

Sonya A. Grier, Ph.D., M.B.A.

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OVERVIEW

- Marketing scholar with broad interdisciplinary expertise on food, race, diversity and marketplace dynamics based on academic and professional experiences across sectors.

PROFESSIONAL EXPERIENCE

Faculty Appointments

- 2006-present Professor of Marketing at the Kogod School of Business, American University, Washington, DC
- Joined as tenured Associate Professor in 2006.
 - Promoted to Professor spring 2015.
 - Appointed Department Chair July 2017; served until July 2020
 - Faculty Affiliate at the Center on Health, Risk and Society (CHRS), the Center for Latin American and Latino Studies (CLALS), and the Metropolitan Studies Center (MPC).
- 1996 - 2005 Assistant Professor of Marketing at the Graduate School of Business, Stanford University, Palo Alto, California.
- Faculty Affiliate at the Center for Social Innovation (CSI) and the Center for Comparative Studies in Race & Ethnicity (CCSRE).
- 1994 - 1996 Instructor at the Kellogg Graduate School of Management, Northwestern University, Evanston, Illinois.

Fellowship, Visiting Scholar and other Academic Appointments

- March 2017 Visiting Scholar, Paris Dauphine University, Paris, France
- December 2014 Visiting Scholar, University of Sydney, Sydney Australia
- Winter 2013 Visiting Scholar, University of Havana, Havana, Cuba.
- 2008-2018 Director of Marketing Research Initiatives at the African American Collaborative Obesity Research Network (AACORN).
- 2003-2006 Robert Wood Johnson Foundation Health & Society Scholar, and Senior Fellow at Leonard Davis Institute of Health Economics. University of Pennsylvania, Philadelphia, Pennsylvania.
- 1999 - 2001 Visiting Scholar, Federal Trade Commission (FTC), Washington, D.C.
- Fall 1999 Connelly Visiting Scholar in Ethics at the McDonough School of Business, Georgetown University, Washington, D.C.
- Winter 1998 Research Scholar with the Graduate School of Business, University of Cape Town, Cape Town, South Africa.
- Summer 1996 Visiting Professor, Advertising Educational Foundation, New York, NY.

Industry, Non-Profit and Administrative Positions

- 1998-2002 Consultant with the Drucker Foundation for Non-Profit Management, New York, NY. Trained the board members, staff, and consultants to utilize the Self-Assessment Tool. Analyzed research to develop training workbook for non-profit/corporate alliances.
- Summer 2001 Research Scholar with the Social Marketing Institute, Washington, D.C. Investigated the unintended consequences of social marketing.
- Summers 1991-1994 Curriculum Advisor with The LEAD Program at Kellogg, Evanston, IL. Designed and implemented academic business curriculum.
- 1990-1991 Marketing Research Consultant with Allen Levis Organization, Winnetka, IL. Identified research, analyzed data, and identified key strategic implications.
- Summer 1990 Marketing Intern in the Post Cereal Division, General Foods USA, White Plains, NY. Developed, recommended, and implemented strategic actions.
- 1987-1989 Senior Marketing Research Analyst with Kraft, Incorporated, Glenview, IL. Designed and implemented consumer research, with budgets of over \$1 million each for several categories. Analyzed data and recommended strategic actions.
- Summer 1986 Corporate Communications Intern with The First National Bank of Chicago, Chicago, IL. Planned, coordinated, and implemented media relations for corporate events.
- Summer 1985 Resident Advisor at The LEAD Program at Kellogg, Evanston, IL. Developed business-related extracurricular activities. Mentored students.

EDUCATION

- Northwestern University, Evanston, Illinois.
- 1996 **Ph.D.**, J.L. Kellogg Graduate School of Management.
Major: Marketing. Minor: Social Psychology.
- 1991 **M.B.A.**, J.L. Kellogg Graduate School of Management.
Majors: Marketing, International Business, and Public/Non-Profit Management.
- 1987 **B.A.**, College of Arts and Sciences.
Major: Political Science. Concentrations: African and African-American Studies.
- 1985-1986 University of Sussex, Falmer, England.
Exchange Student. American Studies
- Summer 1982 Columbia University, New York, New York.
Leadership Education and Development (LEAD) Program.

HONORS AND AWARDS

2020	Winner, AMA-EBSCO-RRBM <i>Award for Responsible Research in Marketing</i>
2019	Winner, 2019 Kinnear Best Paper Award, <i>Journal of Public Policy & Marketing</i>
2019	Winner, Kogod Professorship, Kogod School of Business
2018	Winner, Research Grant, Transformative Consumer Research
2018	Honored Guest and Best Article Award Recipient, PhD Project
2018	Winner, Inaugural Kogod School of Business <i>Faculty Diversity Award</i>
2018	Winner, Best 2017 Paper Award, <i>Consumption, Markets and Culture (CMC)</i>
2017	Winner, 2017 Kinnear Best Paper Award, <i>Journal of Public Policy & Marketing</i>
2016	Winner, Kogod Professorship, Kogod School of Business
2016	International Faculty Travel Award, American University
2016	Winner, "Best Short Documentary, Indie Capitol Awards
2016	OER Course Redesign Grant, AU Center for Teaching, Research and Learning
2015	<i>Jack Child Teaching with Technology Award</i> , American University
2015	Winner, 2015 Kinnear Best Paper Award, <i>Journal of Public Policy & Marketing</i>
2015	Winner, 2015 Best Article Award, <i>Journal of Advertising</i>
2014	People's Choice Award, Association for Consumer Research Film Festival
2014	WQS Multicultural Mentoring Award of Excellence, American Marketing Association Foundation (AMAF)
2013	Judges' Choice Award, Association for Consumer Research Film Festival
2013	Kogod Faculty Award for Outstanding Service, American University
2012	Kogod Research Professorship, American University
2011	Kogod Faculty Award for Outstanding Research, American University
2011	Kogod Faculty Award for Outstanding Service, American University
2011	Winner, "Dark Side IX" Case-Writing Competition, Academy of Management
2010	Winner, "The Best Idea" Grant, AU Center for Teaching, Research and Learning
2010	Kogod Faculty Award for Outstanding Research, American University
2010	Kogod Faculty Award for Outstanding Service, American University
2010	Nominated for Most Influential Childhood Obesity Research, The Robert Wood Johnson Foundation
2009	
2007	Kogod Faculty Award for Outstanding Research, American University
2002-2003	Fletcher Jones Faculty Scholar, Stanford University
2002	American Swiss Foundation Young Leader
2001	Outstanding LEAD Alumni Award, LEAD Program in Business
1998-1999	Hewlett International Faculty Research Grant, Stanford University
1997	Kellogg Black Management Alumni Association Achievement Award
1996, 1997	Outstanding Young Women of America
1993, 1994	Kellogg Doctoral Student Teaching Award, Northwestern University
1993	Northwestern University Haring Symposium Representative
1991-1995	Northwestern University Fellow
1991, 1992	National Doctoral Fellowship in Management
1989-1991	General Foods MBA Fellow

