

W. Rhea Ingram, Ph.D.

Professor of Marketing

Auburn Montgomery | P.O. Box 244023, Montgomery, AL 36124 | 334.313.9313 | wingram4@aum.edu

PERSONAL SUMMARY

An award-winning educator with a passion for innovative thought and leading change strives to inspire others to focus on solutions and strategic change for the betterment of all. Her students engage in service-learning projects involving hands-on experiential learning, specifically with local non-profit organizations that are doing good work in the community.

EDUCATION

University of Kentucky, Lexington, KY August 2000
Doctor of Philosophy Business Administration (Marketing)
Dissertation Title: Consumers' Evaluation of Unethical Behavior:
The Role of Customer Organizational Commitment
Honors:
Lyman T. Johnson Fellowship, University of Kentucky (1996–2000)
PEO Scholar Award Finalist (1999)
Ph.D. Project Doctoral Consortium (1999)
Society of Marketing Advances (SMA) Doctoral Consortium Representative (1998)
Student Ambassador for Retailing Day, University of Alabama (1998)

Troy University, Troy, AL August 1994
Master of Business Administration

Troy University, Troy, AL May 1991
Bachelor of Science Business Administration (Marketing)
Honors:
Graduated Magna Cum Laude
Recipient of the Elton B. Stephens Sales/Sales Management Scholarship (1990–1991)
Recipient of the Advertising Club of Columbus, Georgia Scholarship (1990–1991)
Honoree with the Small Business Administration (1991)
Member of Gamma Beta Phi Honor Society (1989–1991)

ACADEMIC APPOINTMENTS & WORK EXPERIENCE

Auburn Montgomery

2008–Present

Professor of Marketing (2012 – Present)

Dean, College of Business (August 2011 – 2019)

Associate Professor of Marketing (2008 – 2012)

Head of Marketing (June 2008 – July 2011)

Acting Head of Information Systems & Decision Sciences (August 2009 – July 2011)

Awarded Tenure (2010)

College of Business

Department of Business Administration

Courses Taught: Principles of Marketing
Consumer Behavior (Undergraduate & Graduate)
Digital Marketing & Technologies
Meta-Skills
Sport & Event Marketing
Marketing Strategy (Undergraduate)
Leadership in a Changing World
Managing Diversity & Inclusion
Marketing Essentials (Graduate leveling course – eMBA at EAMC)
Business & Administrative Communications for Today's Leader (Graduate)
Independent Study (Undergraduate & Graduate)
Internship in Marketing

Columbus State University

2001–2008

Rothschild Endowed Chair of Business Administration & Leadership (2006–2008)

Discipline Coordinator (2005–2008)

Awarded Tenure (2005)

Associate Professor (2005–2008)

Assistant Professor (2001–2005)

Turner College of Business

Department of Business Administration

Courses Taught: Principles of Marketing
Consumer Behavior
Services & Retail Management
Sport & Event Marketing
Marketing Management (Undergraduate & Graduate)
Internship Program

Middle Tennessee State University

2000–2001

Assistant Professor

Jennings A. Jones College of Business

Department of Management & Marketing

Courses Taught: Principles of Marketing
Consumer Behavior

University of Kentucky Teaching Assistant University of Kentucky Carol Gatton College of Business & Economics Department of Marketing Courses Taught: Principles of Marketing Marketing Research	1996–2000
Troy University Adjunct Instructor (part-time) Sorrell College of Business Department of Management & Marketing Courses Taught: Principles of Marketing	Summer 2000
Xavier University Adjunct Instructor (part-time) Department of Marketing Courses Taught: Marketing Management – graduate	1998–1999
Carter Brothers Manufacturing Co., Inc., Brundidge, AL (full-time) <i>Advertising/Public Relations Director</i> (1994–1996) <ul style="list-style-type: none"> ❖ handled and designed all national advertisements and coop advertising program ❖ developed new customer service program and literature ❖ trained new marketing department employees in their respective responsibilities <i>Accounts Supervisor</i> (1991-1994) <ul style="list-style-type: none"> ❖ assisted in developing a direct sales department from the beginning ❖ worked directly with sales representatives and dealer network ❖ received in-house sales orders, sales reports, and customer complaints ❖ worked directly with production manager on orders and shipping 	1991–1996

PROFESSIONAL GROWTH & DEVELOPMENT

In-Progress:

Ingram, W. Rhea, Venessa Melton, and Katherine Henley (in draft form, collecting content), “Do Universities and Financial Institutions Buy Into a Customer-Centric perspective?”

