

CHRISTIE L. NORDHIELM, PH.D.

Curriculum Vita

April, 2013

Office Address:

Stephen M. Ross School of Business
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Education:

Ph.D., The University of Chicago, Graduate School of Business
Marketing and Behavioral Science, March 1998.

M.B.A., *cum laude*, The University of Chicago, Graduate School of Business
Marketing and Behavioral Science, 1984.

B.A., *cum laude*, The University of Chicago, The College
Social Service Administration, June, 1981.

Academic Experience:

Clinical Associate Professor of Business, Stephen M. Ross School of Business, University of Michigan.

Courses: Introduction to Business, Social Impact Marketing. 2011 - present

Clinical Associate Professor of Marketing, Stephen M. Ross School of Business, University of Michigan. 2004 - 2011

Courses: Introduction to Marketing Management, Social Marketing, Advertising

Director, Center for Marketing Excellence, Executive Education, Stephen M. Ross School of Business, University of Michigan. 2005 - 2011

Faculty Affiliate, William Davidson Institute, Stephen M Ross School of Business, University of Michigan. 2005 – present- present.

Faculty Affiliate, Center for Not for Profit Management, Stephen M. Ross School of Business, University of Michigan, 2011

Assistant Professor of Marketing, Northwestern University, J.L. Kellogg Graduate School of Management. Course: Marketing Management, 1997 - 2004.

Visiting Lecturer, Northwestern University, J.L. Kellogg Graduate School of Management. Course: Marketing Management, 1995 - 1997.

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Lecturer, The University of Chicago, Graduate School of Business.

Courses: Marketing Management, Advertising and Promotion, 1993 - 1994.

Adjunct Professor, Northwestern University, J.L. Kellogg Graduate School of Management.

Course: Advertising Policy, 1988 - 1993.

Lecturer, Executive Programs, Northwestern University, J.L. Kellogg Graduate School of Management, 1994, 1999.

Honors and Awards:

- 2003 JCR Robert Ferber Award. Outstanding paper based on a dissertation published in 2002 in *The Journal of Consumer Research*. Paper title: "The Influence of Level of Processing on Advertising Repetition Effects." (Volume 29) December 2002.
- 2003 L.G. Lavengood Outstanding Professor of the Year, Kellogg School of Management. Selected by graduating full-time and part-time students.
- Chair's Core Teaching Award, 2000-2001, 1997-1998. Highest rated Faculty member in the core disciplines, based on Student Course Evaluations.
- Kraft Research Chair, 1999 - 2000.
- Outstanding Teacher, Finalist, J. L. Kellogg Graduate School of Management, 1999. One of the top five Professors selected by students in the full-time program.
- McManus Research Chair, 1997, 2000.
- Faculty Honor Roll, J. L. Kellogg Graduate School of Management, 1991 - 1993, 1995-1999. Top 10% of Faculty, based on Student Course Evaluations.
- Honorable Mention, Marketing Sciences International Annual Dissertation Proposal competition, 1996.
- The Oscar Mayer Foundation Fellowship, 1996 - 1997.
- The University of Chicago Fellowship, 1993 - 1996.
- Outstanding Teacher, Finalist, J. L. Kellogg Graduate School of Management, 1993. One of the top five Professors selected by students in The Managers' Program.
- Clio award "Dune Lizard," WXRT Radio, 1989.
- "Effie" silver award for advertising effectiveness, Amore Catfood, 1988.

Research Grants:

- Co-investigator, "updateable anti-drug PSA's through recorded music," Phase I, \$30,000 (research completed). Department of Health and Human Services (2003 - 2004).
- Co-investigator, "Adolescent Asthma Self-Management Telehealth Application," Phase I, \$346,000 (grant approved, research in progress). Department of Health and Human Services. (2005 - 2006)
- Co-investigator, "Updateable Anti-Drug PSA's through Recorded Music," Phase II, \$810,891. Department of Health and Human Services. (2006 - 2007)

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Publications and submitted works:

- Nordhielm, Christie, Simulations as Teaching Vehicles for Teaching Marketing Planning and Principles. Proceedings of the Marketing Management Association Fall Educator's Conference, September 19-21, 2012, Minneapolis, Minnesota.
- Nordhielm, Christie, Dapena-Baron, Marta and Drew Boyd, The Big Picture Fieldbook, , Wiley, Fall 2011. (Revised Edition forthcoming, Fall, 2013).
- Nordhielm, Christie: Marketing Management: The Big Picture (Textbook) 3rd Edition. Forthcoming, Wiley, Fall 2013.
- Nordhielm, Christie and G. Texeira, Surviving a Tug-of-War Over LGBT Marketing: Ford and the AFA Boycott. (Case: CSR, Niche Marketing). Aspen Institute, 2009.
- Dapena-Baron, Marta and Christie Nordhielm: "The 4 B's: Metrics to Integrate Execution and Strategy." (Note, Corporate Marketing Strategy, Metrics) William Davidson Institute, October 2009
- Christie Nordhielm, Tonya Williams Bradford (2008), "Head, Hand, Heart: An exploration of brand relationships. Proceedings of the Consumer Culture Theory Conference, eds. Anders Bengtsson and Giana Eckhardt.
- Christie Nordhielm, Tonya Williams (2008), "Head, Hand, Heart: A Videographic Exploration of Functional and Emotional Aspects of Brand Relationships", in Advances in Consumer Research Volume 35, eds. Angela Y. Lee and Dilip Soman, Duluth, MN : Association for Consumer Research.
- Nordhielm, Christie, and Marta Dapena Baron, "Enhancing Teaching and Learning in the Marketing Core." Proceedings of AMA Winter Educator's Conference, 2007.
- Nordhielm, Christie, "The Influence of Level of Processing on Advertising Repetition Effects," Reprint in Essential Marketing Readings, Marketing Sciences Institute, Cambridge, MA, 2006.
- Nordhielm, Christie, Marketing Management: The Big Picture (Japanese Edition). First Press, Tokyo Japan, 2006.
- Nordhielm, Christie, Marketing Management: The Big Picture. John Wiley and Sons, Hoboken, NJ, 2005.
- Nordhielm, Christie, "The Influence of Level of Processing on Advertising Repetition Effects," Reprint in Consumer Behaviour, Margaret Hogg (Ed.) Sage, June 2005 (volumes 1 to 3) and November 2005 (volumes 4 to 5) as part of the Sage Library in Business and Management series.
- Omanon, Richard; Cline, Julie; Nordhielm, Christie, "Effects of Visual Consistency on Site Identity and Product Attitude." In Richard Yalch and Karen Machleit (Eds.) Online Consumer Psychology, Lawrence Erlbaum & Associates, New Jersey, 2005
- Nordhielm, Christie L., "The Influence of Type of Processing on Advertising Repetition Effects." In Linda Scott and Rajeev Batra, (Eds.) Visual Persuasion, Lawrence Erlbaum & Associates, New Jersey, 2003
- Nordhielm, Christie L., "The Influence of Type of Processing on Advertising Repetition Effects." Journal of Consumer Research, December 2002.

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- Iacobucci, Dawn and Christie L. Nordhielm, "Creative Benchmarking." *Harvard Business Review*, November-December, 2000.
- Nordhielm, Christie and Satoru Suzuki (2000) "The Differential Influence of Repetition on Attention Capture and Affective Response." Curtis Haugtvedt, Wei-Na Lee, Jerome Williams, and Patricia Devine (Eds.) *Proceedings of the 2000 Winter Conference of the Society for Consumer Psychology*.
- Nordhielm, Christie and Vikas Mittal (2000) "The Impact of Repetition on Perceived Risk: A Managerial Perspective" Curtis Haugtvedt, Wei-Na Lee, Jerome Williams, and Patricia Devine (Eds.) *Proceedings of the 2000 Winter Conference of the Society for Consumer Psychology*.
- Nordhielm, Christie (1999) "A Dual-Process Model of Advertising Repetition Effects." Viswanathan, Madhu, Larry Compeau and Manoj Hastak (Eds.) *Proceedings of the 1999 Winter Conference of the Society for Consumer Psychology*, 173.
- Nordhielm, Christie (1999) "A Dual-Process Model of Advertising Repetition Effects." Viswanathan, Madhu, Larry Compeau and Manoj Hastak (Eds.) *Proceedings of the 1999 Winter Conference of the Society for Consumer Psychology*, 173.
- Nordhielm, Christie and Angela Y. Lee (1998) "The Differential Impact of Hemispheric Priming and the Endowment Source on Risky Decision Making." In Kineta Hung and Kent B. Monroe, (Eds.) *Asia Pacific Advances in Consumer Research, Volume III*, 32.
- Meyers-Levy, Joan and Christie L. Nordhielm (1998), "Gender-Based Differences in Decision Making: Implications for Marketers." *Harvard Business School: Neuroscience Primer*, August

