

ACADEMIC BACKGROUND

UNIVERSITY OF PENNSYLVANIA 9/97 – 5/02

Ph.D., Marketing; The Wharton School

Educational / Research Fellow

Teaching Assistant; Channel Management and Executive Marketing Management

Instructor; Consumer Behavior and Introduction to Marketing

NEW YORK UNIVERSITY 9/91 – 6/93

M.B.A., Finance; Stern School of Business, Executive Program

Sponsored by IBM

Earned degree while working full time

MICHIGAN STATE UNIVERSITY 9/83 – 6/87

B.A., Marketing; with High Honor

Research Assistant for marketing doctoral candidate

Teaching Assistant for intermediate level marketing course, “Personal Selling”

Executive Officer, MSU Marketing Association

Named to Phi Kappa Phi, Golden Key National Honor Society, Beta Gamma Sigma

Overseas Study: Asia, Africa, Europe

ACADEMIC EXPERIENCE

EMORY UNIVERSITY 8/01 – Present

Adjunct Assistant Marketing Professor

Teach Consumer Behavior, Integrated Marketing Communications, Non-Profit Consulting, and Entertainment, Media, and Sports Fieldwork Marketing to both MBA and undergraduate Students. Also teach Non-Profit Marketing to Emory’s Executive Program Attendees.

- Successfully developed and launched MBA and Undergraduate level Non-Profit Marketing Fieldwork and Entertainment, Media, and Sports Fieldwork Courses. Both classes connect students with Atlanta and national industry and non-profit organizations and give students practical experience with addressing and tackling actual business challenges these organizations face.
- Serve as faculty advisor for MBA and undergraduate student industry sponsored independent studies and “Korean Leaders in Goizueta” (a student run Korean business club)
- Additional Appointments:
 - Research Partnership Director, Emory Marketing Institute, Goizueta Business School
 - Affiliated Assistant Professor, Department of Psychology, Emory University
 - Faculty Co-Chairperson; Martin Luther King Jr. Community Service Awards

UNIVERSITY of PENNSYLVANIA 8/98 – 5/99

Instructor; Consumer Behavior and Introduction to Marketing, The Wharton School

RUTGERS UNIVERSITY 6/98 – 7/98

Instructor; Principals of Marketing, School of Business at Camden.

INDUSTRY EXPERIENCE

ACTIONABLE RESULTS RESEARCH, LLC

Managing Director

6/02 – Present

Consulting activities include quantitative and qualitative marketing research, survey and assessment tool development / creation, industry and competitor analysis, best practice identification, primary and secondary data collection, analysis, recommendation development, and expert testimony. Client industry areas represented: manufacturing, consumer packaged goods, beverage, non-profit, technology, research and development and educational institutions.

INTERNATIONAL BUSINESS MACHINES CORPORATION

7/87 - 5/97

Marketing Specialist - New York / New Jersey

1/95 - 5/97

Identified and coordinated critical resources, then established focal point for solution implementation and ongoing client business relationships. Industry expertise: automotive, media, pharmaceutical, distribution and manufacturing.

Team advisor and critical situation escalation point for competitive and technical desktop issues.

Dealer Account Manager - New Jersey

8/93 - 12/94

Managed relationships with top IBM third party distributors and increased corporate market share. Activities included: prioritizing client needs, optimizing allocation of resources, ensuring product quality, and leveraging IBM infrastructure to further penetrate client accounts. Achieved 129% of \$85,000,000 objective.

Team Leader/ Channel Account Manager - Connecticut / Puerto Rico

1/92 - 7/93

Team Leader activities: Trained and directed branch team members throughout the consolidation of four northeastern branches.

Designed a streamlined customer support process to compensate for a 70% workforce reduction through appointment on and participation in national corporate task force.

Account Manager activities: Expanded IBM's overall market-share and presence in Puerto Rico and the U.S. Virgin Islands. Achieved 111% of \$40,000,000 objective.

Established IBM's first PS/2 dealers in U.S. Virgin Islands, thereby expanding IBM's international presence.

Improved flexibility of procuring and marketing IBM products by establishing inventory financing programs in Puerto Rico. Set precedent by researching current environment and competitive offerings, then creating and presenting a business case to senior management detailing the existing critical need.