Ingram, W. Rhea, Stephen (Zack) Jourdan, and Ken Corley (in draft form), “Artificial Intelligence and the Marketing Function,” targeted to a top tier marketing journal.

Journal Publications:

Marwan, Rania, Tarek A. ElBadawy, and **W. Rhea Ingram** (in press), "Navigating Truth in Cyberspace: Questioning Online Information Credibility from the Perspective of Egyptian News Consumers," *American International Journal of Business Management*.

Marwan, Rania, Tarek A. ElBadawy, **W. Rhea Ingram**, and David Ang (in press), "Public Policy and Society, the Case of Changing Smoking Behavior in the United States," *Journal of Public Law and Policy*.

ElBadawy, Tarek A., Rania Marwan, and **W. Rhea Ingram** (2022), "Understanding the Effectiveness of Internal Branding in Egyptian Television Broadcasting," *International Journal of Business and Economics*, 7 (1), 77-90.

Corley, John K., Zack Jourdan, and **W. Rhea Ingram** (2013), "Internet Marketing: A Content Analysis of the Research," *Electronic Markets – The International Journal on Networked Business*, January. **Awarded Best Paper of the Year for *Electronic Markets*.

Jong-Kuk, Shin, Park Min-Sook and **W. Rhea Ingram** (2012), "Market Orientation and Communication Methods of International Strategic Alliances," *Journal of Business Research*, 65 (November), 1606-1611.

Blakeney, Alisha, Carolyn Sara (Casey) Findley, Donald R. Self, **W. Rhea Ingram**, and Tony Garrett (2011), "Media Habits of Sensation Seekers," *Journal of Global Scholars of Marketing Science*, Vol. 20-2.

Dutta, Amitabh, **Rhea Ingram**, and Patrick Hogan (2008), "Motivating Students to Continue Learning: A Case Study of Improving First Exam Disasters," *The International Journal of Learning*, 15 (8), 187-194.

Snipes, Robin and **Rhea Ingram** (2007), "Motivators of Collegiate Sport Attendance: A Comparison Across Demographic Groups," *Innovative Marketing*, 3 (2), 63-72.

Jones, Rita, Karen Hamilton, and **Rhea Ingram** (2007), "Students' Perception of Ethical Classroom Behavior: A Closer Look," *Journal of Business, Industry, and Economics*, 8 (Spring), 39-55.

McCabe, A. Catherine, **Rhea Ingram**, and Mary Conway Dato-on (2006), "Psychological Gender Differences in Ethical Perceptions: A Further Analysis," *Journal of Business Ethics*, 64 (2), 101-116.

Ingram, Rhea, Steve Skinner, and Valerie Taylor (2005), "Consumers' Evaluation of Unethical Marketing Behavior: The Role of Customer Commitment," *Journal of Business Ethics*, 62 (3), 237-252.

Snipes, Robin, **Rhea Ingram**, and Pinguin Jiang (2005), "Information Search in Healthcare Decision-Making: A Study of Word of Mouth and Internet Information Users," *Journal of Hospital Marketing and Public Relations*, Vol. 15 (2), 33-53.

Dahlstrom, Robert and **Rhea Ingram** (2003), "Social Networks and the Adverse Selection Problem in Agency Relationships," *Journal of Business Research*, 56 (September), 767-775.

Tayce, Eric, Jule B. Gassenheimer, and **Rhea Ingram** (1999), "The Necessity of a Market Segmentation Strategy in a University Food Service Setting," *The Journal of the National Association of College and University Food Services*, 21, 56-65.

Conference Proceedings & Presentations:

Funches, Venessa and **W. Rhea Ingram** (2019), "Hashtag Hijacking: A Consumer Retaliation Behavior in the Digital World," in the Proceedings for the *2019 Society for Marketing Advances Annual Conference*, New Orleans, LA.

Periatt, Jeffery A. and **W. Rhea Ingram** (2012), "Family Structure Impact on Tourism Destination Consideration Set Development," in the *Proceedings of Association of Marketing Theory and Practice 2012*, Hilton Head, SC.

Jourdan, Zack and **Rhea Ingram** (2011). "Trust in E-Business: A Cross-Disciplinary Analysis of the Literature", in the *Proceedings of the AABRI 2011*, Nashville, TN.

