Webinar, Oct. 2020
11. Language Lab Online Seminar, Aug. 2020
12. Gordon S. Lang School of Business and Economics, University of Guelph, Nov. 2019
13. Georgetown University, Triennial Invitational Choice Symposium, May 2019
14. The Wharton School, University of Pennsylvania, Behavioral Insights from Text, Jan. 2019
15. HEC Montreal, Nov. 2018
16. Schulich School of Business, York University, Mar. 2018
17. Fuqua School of Business, Duke University, Feb. 2018
18. The Wharton School, University of Pennsylvania, Behavioral Insights from Text, Jan. 2018
19. Rotman School of Business, University of Toronto, Oct. 2017
20. Haas School of Business, University of California, Berkeley, Nov. 2016
21. University of Alberta, Triennial Invitational Choice Symposium, May 2016
22. Schulich School of Business, York University, Mar. 2015
23. Ivey School of Business, Western University, Consumer Behavior Symposium, Jan. 2015
24. College of Business and Economics, University of Guelph, Oct. 2013
25. Ivey School of Business, Western University, Empirical and Theoretical Symposium, May 2013
26. Wilfrid Laurier University, SOBDR Symposium, May 2013
27. University of Michigan, Decision Consortium, Ann Arbor, Jan. 2011
28. 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.

Van Zant, A., Berger, J., **Packard, G.**, and Wang, H. "Pauses"

Villarroel Ordenes, F., **Packard, G.**, Proserpio, D., and Hartmann, J. "Failure & Recovery"

Rapezzi, M., Verlegh, P. W. J., and **Packard, G.** "Tropes"

## Competitive Grants

SSHRC Insight Development Grant, Government of Canada, 2024

- Research on use of linguistic style to increase trust in political messages
- \$61,400 over two years; principal investigator

SSHRC Partnership Grant, Government of Canada, 2024

- Research training and talent development of BIPOC students
- \$2.5 million over seven years and 10 universities; one of nine Schulich collaborators

CEWIL Canada, 2022-2024

- Applied research and industry engaged projects, work integrated learning
- \$138,000 in 2024; project lead
- \$12,600 in 2022; project lead

Marketing Science Institute (MSI) Grant, 2019

- Research on artificial intelligence in customer service
- \$4,100 over one year; co-investigator

SSHRC Insight Development Grant, Government of Canada, 2017

- Research on the dynamics of language in marketing and service interactions
- \$61,100 over three years; principal investigator

Lazaridis Institute Research Seed Grant, Wilfrid Laurier University, 2017

- Research on language in word of mouth and cultural products
- \$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  
 Excellence in Teaching Award, Rotman School of Management, 2009-2012  
 Rackham Early Candidacy Grant, 2009  
 Phelps Grant, 2007-2009  
 Leo Burnett Scholars Grant, 2009  
 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

### **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> <i>Organizational Behavior and Human Decision Processes</i> <i>Proceedings of the National Academy of Sciences (PNAS)</i> <i>Science Advances</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, 2023)*  
*Society for Consumer Psychology Doctoral Dissertation Competition (2013-2017)*  
*Society for Consumer Psychology Diversity Travel Scholarship (2016)*

**Service: Graduate Student Advising**

2024	Luca Cascio Rizzo	PhD thesis external examiner, Luiss Guido Carli University
2021-2023	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**

Judge, Canadian Marketing League Case Competition, 2024  
 Student Appeals Panel, York (Schulich), 2022-present  
 Executive Committee, York (Schulich), 2021-present  
 Master Programs Committee, York (Schulich), 2021-present  
 Faculty of Graduate Studies Council, 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), 2020-2021  
 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, 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

*Designing Brand Experiences* (EMBA 6540), Kellogg-Schulich Executive MBA, Winter 2024

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

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

*Marketing Research* (MKTG 3100), York University (Schulich), undergraduate course, Fall 2020

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

*Consumer Behavior* (MKTG 4150), York University (Schulich), undergraduate course, Fall 2019

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

*Fundamentals of Behavioral Research* (BU 800), Wilfrid Laurier University (Lazaridis), /MSc seminar course, Sep. 2016 – Dec. 2018

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

*Consumer Behavior* (BU 842), Wilfrid Laurier University (Lazaridis), 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), Wilfrid Laurier University (Lazaridis), 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

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 Work Experience

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

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

Interviewed 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*, *NBC*, *Science*, *Scientific American*, and *The Wall Street Journal*, among others.