Marketing Programs Representative - New York

7/91 - 1/92

Designed programs to strengthen third party relationships, improve segment participation, increase IBM revenue, and enhance the quality of IBM's dealer channel. Facilitated business partner planning sessions.

Earned national award for: 1) designing and implementing innovative marketing programs which focused on revenue, service and customer satisfaction. 2) successfully persuading 95% of regional IBM business partners to participate in IBM's Customer Satisfaction program, enabling the branch to move from 17th to 1st place in a national customer satisfaction competition within a six-month time frame.

(INTERNATIONAL BUSINESS MACHINES CORPORATION – Continued)

Dealer Account Representative – Michigan

1/89 - 7/91

Developed strategies to increase market share through third parties. Achieved 108% of \$14,000,000 objective.

Received Branch Manager award for highest customer satisfaction rating from assigned accounts.

Industry Remarketer Representative - Michigan

6/88 - 1/89

Interviewed, briefed, selected, and sponsored organizations interested in becoming IBM Industry Resellers. Concurrently developed marketing programs with established IBM Value Added Resellers to increase visibility and market penetration. Achieved 118% of objective.

Marketing Representative Trainee - Michigan

7/87 - 6/88

CONFERENCE PUBLICATIONS AND PRESENTATIONS

Hogan, Susan (2004), "Shooting the Principal While Embracing the Agent: How Responsibility Acceptance Influences Principal and Agent Evaluations when Confronted with Bad News," presented at the *Society for Consumer Psychology 2004 Winter Conference*. Also published in *Proceedings of the Society for Consumer Psychology 2004 Winter Conference*.

Hogan, Susan (2003), "The Two Faces of Accountability: How Responsibility Acceptance and the Threat of Accountability Influence Principal and Agent Evaluations," presented at the *2003 AMA Winter Educators' Conference*.

Coopersmith, Lewis, Jehoshua Eliashberg, and Susan Hogan (1998), "Forecasting Generic Drug Use After Brand Patent Expiration," presented at *INFORMS International Israel, 1998*. (presented by J.Eliashberg)

INVITED TALKS, LECTURES, & PROFILE HIGHLIGHTS

Goizueta Evening MBA ViewBook, November 2008

Inside Goizueta, November 2006

Atlanta Gas and Lighting Annual Sales Meeting, Hilton Head, SC, October 2004

Tucker Business Association, May 2004

Emory Marketing Area Green-bag Series, November 2002

Key Account Management and Distribution Course, Goizueta Business School, October 2002

Evening MBA Economics Course, Goizueta Business School, June 2002

Cognition and Development Talk Series, Emory Psychology Department, March 2002

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Susan Hogan

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ACADEMIC PROFESSIONAL ACTIVITIES

Reviewer, Association for Consumer Research Fall Conference 2004 - 2009
Session Chair, Association for Consumer Research, Fall Conference, 2005 & 2007
Reviewer, American Marketing Association's Summer Educators' Conference 2003 – 2006
Reviewer, American Marketing Association's Winter Educators' Conference, 2004 - 2006
Session Discussant, American Marketing Association's Summer Educators' Conference, 2005
Session Chair, Society for Consumer Psychology, Winter Conference, 2005
Session Chair, American Marketing Association's Summer Educators' Conference, 2004
Reviewer, Society for Consumer Research Sheth Dissertation Competition, 2003 & 2004

WORKING PAPERS / PROJECTS

“Someone to Watch over Me: Accountability's influence on Principal and Agent Evaluations.”
“The Company We Keep: Understanding the Asymmetric Carryover Effect of Salesperson Behavior on Company Perceptions.” (Coauthor: Tiffany Barnett White.)
“Evening the Score: Identifying the Strategies individuals use in order to maintain Symmetry in Business Relationships.” (Coauthor: Caleb Warren.)

MASS MEDIA COVERAGE

“How Christian Products are Moving into Mainstream Markets,” *FoxNews Channel*, April 17th, 2005.
“Lessons from low-slung jeans; The customer feedback loop should end where it begins: with the customer,” by Manjari Raman, *Business-Standard*, June 10, 2004.
“Why Organic Supermarkets are Thriving,” by Myra Thomas, *Knowledge @ Emory Newsletter*, Wednesday, May 5th, 2004. -