Blakeney, Alisha, Carolyn Sara (Casey) Findley, Donald R. Self, and **Rhea Ingram** (2010), "Disinhibition and Healthcare: Refining and Reaching the Sensation Seeking Segment," *Proceedings for the 2010 Society for Marketing Advances Annual Conference*, Atlanta, GA.

Blakeney, Alisha, **Rhea Ingram**, Donald R. Self, and Carolyn Sara (Casey) Findley (2009), "Media Habits of Sensation Seekers: An Exploratory Study," *Proceedings for the 2009 Society for Marketing Advances Annual Conference*, New Orleans, LA.

Venable, Beverly, **Rhea Ingram**, and William Foxx (2009), "Understanding Fan Support: The Case of a Professional Team Owned by a Non-Profit Organization," *Proceedings of the 2009 Marketing Management Association Annual Conference*, Chicago, IL.

Dutta, Amitabh, **Rhea Ingram**, and Patrick Hogan (2008), "Motivating Students to Continue Learning: After the First Exam has been a Disaster," in the *Proceedings of the 15th International Conference on Learning*, Chicago, IL.

Jones, Rita, Karen Hamilton, and **Rhea Ingram** (2006), "Students' Perception of Ethical Classroom Behavior: A Closer Look," in the *Proceedings of the Society of Business, Industry, and Economics*, Vivek Bhargava and Steve Wells, eds. Natchez, MS.

Snipes, Robin and **Rhea Ingram** (2005), "Motivators of Collegiate Sport Attendance: A Comparison across Demographic Groups," in the *Proceedings of the 2005 Society for Marketing Advances Conference*, William J. Kehoe and Linda K. Whitten, eds. San Antonio, TX.

Jaska, Pat, Pat Hogan, and **Rhea Ingram** (2004), "North and South: A Comparison of Global Internet Consumer Buying Behavior," in the *Proceedings of the Decision Science Institute Conference*.

Hamilton, William C. and **Rhea Ingram** (2004), "Minor League Baseball: Determining Home Field Advantage," in the *Proceedings of the Western Decision Science Institute Conference*.

Ingram, Rhea, Suresh Gopalan, and Tom Loughman (2004), "A Branding Typology Among the Top 50 MBA Programs," in the *Proceedings of the Association of Collegiate Marketing Educators' Conference*, Uday Tate, ed. Orlando, FL: 124-132.

Ingram, Rhea (2003), "The Power of Class Attendance," in the *Proceedings of the 2003 Society for Marketing Advances Conference*, William J. Kehoe and Linda K. Whitten, eds. New Orleans, LA: 164.

Ingram, Rhea, Troy Festervand, and Samantha Chow (2003), "Asian-Americans and Advertising: Identifying the Gaps in the Literature," in the *Proceedings of the 2003 Academy of Marketing Science Conference*, Harlan E. Spotts, ed. Coral Gables, FL: 246.

Ingram, Rhea (2001), "Consumers' Ethical Judgments: The Role of Customer Organizational Commitment," in the *Proceedings of the Annual Conference of the Academy of Marketing Science*, Melissa and Robert Moore, eds. San Diego, CA: 118.

Ingram, Rhea and Donna Mayo (2001), "Do I Know What I Want to Do?: An Application of Marketing Planning," in the *Proceedings of the Annual Meetings of the Society of Marketing Advances*, Tracy A. Suter, ed. New Orleans, LA: 124.

McCabe, A. Catherine, **Rhea Ingram**, and Mary Conway Dato-on (2000), "Psychological Gender Differences in Ethical Perceptions: An Exploratory Analysis," in *Proceedings of the 5th Conference on Gender, Marketing, and Consumer Behavior*, Jonathan Schroeder and Cele Otnes, eds. Urbana, IL: The University of Illinois Printing Services: 99.

Ingram, Rhea, Jule B. Gassenheimer, and E. Charles Heath (1999), "Understanding Consumers' Ethical Behavior: A Distributive Justice Perspective," in *Proceedings of American Marketing Association Summer Educators' Conference*, Peter J. Gordon and Bert J. Kellerman, eds. Chicago: American Marketing Association: 288.