Cases/Simulations

- Nordhielm, Christie, "Longacre Expeditions and the four B's: Assessing Market Potential (Case). WDI/Global Lens, 2012.
- Nordhielm, Christie, "World of Warcraft" (Case and Simulation). WDI/Global Lens, 2012.
- Nordhielm, Christie, "Oxfam vs. Starbucks" (Case, Corporate Social Responsibility, Technology, Marketing). William Davidson Institute, 2012.
- Nordhielm, Christie, "The Net Impact of Netsuite" (Case and simulation, B2B Marketing). WDI/Global Lens, February, 2011.
- Nordhielm, Christie "Ethicon Endo-Surgery: Patients" (Case and simulation, Healthcare/DTC Marketing). WDI/Global Lens, February, 2011.
- Nordhielm, Christie "Ethicon Endo-Surgery: Surgeons" (Case and simulation, Healthcare/B2B Marketing). WDI/Global Lens, February, 2011.
- Nordhielm, Christie, "Laura Moore and Associates" (Case and simulation, Personal Branding), WDI/Global Lens, February, 2011.
- Nordhielm, Christie, "Stonewall Community Foundation: Applying for-profit strategy to a not-for-profit" (Case and Simulation: Not for Profit, Marketing Strategy). William Davidson Institute, 2010.
- Nordhielm, Christie "Whole Foods Markets" (Case and simulation, Retail). WDI/Global Lens, October, 2010.

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Nordhielm, Christie, "Partnership for Katine Village: AMREF & Guardian Newspaper" (Case: Cross-sector Partnerships, Marketing Strategy, International Development). William Davidson Institute, February, 2008.

Work in Progress/Working Papers:

Christie Nordhielm, "Introduction to Business: The Big Picture." (in progress for publication by Wiley, fall 2014)

Christie Nordhielm, Tonya Williams Bradford "Head, Hand, Heart: An exploration of brand relationships (resubmitted to JCR).

Nordhielm, Christie, Marta Dapena-Baron, "A scale for measuring functional and emotional aspects of brand loyalty." (under revision).

Nordhielm, Christie and Marta Dapena-Baron, "Innovation from the Core: Leveraging Core Competence for New Product Development." (under revision)

"The Differential Influence of Repetition on Attention Capture and Affective Response." (working paper)

Conference Presentations:

- "Advances in Teaching with Simulations." Marketing Management Association Fall Educator's Conference, September 2012.
- Fletcher School of International Relations, Tufts University, "Social Marketing, The Big Picture." April, 2011.
- "Optimal Segmentation: the Art of Aligning Core Competence with Segment Needs." Stamats Integrated Marketing: Graduate School Marketing Conference, July, 2011.
- "Leadership and Marketing." Atlanta Leadership Symposium: June, 2011
- "Strategic Marketing for Nonprofits." Fletcher School, Tufts University, April 2011.
- "Corporate Self-Esteem." Fletcher School, Tufts University, April 2011.
- Consumer Culture Theory, 2008 Annual Conference: "Head, Heart, Hand: An Exploration of Brand Relationships."
- Association for Consumer Research, 2007 Annual Conference: "Head, Heart, Hand: Varieties of Brand Loyalty."
- American Marketing Association 2007 Winter Educator's Conference: "Enhancing Teaching and Learning in the Marketing Core."
- 2004 ACR doctoral symposium, Eugene Oregon: "Sensational Young Consumer Research Talent: Recent Ferber Winners."
- American Marketing Association 2002 Summer Educator's Conference. Session Title: Reviews that Define, Build and Integrate Marcom.
- Association for Consumer Research, 2000 Fall Conference, Special Session. Session Title: Individual Differences in Gender and Age: Theory Enhancement and Some Important Consequences
- Society for Consumer Psychology, 2000 Winter Conference, Special Session. Paper Title: The Differential Influence of Repetition on Attention Capture and Affective Response.
- Society for Consumer Psychology, 2000 Winter Conference, Special Session. Paper Title: The Influence of Repetition on Managers' Perception of Risk

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- Society for Consumer Psychology, 1999 Winter Conference. Paper Title: A Dual-Process Model of Advertising Repetition Effects.
- Association for Consumer Research, 1998 Asia-Pacific Conference. Paper Title: The Differential Impact of Hemispheric Priming and the Endowment Source on Risky Decision Making.
- American Psychological Association, 1995 Summer Conference. Paper Title: The Impact of Differential Hemispheric Activation: Responses to Emotional Advertising Appeals.