RESEARCH PUBLICATIONS

Peer-Reviewed Journal Publications

- Poole, S.M., **S. A. Grier**, K.D. Thomas, F. Sobande, A. Ekpo, L. Trujillo, L. Addington, G. Henderson, M. Weekes (In Press) "Operationalizing Critical Race Theory (CRT) in the Marketplace," Journal of Public Policy and Marketing, Special issue on Transformative Consumer Research.
- Grier, S.A.**, L. Barreiro and I. Diaz (In Press) Macro-Social Marketing for Health: The Case of Cuba, International Journal of Cuban Studies, Vol 12.2 (December).
- Grier, S.A.** and S.M. Poole (2020) Will Social Marketing Fight for Black Lives? An open letter to the field, Social Marketing Quarterly, online first (November), doi.org/10.1177/1524500420973063.
- Grier, S.A.** and S.M. Poole (2020) Reproducing Inequity: The Role of Race in the Business School Faculty Search, Journal of Marketing Management, online first (October) doi.org/10.1080/0267257X.2020.1800796, p. 1-33.
- Crockett, D. and **S.A. Grier** (2020), "Race in the Marketplace and COVID-19," Journal of Public Policy & Marketing, Online first (May) DOI: 0743915620931448.
- Grier, S.A.** (2020) Marketing Inclusion: A Social Justice Project for Diversity Education, Journal of Marketing Education, 42 (1), 59-75.
- Bradford, T. W. and **S.A Grier**, (2019) Can Food Restriction Lead to Healthier Eating? Qualitative Marketing Research Journal, 22:4, 557-569.
- Grier, S.A.**, K. D. Thomas, and G. D. Johnson (2019), "Re-Imagining the Marketplace: Addressing Race in Academic Marketing Research," Consumption Markets & Culture, 22:1, 99-100.
- Grier, S. A.** and T. Schaller (2019) Operating in a Constricted Space: Policy Actor Perceptions of Targeting to Address U.S. Health Disparities, Journal of Public Policy and Marketing. on-line first, DOI: 0743915619838282.
- Harris, J., W. Frazier III, F. Fleming-Milici, P. Hubert, G. Rodriguez-Arauz, **S.A. Grier**, O. Appiah (2019) A Qualitative Assessment of Black and Latino Adolescents' Attitudes about Targeted Marketing of Unhealthy Food And Beverages, Journal of Children and Media. Journal of Children and Media, 1-22.
- Demangeot, C., Kipnis, E., Pullig, C., Cross, S., Emontspool, J., **Grier, S.**, Rosenbaum, M. and Susy F Best (2019) Constructing a Bridge to Multicultural Marketplace Well-Being: A Consumer-centered Framework for Marketer Action. Journal of Business Research, 100, 339-53.
- Grier, S.A.**, and V.G. Perry (2018) Dog Parks and Coffee Shops: Faux-Diversity and Consumption in Gentrifying Neighborhoods," Journal of Public Policy & Marketing, 37 (1): 23-38.
- Johnson, G.D., K.D. Thomas & **S.A. Grier** (2017), "When the Burger Becomes Halal: A Critical Discourse Analysis of Privilege and Marketplace Inclusion," Consumption Markets & Culture, 20 (6) 497-522.
- Winner, Consumption Markets & Culture Best article of 2017 award (in 2018)

- Isselmann DiSantis, K., S.K. Kumanyika, L. Carter-Edwards, D. Rohm Young, **S.A. Grier**, and V. Lassiter (2017), "Sensitizing Black Adult and Youth Consumers to Targeted Food Marketing Tactics in Their Environments," International Journal of Environmental Research and Public Health, 14 (11), 1316.
- Bradford, T.W., **S. A. Grier** and G.R. Henderson (2017). "Weight Loss through Virtual Support Communities: A Role for Identity-Based Motivation in Public Commitment," Journal of Interactive Marketing, 40, 9-23.
- Ozanne, J., B. Davis, J. Murray, **S.A. Grier**, H. Downey, A.E. Ekpo, M. Garnier, J.Hietanen, A. Seregina, K. D. Thomas, E. Veer (2017), "Assessing the Societal Impact of Research: The Relational Engagement Approach," Journal of Public Policy and Marketing, 36 (1), p. 1-14.
- Bahl, S., G.R. Milne, S.M. Ross, D.G. Mick, **S.A. Grier**, S.K. Chugani, S. Chan, S.J. Gould, Y. Cho, J.D. Dorsey, R.M. Schindler, M.R. Murdock, S.B. Mariani (2016), "Mindfulness: The Transformative Potential for Consumer, Societal and Environmental Well-Being," Journal of Public Policy & Marketing, 35 (2), 198-210.
- Winner, 2017 Thomas C. Kinnear, Journal of Public Policy and Marketing Best Paper Award
- Davis, B. and **S. A. Grier**, (2015) "A Tale of Two Urbanities: Exploring Adolescent Alcohol and Cigarette Consumption In Low Versus High-Poverty Urban Neighborhoods," Journal of Business Research, special issue on Problem Gambling, Drinking or Smoking: Advancing Theory and Evidence, 68:10, pages 2109-2116.
- Adeigbe, R.T., S. Baldwin, K. J. Gallion, **S. A., Grier**, and A.G. Ramirez (2015) "Food and Beverage Marketing to Latinos: A Systematic Literature Review," Health Education and Behavior, 42:5 569-582.
- DiSantis, K. I., **S. A., Grier**, J. M. Oakes, & S. K. Kumanyika (2014). "Food Prices and Food Shopping Decisions of Black Women," Appetite, 77, 106-114.
- Brumbaugh, A. and **S. A. Grier** (2013), "Agents of Change: A Scale to Identify Diversity Seekers," Journal of Public Policy & Marketing, 32:2, 144-155.
- Grier S.A.** and B. Davis (2013), "Are All Proximity Effects Created Equal? Fast Food near Schools and Body Weight among Diverse Adolescents," Journal of Public Policy and Marketing, 32:1, 116-128.
- Winner, 2019 Thomas C. Kinnear, Journal of Public Policy and Marketing Best Paper Award
- Kemp, E., M. Bui and **S. A. Grier** (2013), "When Food is More Than Nutrition: Understanding Emotional Eating and Overconsumption," Journal of Consumer Behavior, 12:3, 204-213.
- DiSantis, K.I., **S. A. Grier**, A. Odoms-Young, M.L. Baskin, L. Carter-Edwards, D.R. Young, V. Lassiter, S. and K. Kumanyika (2013), "What "Price" Means When Buying Food: Insights from a Multi-Site Qualitative Study with Black Americans," American Journal of Public Health, 103:3, 516-522.
- Johnson, G.D. and **S. A. Grier** (2013), "Understanding the influence of Cross-Cultural Consumer-to-Consumer Interaction on Consumer Service Satisfaction," Journal of Business Research, 66:3, 306-313.