TEACHING EFFECTIVENESS

Teaching Evaluations (average score):

	Summer 2021	Fall 2021	Spring 2022	Summer 2022	Fall 2022	Spring 2023	Summer 2023
BUSN 5100/6100	3.55 (OL)*			4.89 (OL)			4.89 (OL)
MKTG 2000		4.91			4.91		
MKTG 3310	4.76 (OL)						
MKTG 4390		4.82	4.85	4.87 (OL)	4.82	4.85	4.87 (OL)
MKTG 4780							
MNGT 4250			4.97			4.97	
MNGT 4500		4.70 (OL)	4.69 (OL)		4.70 (OL)	4.69 (OL)	

(OL) = online course

*assigned less than week before class start and new prep

HONORS & AWARDS

Hands On River Region, Best of Board, Volunteer of the Year Awards (2024)
AUM College of Business Teacher of the Year Award (2022)
AUM Leadership Academy (2010)
EMERGE Torchbearers Leadership Class, Montgomery Chamber of Commerce (2009)
Mu Kappa Tau, Auburn – Montgomery (2009)
International Who's Who of Professional Business Women (2009)
Finalist for University Teaching Award, CSU (2008)
Finalist for University Service Award, CSU (2007)
Faculty Recognition – CSU Athletic Department (2007, 2006, 2005)
DATCOB Service Award, CSU (2005–2006)
Who's Who in America (2007 and 2008)
Cambridge Who's Who Among Executive and Professional Women (2007–2008)
DATCOB Teaching Award, CSU (2004–2005)
Troy State University – American Marketing Association “Marketer of Merit” recipient (2004)
Who's Who among America's Teachers (2004)
DATCOB Teaching Award, CSU (2002–2003)
Faculty Development Awards, CSU (2001–2003)
Academic Leadership Academy, Middle Tennessee State University (2000–2001)

REVIEWING EXPERIENCE

Marketing Education Review, Member of Editorial Review Board
Journal of Global Scholars of Marketing Science, Member of Editorial Review Board
Journal of Business Research, Post-hoc reviewer Special Issue
Southern Journal of Entrepreneurship, Post-hoc reviewer
Journal of Business Ethics, Post-hoc reviewer
Reviewer, 2023 *Southern Business & Economics Journal*
Reviewer, 2023 *Journal of Financial Services Marketing*
Reviewer, 2022 *Southern Business & Economics Journal*
Reviewer, 2010 Global Marketing Conference
Reviewer, 2009 Marketing Management Association Conference
Reviewer, Society for Marketing Advances Conference (2000, 2002–2007)
Reviewer, Society of Marketing Advances Conference – Dissertation Competition (2005–2006)
Lamb, Hair, and McDaniel (2005), *Marketing*, 6th edition, South-Western Publishers. Reviewed the Preface and Supplemental Materials.
Ogden and Ogden (2005), *Retailing*, 1st edition, Houghton Mifflin Publishers. Reviewed five chapters of the text.
Reviewer, Academy of Marketing Sciences Conference (2000, 2003)
Reviewer, 2001 Marketing Educators' Conference

Institutional:

Chair, COB Honors & Scholarship Committee (2023 – Present)
Faculty Advisor, Mu Kappa Tau (2022 – Present)
Marketing Area Coordinator (2022 – Present)
Chair, Search Committee, Human Resources Faculty position (2023 - 2024)
AUM Faculty Senate Executive Committee (2022 – 2023)
Chair, Search Committee, Lowder-Weil Endowed Chair (2022 – 2023)
COB Scholarship & Honors Committee (2021 – 2022)
COB Marketing & Outreach Committee (2020 – 2021)
Search Committee, Department Head, Department of Business Administration (2021 – 2022)
Chair, Promotion Committee (2019)
Dean, College of Business (August 2011 – 2019)
AUM Representative, AU President Search Committee (2018 – 2019)
Co-Chair, Search Committee, AUM Chancellor (2017 - 2018)
Facilities Management Committee (September 2012 – 2019)
Co-chair, Search Committee, Dean of the College of Nursing and Health Sciences (2015 – 2016)
Data Analysis Committee (2014 – 2016)
New Academic Building Committee (September 2012 – 2013)
Panelist, AUM Women Speak (March 2012)
Chancellor's Cabinet, Deans' Representative (2011 – 2012)
University Strategic Planning (Fall 2011 – 2013), Co-chair Task Force Develop Goals and Objectives (Spring 2012), Leader on Small Group Work on Specific Goal (Spring 2012)
Senior Staff, Deans' Representative (Fall 2011)
Search Committee, Director of University Relations, Auburn University–Montgomery (Fall 2010–Fall 2011)
AUM Connect Mentor (2011)
Mascot Unveiling Committee (Summer – Fall 2011)
Library Committee, Auburn University–Montgomery (2008–2011)
Curriculum Committee, School of Business, Auburn–Montgomery (2008–2011)
Textbook Rental Committee, Auburn University–Montgomery (2010–2011)
Presenter, AUM Professional Administrators Day (April 2011)
Presenter, AUM Leadership Academy (October 2010)
Co-chair, Search Committee, Dean of School of Business (January 2011–May 2011)
Mascot Committee, Auburn University–Montgomery (2008–2009)
40th Anniversary Planning Committee, Auburn–Montgomery (2009)
Discipline Coordinator, Marketing, DATCOB (2005–2008)
Opening Event Committee, 50th Anniversary, CSU (2007–2008), Chair, Marketing Sub-committee
Assistant Marshall of Graduation, CSU (2002–2008)
Who's Who Committee, CSU, Chair (2006-2008), (2003-2006)
Athletics Committee, CSU (2002–Present); Hall of Fame Selection Committee (2007–2008)
Career Expo Planning Committee, Faculty Advisory Sub-committee Chair, CSU (2005–2008)
Strategic Planning Committee, DATCOB, Chair (2006–2008)
Faculty Resource Committee, DATCOB (2006–2008)
Faculty Advisor, Phi Beta Lambda (2003–2008)
Presenter, Parent Orientation, CSU (2007)
Search Committee for CSU Career Center Director, CSU (2006–2007)