Keynote Addresses/Invited Presentations/Webinars (selected):

- Philips Global Marketing Webinar: "Integrated Marketing Strategy." December 2012.
- AAPPO Webinar Series: "Establishing Channel Leadership in Challenging Times." September, 2012.
- Stamats Integrated Marketing Conference: "Big Picture Adjacencies." September, 2012.
- J&J Japan Management Board Event (Keynote): "The Integrated Marketing Company – Best Practices for the Aligned Marketing Organization." August, 2012.
- ESG Board Summit (Keynote). "Integration in Action: Eagle Ottawa." August, 2012
- Webinar: "The Impact of Price on the P&L." June, 2012.
- GE National Sales Conference (Keynote). "Corporate Self-Esteem: Leveraging Core Competence to Achieve Profitable Satisfaction." June, 2012.
- Webinar: "Technology vs. differentiation: how bells and whistles distract from sustainable growth." June, 2012.
- Webinar: "Creating and Capturing Value." May, 2012.
- Webinar: "Adjacencies: Systematic Innovation." February, 2012.
- Women's Foodservice Forum (Keynote). "Marketing Strategy: The Big Picture." February, 2012.
- Chief Executive Network Fall Leadership Conference (Keynote). "The Anesthesiologist and the Architect." November, 2011
- Society for Marketing Professional Services (Keynote): "Aligning Execution and Strategy: The Big Picture." September, 2011.
- University of Georgia Leadership Conference, "Corporate Self-Esteem: Leveraging Core Competence for Leadership." February, 2011.
- Chief Marketing Officer Conference, Zurich, Switzerland, February, 2011: "The Anesthesiologist and the Architect: Lessons in Marketing Strategy."
- Marketing and Sales Congress, Santiago, Chile (Invited Speaker): "Linking Strategy and Execution for Sustainable Gains." April, 2009.
- The Michigan Difference Seminars: "Head Heart and Hand: Varieties of Brand Loyalty," February, 2009
- American Association of Preferred Provider Organizations (AAPPO) Annual Meeting, Keynote Address: "The Anesthesiologist and the Architect: Lessons in Marketing Strategy." January, 2009

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- Center for Executive Women, Northwestern University: “Creating Your Personal Positioning,” September, 2008
- American Association of Preferred Provider Organizations (AAPPO) Annual Meeting, Keynote Address: “Leveraging Strategy to Drive Execution,” January, 2007
- Haynes Boone Corporate Retreat: “Corporate Self-Esteem in Service Industries,” August, 2008
- CBRE Women’s Leadership Forum: “Transforming Core Competence to Profitability: The Big Picture,” January, 2007
- AAPPO Key Client Forum: “Transforming Core Competence to Profitability: The Big Picture,” February, 2007
- First Health Annual Retreat: “Corporate Self Esteem and Customer Satisfaction,” November, 2006
- Chief Executive Network Fall Conference, Keynote Address: “Innovation from the Core: Leveraging Core Competence for New Product Development,” November, 2005.
- American Association of Preferred Provider Organizations (AAPPO) Annual Meeting, Keynote Address: “Corporate Self-Esteem: Transforming Core Competence into Profitability,” January, 2006
- Association of Women Business Leaders, Annual Retreat, Keynote Address: “The Big Picture: Integrating Execution and Strategy, June, 2005.

Selected Clients:

- Johnson and Johnson
- Philips
- GE
- Sealed Air
- Stryker
- AAPPO
- Haynes Boone LLC
- BBDO
- Copa/Continental Airlines
- Intrado
- Futura Industries
- Sprint PCS
- Young Presidents Organization (YPO)
- YPO Latin America
- Energizer Holdings/Winston & Strawn, (Expert Witness)
- Jim Beam Brands Worldwide
- W.J. Wrigley Company
- American Express

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Management Experience:

Founder and Partner, The Big Picture Partners, LLC 1992 – Present.

WXRT Radio, Chicago Illinois. Director of Marketing, 1989 – 1991.

Leo Burnett Company, Chicago, Illinois. Client Services, 1984 – 1989.

Professional Affiliations:

Chair, University Wide NPM Task Force

Faculty Director, University Communications Advisory Board

Member, Provost's Task Force on Non-traditional Continuing Education Programs

Advisory Board, Executive Education, Ross School of Business

Advisory Board, Corporate Communications, University of Michigan

Associate Editor, Journal for Education in Business

Ad Hoc Reviewer, Journal of Consumer Research

Ad Hoc Reviewer, Journal of Consumer Psychology

Program Reviewer, Association for Consumer Research

Program Reviewer, Society for Consumer Psychology

American Marketing Association

Association for Consumer Research

Society of Consumer Psychology

Society for Judgment and Decision Making

American Psychological Society

Santa Fe Institute

Media/Press Appearances (selected):

NPR/Marketplace

Detroit Public Television

Autoline Detroit

CBS Sunday Morning

New York Times

Wall Street Journal

Chicago Tonight

Nightly News Hour

Chicago Magazine

Business Week

Newsweek

Parents Magazine

Detroit Free Press

Chicago Magazine

Chicago Tribune