- Johnson, G.D. and **S. A. Grier** (2012), "What about the Intended Consequences?" Examining the Effects of Race-Stereotyped Portrayals on Advertising Effectiveness," Journal of Advertising, 41:3 (Fall), 95–110.
- Winner, 2012 Journal of Advertising Best Article award
- Bradford, T.W., **S. A. Grier**, and G. R. Henderson (2012), "Gifts and Gifting in Online Communities," Research in Consumer Behaviour, 14, 29-46.
- Kumanyika, S.K., W.C. Taylor, **S. A. Grier**, V. Lassiter, K. Lancaster, C.B. Morssink and A. Renzaho (2012), "Community Energy Balance: A Framework for Contextualizing Cultural Influences on High Risk of Obesity in Ethnic Minority Populations," Preventive Medicine, 55:5 (November), 371-381.
- Montgomery, Kathryn C., J. Chester, **S. A. Grier**, and L. Dorfman, (2012), "The New Threat of Digital Marketing," Pediatric Clinics of North America, 59 (June), p 559-675.
- Huang, S.H., E. P. Parks, S.K. Kumanyika, **S. A. Grier**, J. Shults, V.A. Stallings, and N. Stettler (2012), "Child-Feeding Practices Among Chinese-American and Non-Hispanic White Caregivers," Appetite, 58:3, (June), 922–927.
- Grier, S. A.** and G.D. Johnson (2011), "Alisha in Obesity-land: Is Food Marketing the Mad Hatter?" International Journal of Case Studies in Management, 9:4 (November), 1-26.
- Winner, "Dark Side IX" Case-Writing Competition, Academy of Management.
 - Reprinted in (2013). *The Dark Side 2: Critical Cases on the Downside of Management*, Eds. Pauline Fatien Diochon, chapter 13.
- Johnson, G.D., **S. A. Grier** (2011), "Targeting Without Alienating: Multicultural Advertising and the Subtleties of Targeted Advertising", International Journal of Advertising, 30:2, 233-258.
- Kemp, E., M. Bui and **S. A. Grier** (2011), "Eating Their Feelings: Examining Emotional Eating in At-Risk Groups in the United States", Journal of Consumer Policy, 34:2 (June), 211-229.
- Block, L.G., **S. A. Grier**, T.L. Childers, B. Davis, J. Ebert, S. Kumanyika, R.N. Laczniak, J.E. Machin, C.M. Motley, L. Peracchio, S. Pettigrew, M. Scott and M.N.G. Van Ginkel Bieshaar (2011), "From Nutrients to Nurturance: A Conceptual Introduction to Food Well-being," Journal of Public Policy and Marketing, *Special Issue, Transformative Consumer Research*, 30:1, 5-13.
- Winner, the 2015 Thomas C. Kinnear, Journal of Public Policy and Marketing Best Paper Award
- Magid, K. and **S. A. Grier** (2010), "The Food Mail Program: When Figs Fly - Dispatching Access and Affordability to Healthy Food," Social Marketing Quarterly, 16:3 (September), 78-95.
- Johnson, G.D. **S. A. Grier** and R. Elliot (2010), "Conceptualizing Multicultural Advertising in the "New" South Africa", Journal of Global Marketing, 23 (June), 189-207.
- Grier, S. A.** and S.K. Kumanyika (2010), "Targeted Marketing and Public Health," Annual Review of Public Health, 31 (April), 349-369.
- Hillier, A., B.L. Cole, T.E. Smith, A.K. Yancey, J.D. Williams, **S. A. Grier** and W.J. McCarthy (2009), "Clustering of Unhealthy Outdoor Advertisements Around Child-Serving Institutions: A Comparison of Three Cities," Health & Place, 15:4 (December), 935-945.

Yancey, A.K., B.L. Cole, R.V. Brown, J.D. Williams, A. Hillier, R. Kline, M. Ashe, **S. A. Grier**, D. Backman, and W. J. McCarthy (2009), "A Cross-Sectional Prevalence Study of Ethnically-Targeted and General Audience Outdoor Obesity-Related Advertising," The Milbank Quarterly, 87:1, 155-184.

Barg, F.K. and **S. A. Grier** (2008), "Enhancing Breast Cancer Communications: A Cultural Models Approach," International Journal of Research in Marketing, Special Issue on Marketing and Health, 25:4 (December), 335-342.

Grier, S. A. and S.K. Kumanyika (2008), "The Context for Choice: Health Implications of Targeted Food and Beverage Marketing to African-Americans," American Journal of Public Health, 98:9 (September), 1616-1629.

Williams, C.T., **S. A. Grier** and A.S. Marks (2008), "Coming to Town": The Impact of Urbanicity, Cigarette Advertising and Network Norms on the Smoking Attitudes of Black Women in Cape Town," Journal of Urban Health, Special Issue on Corporations and Public Health, 85:4 (July), 472-485.

Grier, S. A., J.L. Mensinger, S.H. Huang, S.K. Kumanyika and N. Stettler (2007), "Fast Food Marketing and Children's Fast Food Consumption: Exploring Parental Influences in an Ethnically Diverse Sample," Journal of Public Policy & Marketing, 26:2 (Fall), 221-235.

Grier, S. A. and A. Brumbaugh (2007), "Compared to Whom? The Impact of Status On Third Person Effects in Advertising Persuasion in A South African Context," Journal of Consumer Behavior, 6:1 (February), 5-18.

Mehrotra, A., **S. A. Grier**, and R. A. Dudley (2006), "The Relationship Between Health Plan Advertising and Market Incentives: Evidence of Risk Selective Behavior," Health Affairs, 25:3 (May/June), 759-765.

Grier, S. A., A. Brumbaugh and C. Thornton (2006), "Crossover Dreams: Consumer Responses to Ethnic-Oriented Products," Journal of Marketing, 70:2 (April), 35-51.

Invited for presentation in special Journal of Marketing session, AMA Winter Educator's Conference, March 2006. Also featured on Association for Consumer Research (ACR) Website, June 2006.

Brumbaugh, A. and **S. A. Grier** (2006), "Insights from a "Failed" Experiment: Directions for Pluralistic, Multiethnic Advertising Research," Journal of Advertising, 35:3 (Fall).

Kumanyika, SK .and **S. A. Grier** (2006), "Targeting Interventions for Ethnic Minority and Low Income Communities," The Future of Children, 16:1, 187-207.

Grier, S. A. and C. Bryant (2005), "Social Marketing and Public Health," Annual Review of Public Health, 26, 319-339.

Reprinted in Krishna, S.J., ed. (2007). *Marketing for Social Change: Perspectives and Experiences*, Hyderabad: ICFAI University Press, 89-116.

Forehand, M. and **S. A. Grier** (2003), "When is Honesty the Best Policy? The Effect of Stated Company Intent on Consumer Skepticism," Journal of Consumer Psychology, 13:3, 349-356.

Crockett, D., **S. A. Grier**, and J. Williams (2003), "Coping with Marketplace Discrimination: An Exploration of the Experiences of Black Men," Academy of Marketing Science Review, 4, 1-21.

Reprinted in Taher, N. and S. Gopalan, eds. (2007), *Marketplace Anthropology*, Hyderabad: ICFAI University Press, 210-240.