Search Committee for CSU Head Men's Basketball Coach (2006–2007)
Homecoming Court Selection Committee, CSU (2006–2007)
Marketing Committee, CSU Athletics Department (2005–2006)
Assurance of Learning Committee, DATCOB (2004–2005)
Honors Scholarship Committee, CSU (2002–2005)
Experiential Learning Task Force, CSU (2003–2004)
Undergraduate Programs Committee, DATCOB (Co-chair 2003–2004)
Curriculum Committee, DATCOB (2002–2004) (Secretary 2002-2004)
Search Committee for Faculty Vacancies, DATCOB (2001–2004)
Career Expo Planning Committee, Faculty Advisory Sub-committee, CSU (2003–2005)
Career Expo Planning Committee, Marketing Sub-committee, CSU (2002–2003)
Continuing and Regional Education Regional Advisory Board, CSU (2002–2003)
AACSB Students Committee, DATCOB (2002–2003)
AACSB Mission and Objectives Committee, DATCOB (2001–2003)
Technology Utilization Committee, DATCOB (2001–2003)
Planning Committee, The Ph.D. Project – Marketing Area (2000–2002)
Intellectual Contributions Committee, Jones College of Business (2000–2001)
Internship Committee, Jones College of Business, Department of Management & Marketing (2000–2001)
Search Committee, Jones College of Business, Department of Management & Marketing (2000–2001)
Graduate Studies Committee, Gatton College of Business & Economics, Grad Student Rep (1999–2000)
Student Executive Board, The Ph.D. Project – Marketing Area (1999–2000)
Gatton Doctoral Student Association, President (1999–2000) / Vice-President (1998–1999)

Professional:

Society for Marketing Advances –Executive Director (2010–2013)
Outside Reviewer, Promotion and Tenure – 2 candidates (Fall 2011)
Society for Marketing Advances –President (2009–2010)
Society for Marketing Advances – Program Chair/President–Elect (2008–2009)
Journal of Business Research, Co-Editor, Special Issue
Society for Marketing Advances – VP of Member Services (2007–2008)
Society for Marketing Advances – Secretary (2005–2007)
Session Chair, Society for Marketing Advances Conference (2003–2005)
Session Chair, Academy of Marketing Sciences Conference (2003)
Track Chair, 2005 Academy of Marketing Science Conference
Track Chair, 2004 Society for Marketing Advances Conference

PROFESSIONAL DEVELOPMENT

AACSB Dean's Conference (February 2012 – 2014)
SBAA Summer Conference (2012 – 2014)
AACSB Annual International Conference (2012 & 2013)
AACSB Accreditation Conference (2013)
Drug and Alcohol Testing Program (2012)
Getting the Most Out of your Employees (2011)
Employee Progressive Discipline (2011)
AUM Leadership Academy (2010)

Society for Marketing Advances Academic Leadership Symposium (2010)
SafeZone Diversity Training (Spring 2010)
Track B Online Teaching, Faculty Development Institute, Auburn – Montgomery (January 2010 – June 2010)
CITI Collaborative Institutional Training (IRB Training) (2010)
Handling Difficult People Seminar (Fall 2010)
Rapid Response Training (Summer 2009)
Diversity Workshop (Spring 2009)
Legal Update (Spring 2009)
Teaching & Learning in the 21st Century: New Communications, New Content, New Conversations (Spring 2009)
Smart Board Presentation (Spring 2009)
Back to the Basics Communications (Spring 2009)
Legal Update (Spring 2009)
Diversity Training (Spring 2009)
Performance Review (Spring 2009)
Blackboard Training (5 sessions) (Summer 2009)
Quality Matters: Quality Assurance in Online Courses (Spring 2007)
CSU Book Club “What the Best College Teachers Do” (2007)

PROFESSIONAL AFFILIATIONS

Southern Business Administrators Association (2011 – 2019); Board of Directors (2016 – 2019)
Society for Marketing Advances (1998–Present): President (2009 – 2010); Program Chair/President-Elect (2008–2009), Vice-President of Member Services (2007–2008), Secretary (2005–2007), Executive Director (2010–2013)
Alabama Hospitality Association (2009–2011)
Hospitality Sales & Marketing Association International (2009–2011)
EMERGE Montgomery (AL) (2009 – 2010)
Academy of Marketing Science (1996–2008)
Marketing Educators’ Association (2001–2006)
Marketing Management Association (2001–2006)
American Marketing Association (1996–2003)
KPMG Ph.D. Project (1996–2002), Planning Committee (2000–2002)
Gatton Doctoral Student Association (1998–2000)

COMMUNITY SERVICE

Leadership Montgomery Board of Directors (2024 – Present)
Family Sunshine Center Board of Directors (2020 – Present)
Alabama Technology Foundation Board of Directors (2018 – Present)
Cancer Wellness Foundation of Central Alabama, Women in Blue Campaign (2024)

River Region United Way (2015 – 2023); Executive Committee (2015 – 2023); Immediate Past Chair (2022 – 2023); Board Chair (2020 – 2022); Chair-elect of Board (2019); Chair of Marketing & Communications Committee (2015 – 2018)

Judge, Alabama Retail Association Retailer of the Year Awards (2011, 2015, 2017, 2019)

Judge, Alabama Retail Association 2011 Retailer of the Year Awards (2015)

Diversity Summit, Montgomery Area Chamber of Commerce, Panel Coordinator

Women’s First Conference, Panelist

AAF Montgomery, Executive Committee, Educational Chair (2012-2013)

Governmental Affairs Committee, Montgomery Chamber of Commerce (2013)

Small Business Advisory Council, Montgomery Chamber of Commerce (2012 – 2013)

Articulation & General Studies Committee AGSC & STARS Business Committee (2012 – Present)

iConnect Steering Committee (2012)

Volunteer, Rally in the Alley (August 2012)

Volunteer, ClubCorp Charity Classic (2011)

Judge, Alabama Retail Association 2011 Retailer of the Year Awards (2011)

Member, Hospitality & Culinary Career Academy, Montgomery Chamber of Commerce (2009–2011)

Volunteer, Rally in the Alley (August 2010)

Member, State Department’s Business Industry Certification (BIC) Review Team (MPS) (January 2010)

Account Executive, United Way of Montgomery, AL (2009–2010)

Columbus Youth Leadership Program Presenter (2007 and 2008)

Board of Directors, Columbus Sports Council (2004–2008), Vice Chair of Marketing (2005–2008)

Chair, Kids InMotion Committee (2005–2006)

Board of Directors, Junior Achievement of Columbus (2006–2008)

Member, Greater Columbus Georgia Chamber of Commerce (2004–2008)

Board of Directors, American Cancer Society, Columbus Chapter (2005–2007)

Member, Partners-in-Education Golf Tournament Committee (2005–2006)

Task force for the Columbus Metropolitan Airport (2002–2004)

Research Project, Business Improvement District, Columbus, GA (2003–2004)

Volunteer, Celebrity Classic, Medical Center (2004, 2005)

Judge for the Better Business Bureau Torch Awards (2002, 2003)

CONSULTING ACTIVITIES

Pike Road Public Schools Branding Committee (Pike Road, AL)

Ameritel (Montgomery, AL)

Basset and Becker Advertising, Client Research (Columbus, GA)

Crenshaw County Economic and Industrial Development Authority (Luverne, AL)

Columbus Business Improvement District (Columbus, Georgia)

Armour Road Urgent Care & Occupational Medicine, Position and Survey Development (Columbus, GA)

West Point Georgia Development Authority (West Point, GA)