- Grier, S. A.** and R. Deshpande (2001), "Social Dimensions of Consumer Distinctiveness: The Influence of Social Status on Group Identity and Advertising Persuasion," Journal of Marketing Research, 38:2 (May), 216-224.
- Grier, S. A.** (2001), "The FTC Report on the Marketing of Violent Entertainment to Youth: Developing Policy Tuned Research," Journal of Public Policy & Marketing, 20:1 (Spring), 123-132.
- Grier, S. A.** and A.L. McGill (2000), "How We Explain Depends on Who We Explain: The Impact of Social Category on the Selection of Causal Comparisons and Causal Explanations," Journal of Experimental Social Psychology, 36:6, 545-566.
- Aaker, J., A. Brumbaugh, and **S. A. Grier** (2000), "Non-Target Market Effects and Viewer Distinctiveness: The Impact of Target Marketing on Attitudes," Journal of Consumer Psychology, 9:3, 127-140.
- Grier, S. A.** and A. Brumbaugh (1999), "Noticing Cultural Differences: Advertising Meanings Created by the Target and Non-Target Markets," Journal of Advertising, 28:1 (Spring), 79-93.
- Williams, J., W. Qualls and **S. A. Grier** (1995), "Racially Exclusive Real Estate Advertising: Public Policy Implications," Journal of Public Policy and Marketing, 14:2, 225-244.

Creative Exhibitions (select exhibitions, full film screening list available on request)

Photography

"Renita" used as cover for single "*These Hands*" by Renita Martin, <https://store.cdbaby.com/cd/renitamartin2>.

"*Letter to Castro*" in "*Cuba Libre*" (2018) edited by Phillip Brenner and Peter Eisner, Roman and Littlefield: Lanham: Maryland.

"Close up of Cuban woman sitting in chair at event," *Latin American Visuals Online Repository*, accessed November 13, 2019, <http://aulav.wrlc.org/items/show/13865>.

"Cubans watching a performance," *Latin American Visuals Online Repository*, accessed November 13, 2019, <http://aulav.wrlc.org/items/show/13850>.

"Pedicab parked on the street with pedestrians walking by," *Latin American Visuals Online Repository*, accessed November 13, 2019, <http://aulav.wrlc.org/items/show/13867>.

"Hearse parked next to building," *Latin American Visuals Online Repository*, accessed November 13, 2019, <http://aulav.wrlc.org/items/show/13857>.

Grier, Sonya, "A view of Havana skyline at dusk," *Latin American Visuals Online Repository*, accessed November 13, 2019, <http://aulav.wrlc.org/items/show/13943>.

Film

Crossing Race and Markets: Introducing the RIM Research Network, Association for Consumer Research Conference (October). Co-producer and writer and videographer for 25-minute research documentary film focused on race in diverse marketplaces across sectors.

Dog Parks and Coffeeshops: Diversity Seeking in Changing Neighborhoods (2017) Co-producer, writer and videographer for 40-minute research documentary film focused on gentrification in Washington DC.

Select Screenings

Smithsonian Anacostia Community Museum screening, "Right to the City" Exhibition, (March 2019).

African American Collaborative Obesity Research Network (AACORN), Philadelphia, PA (August 2016). Film screening and a question and answer session.

African-American Real Estate Professionals Group, Washington, DC (March 2016). Film screening and a question and answer session.

REEL Independent Film Festival, Washington, DC (October 2015), (two screenings at festival). Winner, "*Best Short Documentary*"

Association for Consumer Research (ACR) Conference, Chicago, IL (October 2014). Winner, "*People's Choice Award.*"

"*Citizen Consumer: Ideals in Conflict.*" Producer, writer and videographer for 29-minute research documentary film focused on the relationship of citizenship and consumerism in Cuba.

Association for Consumer Research (ACR) Conference, Chicago, IL (October 2013). Winner, "*Judges Choice Award.*"

Books, Book Chapters, Technical Reports and Invited Articles

Peer-Reviewed

Johnson, G.D., Thomas, K.D., Harrison, A.K., **Grier, S.A.** (2019), eds." Race in the Marketplace – Crossing Critical Boundaries". <https://www.palgrave.com/us/book/9783030117108>

Grier, Sonya A (2018), "What steps can you take to create an inclusive marketplace?" in Mapping Out Marketing: Navigation Lessons from the Ivory Trenches, eds. Ronald Paul Hill, Catherine Mary Lamberton, , Routledge p. 27-29.

Bublitz, M.G., L.G. Block and **S.A. Grier.** (2014)," Social Marketing to Advance Food Well-Being", in The Handbook of Persuasion and Social Marketing, Praeger Publishing, Volume 3 (Applications), 39-76.

Grier S.A. and V. Lassiter (2013), "Understanding Community Perspectives: A Step towards Achieving Food Marketing Equity," in Advances in Communication Research to Reduce Childhood Obesity, Eds. Chiquita Collins, Keryn Pasch and Jerome Williams, Springer, p. 343-366.

Montgomery, K.C., **S.A. Grier**, J. Chester, L. Dorfman (2013) "The Digital Food Marketing Landscape: Challenges for Researchers," in Advances in Communication Research to Reduce Childhood Obesity, Eds. Chiquita Collins, Keryn Pasch and Jerome Williams, Springer p. 221-242.

Grier, S. A. and E. Moore, (2012), "The Epidemic of Childhood Obesity and the Transformative Role for Consumer Researchers," in Transformative Consumer Research: for Personal and Collective Wellbeing, eds. D.G. Mick, S. Pettigrew, C. Pechmann and J.L. Ozanne, Taylor and Francis, New York, NY, p. 303-332.

Montgomery, K.C., **S.A. Grier**, J. Chester, L. Dorfman (2011), "Digital Marketing and Children's Health: A Framework for Research", in New Questions, New Insights, New Approaches: Contributions to the Research Forum at the World Summit on Media For Children and Youth 2010, eds. C.von Feilitzen, U.Carlsson, C. Bucht, Nordicom, Sweden, p. 133-144.

Kumanyika, S.K., **S. A. Grier**, K. Lancaster, and V. Lassiter (2011), Impact of Sugar-Sweetened Beverage Consumption on Black Americans' Health, Research Brief for the African American Collaborative Obesity Research Network (January). Available: <http://www.aacorn.org/uploads/files/AACORNSSBBrief2011.pdf>

Grier, S. A. (2009), "African American & Hispanic Youth Vulnerability to Target Marketing: Implications for Understanding the Effects of Digital Marketing", (pp. 12). Berkeley, CA: <http://digitalads.org/reports.php>.

Grier, S. A. and A. Brumbaugh (2004), "Consumer Distinctiveness and Advertising Persuasion," in Jerome D. Williams, Wei-Na Lee, and Curtis P. Haugtvedt, eds. Diversity in Advertising, Hillsdale, NJ: Lawrence Erlbaum Associates, Inc., p. 217-236.

Non-Peer Reviewed

Montgomery, K.C. and **S.A. Grier** (2012) "Defining Priorities and Optimal Research Designs for Studying the Impact of Digital Food Marketing on Adolescents," Report to the Healthy Eating Research Program of the Robert Wood Johnson Foundation.

Grier, S.A. (2012), "The Role of Marketing in Disparities," in *Measuring Progress in Obesity Prevention: Workshop Report*. Washington, DC: The National Academies Press.

Grier, S.A. (2012), "The Influence of the work of Phil Kotler on Research regarding the Social Dimensions of Marketing," in Legends in Marketing: Philip Kotler, Volume Nine: The Social and Ethical Side of Marketing, ed. P. Bloom, Sage Publications.

K.C. Montgomery, **S.A. Grier**, J. Chester, L. Dorfman (2011), "Food Marketing in the Digital Age: A Conceptual Framework and Agenda for Research". (April) Berkeley, CA: <http://digitalads.org/reports.php>.

Montgomery, K., **S. A. Grier**, J. Chester, L. Dorfman (2010), "A Conceptual Framework for Food Marketing in the Digital Age," Report to the Healthy Eating Research Program of the Robert Wood Johnson Foundation.

Grier, S.A. (2010), "As I See it: Target Marketing", in Michael R. Solomon Consumer Behavior, Prentice Hall, 9th edition.

Hastak, M., J. Swasy and **S.A.Grier** (2007), Proceedings of the Marketing and Public Policy Conference, 17, Washington, DC: American Marketing Association.

Grier, S.A. (2005), "Dreaming of Crossover? Consumer Responses to Ethnic-Oriented Products", Association for Consumer Research News for Managers, 70:2, 35-51.

Grier, S.A. (2001), "Developing Policy Relevant Consumer Research, in Association for Consumer Research News for Policymakers, Fall.

Teaching Cases and Notes (based on primary research)

Published

Grier, S. A. and V. Chang (2003), "Gardenburger Advertising Strategy," parts A and B. Field case #M305A/M305B, Harvard Business School Publishing.

Grier, S. A., J. Tinter and S. Masserang (2001), "The Marine Stewardship Council," Field case #M297, Harvard Business School Publishing.

Grier, S. A. and D. Briley (1997), "The Ph.D. Project: The Marketing of Faculty Diversity," parts A and B and teaching note. Field case # M292A/M292B, Harvard Business School Publishing.

Grier, S. A., C. Culp and C. Stivers (1997), "Share Our Strength (SOS) and American Express: The Development of Marketing Alliances," parts A and B and teaching note. Field case #M289A/M289B, Harvard Business School Publishing.

Unpublished

Grier, S. A. and S. Milgrom (2020) On the Table in the DMV: Coming together while physically apart

Grier, S. A. and L. Abebe (2014), Sticking with UPO: fighting Poverty through Social Marketing."

Grier, S. A. and S. Dina (2014), "Urban Grocers: Marketing for Profit and Purpose."

Grier, S. A. (2014), "Marketing the Heart of Petworth Business Alliance."

Grier, S. A. and G.D. Johnson (2011) Teaching Note to accompany "Alisha in Obesity-land: Is Food Marketing the Mad Hatter?" International Journal of Case Studies in Management, 9:4 (November)

Grier, S. A. and S. Tyler (2010), "Imaging Social Change: Samclix.com and a Domestic Strategy to Change US Understanding of Cuba."

Grier, S. A., B. Moulton and S. Nichols (2009), "How to Make Charlie your BFF: The Integrated Marketing Communications Plan for Charlie Card Rollout."

RESEARCH PRESENTATIONS

Peer-Reviewed Presentations (also see published abstracts and proceedings)

Crossing Race and Markets: Introducing the RIM Research Network, Association for Consumer Research Conference (October 2018).

"In the Mix," Cross Cultural Research Conference, Maui, HI (December 11, 2017).

"Race in the Marketplace," Marketing and Public Policy Conference, Washington, DC (June 2017).

"A New Brand of Citizenship? Cuban Economic Reforms, Marketing and Consumers," Macromarketing Conference, Dublin, Ireland (July 2016).

"Diversity is Easy, Inclusion is Hard: An Experiential Marketing Project," Marketing Educators Association, Denver, CO (April 2016).

"Diversity—Seeking and consumption in Urban Neighborhoods," Marketing and Public Policy Conference, Washington, DC (June 2015).

"Policy Actor Use of Targeting to Address U.S. Health Disparities: Who Gets What and How," Marketing and Public Policy Conference, Boston, MA (June 2014).

- “Social Marketing for Health: The Case of Cuba,” Marketing and Public Policy Conference, Boston, MA (June 2014).
- “Whose fault is it? An Initial Exploration of Responsibility Attributions for Childhood Obesity,” Cross Cultural Research Conference, Antigua, Guatemala (December 2013).
- “The Influence of Place on Consumption: Exploring Adolescent Unhealthy Consumption in Low versus High-Income and Urban versus non-Urban Neighborhoods of the United States,” Association for Consumer Research (ACR) European Conference (July 2013).
- “Agents of Change: A Scale to Identify Diversity Seekers”, Marketing and Public Policy Conference, Washington, DC (June 2013).
- “Social Justice and Black Consumer Perceptions of Ethnically Targeted Marketing,” Marketing and Public Policy Conference, Atlanta, GA (June 2012).
- Marketing by Federal Agencies to Address the Obesity Epidemic,” Marketing and Public Policy Conference, Atlanta, GA (June 2012).
- “Price-Related Influences and Trade-Offs on Food Purchasing and Consumption In African Americans: A Multi-Site Qualitative Analysis,” American Public Health Association (APHA) Conference, Washington, DC (November, 2011).
- “The Journey to Healthy Eating: A Qualitative Investigation of a Dietary Transition,” Consumer Culture Theory Conference, Evanston, IL (July 2011).
- “Methods and Metrics for Understanding Digital Marketing to Adolescents,” Marketing and Public Policy Conference, Washington, DC (June 2011).
- “A Conceptual Framework to Understand Digital Food Marketing to Youth,” Marketing and Public Policy Conference, Washington, DC (June 2011).
- “Understanding Food Choices in African American Communities: The First Step in Creating Demand for Change,” American Public Health Association (APHA) Conference, Denver, CO (November, 2010).
- “Alisha in Obesity-land: Is Food Marketing the Mad Hatter?” Academy of Management (AOM) Conference, Winner, Dark Side Case Competition, Montreal, Canada (August 2010).
- “Access to Healthy versus Unhealthy Food in Developing Countries: What Can be Learned from Low-Income Areas of the United States?” American Marketing Association Winter Educators’ Conference, Tampa, Florida (February 2009).
- “Can Cross-Group Contact Facilitate Consumer Response to Other-targeted advertisements?”, Cross-Cultural Research Conference, Puerto Vallarta, Mexico (December 2009).
- “Social Marketing as Public Policy: An Examination of Policy Discourse On Targeted Interventions,” World Social Marketing Conference, Brighton & Hove City, UK (September 2008).
- “Targeting Disparities: An Examination of Public Policy Discourse on Racial Segmentation and Targeting”, Race and Disparities Workshop, Cape Town, South Africa (July 2008).
- “Marketing Influences on Obesity,” Transformative Consumer Research Conference, Hanover, NH (July 2007).

"Culture as Resilience: Examining the Link Between Urbanization, Identity, and Smoking among Black Women in South Africa", International Conference on Urban Health, Holland (Oct 2006).

"Consumer Attitudes and Behavior Towards Media Ratings Systems," American Council on Consumer Interests Conference, Washington, DC (April 2001).

"Social Dimensions of Consumer Distinctiveness," Association for Consumer Research European Conference, France (June 1999).

"Paying Attention to Intention," Society for Consumer Psychology, Tampa, FL (February 1999).

"A Cross-Cultural Examination of Fear Appeal Advertising," Association for Consumer Research Asia-Pacific Conference, Hong Kong (June 1998).

"Racially Exclusive Real Estate Advertising: Public Policy Implications," Marketing and Public Policy Conference, Washington, DC (May 1995).

Invited Presentations

"Crossing Visionary Boundaries: A Transdisciplinary Photovoice Project of Race and Markets" Elements on Photographic Practice for Photovoice, RIM Conference, Paris, France (June, 2019)

"Developing the Race in the Marketplace Research Network," The Ph.D. Project Marketing Doctoral Student Association (MDSA) Meeting, Chicago, IL. (August, 2018).

"Centering Race in Diverse Marketplaces," School of Communications American University. (November 15, 2018)

"Race in the Marketplace," CEO Seminar Series, Chicago Community Trust, Chicago Community Trust, Chicago, IL. (June 28, 2018)

"Food Marketing Environments as Influences on Obesity and Diabetes Prevention and Control in Black Americans," Council on Black Health (CBH), Dornsife School of Public Health- Drexel University Solutions to Diabetes in Black Americans Core (SDBA) Center for Diabetes Translation and Research, Webinar, Washington University at St. Louis. (May 23, 2018)

"The Role of Marketing in Gentrifying Neighborhoods," The Lab@DC Forum, , Washington DC. (February 27, 2018)

"What Constitutes Excellence in Community-Engaged Scholarship? Ann Ferran Conference on Teaching and Learning, Washington, DC (January 2018).

"How Can Social Marketing Be Used to Address Health Disparities?" World Social Marketing Conference, Arlington, VA (May 2017).

"Exploring Choices about Foods and Ingredients: Consumer, Food Industry, and Federal Government Perspectives," National Academies, Food Forum Washington, DC (May 2017).

"Race in the Marketplace," Consumers and Consumption Symposium, Yale University, New Haven, CT (March 2017).

"Disparities in Consumer Health and Well-Being: Research on the Role of Marketing," Queen's University Belfast (December, 2016).

- “Integrating Social Justice Concerns in an Academic Marketing Career,” 2016 Marketing and Public Policy Doctoral Consortium, San Luis Obispo, CA (June 2016).
- “A Diversity Project for the Marketing Classroom,” American Association of Colleges and Universities (AACU) Conference (March 2016)
- “The Use of Marketing to Create Social Change,” Public Health Capstone Course American University, (November 2015).
- “Social Justice Concerns and an Academic Career,” Seminar Presentation for the Frederick Douglas Distinguished Scholars Program, American University, (October 2015).
- “Food Literacy as a Path to Food Well-Being,” *Institute of Medicine* Food Literacy Workshop, (September 2015).
- “Low-Tech Tools for High Impact Teaching,” Center for Teaching Excellence, American University, Presentation as winner of the *Jack Child Teaching with Technology Award*, (August 2015).
- “Food Justice, Food Marketing and Health Equity,” Marketing and Public Policy Pre-Conference, Washington, DC (June 2015).
- “Dog Parks and Coffee Shops: Diversity Seeking in Changing Neighborhoods,” Metropolitan Policy Center School of Public Affairs, Film screening and discussion (February 2015).
- “Targeted Marketing to Address U.S. Health Disparities,” Business School Visiting Scholar Seminar, University of Sydney (December 2014).
- “Targeted Marketing to Address U.S. Health Disparities,” Faculty Research Seminar, Iowa State, (October 2014).
- “Public Health Research at AU”, American University Library (October 2014).
- “Targeting Social Marketing for Health Equity”, 23rd Social Marketing Conference, Tampa, FL (June 2014).
- “Social Media Campaigns for Healthy Living: Challenges, Opportunities and a Practical Approach”, Social Media Workshop to Promote Healthy Eating and Active Living, DC Department of Health, Washington, DC, (June 2014).
- “Broadening the Paradigm of Marketing as Exchange: Reflections from the Field and Insights Moving Forward”, Panelist, Marketing and Public Policy Conference, Boston, MA (June 2014).
- “Revamping Your Course: New Initiatives in Community-Based Learning,” Panelist, Ann Ferran Teaching Conference, (January 2014).
- “What’s in the Box? Marketing and Media Influences on Eating Behavior”, EU-US Symposium on Understanding Nutrition-Related Consumer Behavior, Ghent, Belgium (May 2013).
- “Digital Marketing and the Health of the Black Community,” SxSW Interactive, Austin, TX (March 2013).
- “The Use of Marketing to Create Social Change,” University of Havana, Havana, Cuba (February 2013).

- “Research in Marketing for Social Change”, Cuban National Center for Sex Education (CENESEX), Havana, Cuba (January 2013).
- “Marketing and Latino Consumers,” Rudd Center for Food Policy and Obesity, Yale University, (July 10-11, 2012).
- “Workshopping Food Well-Being,” Marketing and Public Policy Doctoral Consortium, Atlanta, GA (June 2012).
- “The Influence of Marketing on Youth Obesity,” Media and the Well-Being of Children and Adolescents, The Annenberg Public Policy Center, University of Pennsylvania (April 2012)
- “The Influence of Targeted Marketing on Obesity among Youth,” Center on Health, Risk, and Society (CHRS), American University (March 2012)
- “Targeted Food Marketing and the Health of Communities of Color,” Food Fit Philly: Philadelphia Department of Health Expert Speaker Series, Philadelphia, PA (November 2011).
- “What will it take to achieve food marketing equity for African American communities? Insights from research with African American adults and youth,” American Public Health Association Conference, Washington, DC. (November 2011).
- “Targeted Food Marketing to Latino Youth and the Obesity Epidemic,” Salud America National Conference, San Antonio, TX (September 2011).
- “Media Disparities, Marketing and Obesity among Minority Youth,” The Lambert Family Communication Conference: Children, Media and Race, Washington, DC (June 2011).
- “Marketing to Children and Youth of Color,” The Food Marketing Workgroup and The Center for Science in the Public Interest Educational Briefing on Food Marketing and Childhood Obesity, *U.S. House of Representatives*, Canon House Building, Washington, DC (April 2011).
- “Marketing to Children and Youth of Color,” The Food Marketing Workgroup and The Center for Science in the Public Interest Educational Briefing on Food Marketing and Childhood Obesity, *U.S. Senate*, Dirksen Senate Building, Washington, DC (April 2011).
- “Ethnically Targeted Food and Beverage Marketing,” Presentation at the Food Marketing Workgroup Meeting. Academy for Educational Development, Washington, DC (April 2011).
- “Measuring Target Marketing as an Influence on Disparities in Obesity,” The Institute of Medicine’s (IOM) Workshop on Measurement Strategies for Accelerating Progress in Obesity Prevention. (March 2011).
- “Targeted Food and Beverage Marketing to Black Consumers”, Webinar Presentation to the Communities Creating Healthy Environments (CCHE), (March 2011).
- “Using Digital Media to Communicate Nutrition Messages to Youth,” National Nutrition Month Mini-symposium on Communicating Nutrition Messages: Strategies for Diverse Audiences, The National Institutes of Health (NIH), Division of Nutrition Research Coordination (DNRC) (March 2011) Bethesda, MD.
- “When Values Clash: Teaching Contentious Issues”, 22nd Annual Ann Ferren Teaching Conference, Washington, DC (January 2011).

- “Targeted Marketing and Health”, Seminar for Robert Wood Johnson Foundation Health & Society Scholars, University of Pennsylvania (September 2010).
- “Social Marketing: What Now, What Next?” *Porter Novelli*, Washington, DC (January 2010).
- “Developmental Perspectives on Children’s Response to Marketing Stimuli,” Session Discussant, Marketing and Public Policy Conference, Washington, DC (May 2009).
- “Minority Youth and Targeted Food Marketing in the Context of Obesity,” Congressional Black Caucus Foundation (CBCF) Issue Forum: *Exploring Food Marketing and Obesity among Racial and Ethnic Minority Children*, April 15, 2009. Washington, DC.
- “Understanding Social Marketing,” AACORN Research and Development Core, April 15, 2009.
- “Multicultural Marketing and Health,” Kellogg Black Management Association (BMA) Alumni Conference, Chicago, IL (February 2009).
- “Changes in Marketing to African-Americans,” African American Collaborative Obesity Research Network (AACORN) Workshop, Philadelphia, PA (August 2008).
- “Exploring the Influence of Diverse Marketing Environments in Obesity”, The 2nd National Diversity in Business Research Conference, University of Washington (June 2008).
- “Issues in Multicultural Marketing”, panelist presentation, The 2nd National Diversity in Business Research Conference, University of Washington (June 2008).
- “Business Unusual: Strategies and Tactics for Building a Research Career”, Marketing and Public Policy Doctoral Workshop, Villanova School of Business, Villanova University (May 2008).
- “Exploring Marketing Influences on Obesity”, Tulane University School of Business (January 2008).
- “Fast Food Marketing and Children’s Fast Food Consumption,” University of Maryland (April 2007).
- “Health Disparities and The Marketing Environment,” University of California at Los Angeles (UCLA) Center to Eliminate Health Disparities, Inaugural Research Seminar (August 2005).
- “What Is Different About Target Marketing to Ethnic Minority Children?” The Federal Trade Commission and the Department of Health and Human Services workshop, Perspectives on Marketing, Self-Regulation & Childhood Obesity, Washington, DC (July 2005).
<http://www.ftc.gov/os/2006/05/PerspectivesOnMarketingSelf-Regulation&ChildhoodObesityFTCandHHSReportonJointWorkshop.pdf>
- “Social Marketing for Obesity Prevention Among African-Americans,” Social Marketing for Public Health Conference, Tampa, FL (June 2005).
- “Target Marketing and the Obesity Epidemic,” Research Seminar, School of Business, Rutgers University-Camden (May 2005).
- “When Is It All Right to Point? Policy Discourse on Racial Segmentation and Targeting,” (with Oscar H. Gandy, Jr.). University of Pennsylvania Research Seminar (April 2005).
- “Target Marketing, High Risk Groups and the Obesity Epidemic,” Georgetown Business Ethics Institute Seminar, Georgetown University (December 2004).
- “The Design of a Policy Research Project on Racial Segmentation and Targeting,” (with Oscar H. Gandy, Jr.), University of Pennsylvania Research Seminar (November 2004).

- “Targeted Marketing and Ethical Issues in the Obesity Epidemic,” Zicklin Center for Business Ethics Research, The Wharton School, University of Pennsylvania (November 2004).
- “Targeted Marketing: Psychological Processes, Social Outcomes and Policy Dimensions,” College of Commerce and Finance, Villanova University (October 2004).
- “Social Marketing for Trauma Prevention,” Children’s Hospital of Philadelphia (June 2004).
- “Obesity and Risk,” (with Lauren Block), Marketing and Public Policy Risk Workshop, Salt Lake City, UT (May 2004).
- “Corporate Social Responsibility and Public Policy,” Discussion leader, Integrating Corporate Social Initiatives and Marketing Strategy Conference, Boston University (September 2003).
- “Non-traditional Research,” PhD Project Marketing Conference, Chicago, IL (August 2003).
- “Obesity and Food Insecurity,” Roundtable moderator, University of California, Davis (April 2003).
- “Entertainment Education for Ethnic Audiences,” Roundtable participant, Health, Hollywood and Society Program, University of Southern California (May 2002).
- “Non-profit and Business Alliances,” The Peter F. Drucker Foundation Leadership and Management Conference, Los Angeles, CA (November 2001).
- “The FTC Report on the Marketing of Violent Entertainment to Youth,” Session chair, Marketing and Public Policy Conference, Washington, D.C. (June 2001).
- “Behavioral Research,” Ph.D. Project Marketing Conference, Chicago, IL (July 2000).
- “Are Differential Interpretations in Marketing an Ethical Issue?” Connelly Business Ethics Seminar, Georgetown University School of Business (October 1999).
- “Satisfaction is in the Eye of the Consumer,” The Ph.D. Project 1999 Marketing Doctoral Students Conference, San Francisco, CA (August 1999).
- “Race in the Marketplace,” Stanford University Conference on Race (October 1999).
- “Social Marketing,” Discussant, Marketing & Public Policy Conference, Arlington, VA (June 1998).
- “Non-Target Markets,” University of Cape Town, Faculty Research Seminar (March 1998).
- “Integrating Minority-related Cases into the Marketing Curriculum: Challenges and Benefits,” American Marketing Association Summer Educator’s Conference, Chicago, IL (August 1997).
- “Programmatic Research,” Ph.D. Project Marketing Student Conference, Chicago, IL (July 1997).
- “Gender and Advertising,” Stanford GSB Alumni Women’s Conference, New York (March 1997).
- “Ph.D: Investment or Sacrifice?” The Ph.D. Project Conference, Chicago, IL (November 1996).
- “Target Marketing in the USA,” The AAA School of Advertising, South Africa (March 1995).
- Business School and Marketing Department Seminars (1995-2005): University of Delaware (school of public policy), Villanova University, Rutgers University, University of Pennsylvania (business ethics) University of Virginia-McIntire, University of Maryland, Ohio State University, American University, George Washington University, Georgetown University (business ethics), University of Chicago, University of California-Berkeley. DePaul University, New York University, University of Illinois-Champaign, University of Colorado, University of Illinois-Chicago, University of Oregon, University of Pennsylvania, University of Virginia-Darden.

FUNDED RESEARCH

Co-Investigator, "DC Area Survey, Pilot Study." Faculty Research Support Grant, PI: Michael Bader 5/1/15- 4/30/16, \$25,000.

Co-Principal Investigator, "African American Collaborative Obesity Research Network: Community-Centered Research and Advocacy to Foster Equity in Childhood Obesity Prevention." The Robert Wood Johnson Foundation Grant to the African American Collaborative Obesity Research Network (AACORN), Co-PI: Shiriki Kumanyika, 7/1/13 – 6/31/14, \$650,000.

Co-Principal Investigator, "Field Building and Research Design for Studying Adolescents and Digital Food Marketing." The Robert Wood Johnson Foundation Healthy Eating Research Grant, Co-PI: Kathryn Montgomery, November 15, 2010 through May 14, 2012, \$169,978.

Co-Investigator, "Policy and Practice in Digital Marketing of Food and Beverages to Children." The Robert Wood Johnson Foundation Healthy Eating Research Grant to the Berkeley Media Studies Group/Public Health Institute, PI: Lori Dorfman, DrPH, 9/1/08 – 8/31/10, \$285,207.

Co-Principal Investigator, "Community-Partnered Research to Reduce Obesity in African American Families." The Robert Wood Johnson Foundation Grant to the African American Collaborative Obesity Research Network (AACORN), PI: Shiriki Kumanyika, 1/1/08 – 1/1/13, \$ 3.5 million.

Co-Investigator, "Access and Utilization of CAM by Minorities." National Institutes of Health (1 R21 AT002857-01A1), PI: Jose Pagan, 06/01/2006 - 05/31/2008, \$182,241.

Principal Investigator, "Assessing the Potential Food Marketing Influences on Obesity in Ethnic Minority Populations." Pilot Grant, RWJ Health and Society Scholars Program Research and Education Fund at the University of Pennsylvania, 1/1/04 – 8/31/06, \$ 11,374.

Co-Investigator, "When Is It All Right to Point? Public Policy Discourse on Racial Segmentation and Targeting." Pilot Grant, University of Pennsylvania Center for Africana Studies, PI: Oscar Gandy, Jr., 8/1/04-6/30/06, \$10,000.

Co-Investigator, "Health Messages on Billboards: A Multi-City Study." Penn-Cheyney EXPORT Center for Inner City Health, (NIH P60 MD 000209) PI: Amy Hillier, 9/30/04 -7/31/05, \$100,935.

SELECTED QUOTATIONS AND MEDIA RESEARCH MENTIONS

"Sin City's new slogan is set to launch Sunday evening" Las Vegas Review Journal (Jan 25. 2020) <https://www.reviewjournal.com/business/tourism/sin-citys-new-slogan-is-set-to-launch-sunday-evening-1943561/>

"It ain't easy selling green" Eco-Business (Sept 17.2019). <https://www.eco-business.com/news/it-aint-easy-selling-green/>

"Lowe's Employees Are Confused That The VP Would Tell People A Drill Is Great For Latinos With Small Hands" Mitu (Aug 28, 2019). <https://wearemitu.com/things-that-matter/lowes-vp-latinos-small-hands/>

"Lowe's Exec Apologizes for Hispanic 'small hands' comments," Washington Post (Aug 27,2019), <https://www.washingtonpost.com>.

"AMA honors research on how mindfulness helps consumers decision making" Eureka Alert (June 6.2019) https://www.eurekaalert.org/pub_releases/2019-06/ama-ahr060519.php

"Film and Director Q&A with Dr. Sonya Grier: "DogParks and CoffeeShops: Diversity Seeking in Changing Neighborhoods" Smithsonian Anacostia Community Museum (March 30, 2019)
<http://anacostia.si.edu/events?trumbaEmbed=view%3Devent%26eventid%3D130428517>

"5 Ways To Have A Totally Free Weekend Around D.C." Dcist (March 29, 2019).
<https://dcist.com/story/19/03/29/5-ways-to-have-a-totally-free-weekend-around-d-c-17/>

Neo-Nazis hijacked Papa John's brand. Can Shaq take it back?" (March 22, 2019).
https://www.washingtonpost.com/business/2019/03/22/can-shaq-rehab-papa-johns-image-preferred-pizza-neo-nazis/?noredirect=on&utm_term=.eb8e75135582

"Dog Parks and Coffee Shops: Faux Diversity and Consumption in Gentrifying Neighborhoods" featured on *American Marketing Association*. <https://www.ama.org/academics/Pages/Dog-Parks-and-Coffee-Shops-Diversity-Seeking-in-Changing-Neighborhoods.aspx>

"Small World, Big Ideas: The Race in the Marketplace Initiative Facilitates Collaboration" (February 26th, 2018) <https://www.american.edu/ucom/news/20180226-RIM-Grier.cfm>

Race, Power, Privilege in the Marketplace are focus of Interdisciplinary Network's Research" *Diverse Education* (February 4th, 2018) <https://diverseeducation.com/article/109427/>

"A New Collective of Scholars Set Their Sights on Examining the Impact of Race in Marketing", Newswise (January 23, 2018). <https://www.newswise.com/articles/a-new-collective-of-scholars-set-their-sights-on-examining-the-impact-of-race-in-marketing>.

Negative Views of H&M Rise Among Black Consumers After 'Coolest Monkey' Photo," Morning Consult (January 19, 2018). <https://morningconsult.com/2018/01/19/negative-views-of-hm-rise-among-black-consumers-after-coolest-monkey-photo/>

"Trump: Nike 'getting absolutely killed' with boycotts over Colin Kaepernick's 'Just Do It', Washington Post, Internet. (September 5, 2018)

"How social media can help people lose weight." ScienceDaily. (November, 28 2017).
<https://www.sciencedaily.com/releases/2017/11/171128113520.htm>

"According to Science, Gym Selfies May Actually Be Good for your Health" Observer. (November 18th, 2017) <https://observer.com/2017/11/according-to-science-gym-selfies-may-actually-be-good-for-your-health/>

"Social Media Can Help Boost Weight Loss Success". WebMD (November 3rd, 2017)
<https://www.webmd.com/diet/obesity/news/20171103/social-media-can-help-boost-weight-loss-success>

"Want to stick your weight-loss goals? Share a selfie of your progress," Mens Fitness, (October 26, 2017) <https://www.mensfitness.com/weight-loss/burn-fat-fast/want-stick-your-weight-loss-goals-share-selfie-your-progress>

"NAACP's American Airlines warning is a wake-up call to corporate America," Washington Post (October 25, 2017). https://www.washingtonpost.com/business/economy/naacps-american-airlines-warning-is-a-wake-up-call-to-corporate-america/2017/10/25/68ecb558-b9b8-11e7-a908-a3470754bbb9_story.html?utm_term=.4475afe52912

"Want to lose weight? Snap that selfie, set that goal, share with others." ScienceDaily (October, 23 2017). <https://www.sciencedaily.com/releases/2017/10/171023150115.htm>

“Toyota’s Targeted Advertising,” Interview on Off-Script, 30 minute news show, WUSA- channel 9 (October 19, 2017).

“New Research Provides Ways to Reduce Holiday Excess Through Mindfulness,” Science Blog, <https://scienceblog.com/490652/new-research-provides-ways-reduce-holiday-excess-mindfulness/> (December 16, 2016).

“Dog Parks and Coffee Shops,” Quiet on the Set Magazine (September 11, 2015), <http://www.quietonthesetmagazine.com/dog-parks-and-coffee-shops/>

“Documentary Explores U Street, Columbia Heights Gentrification,” Borderstan News (October 2, 2015). <https://www.borderstan.com/2015/10/02/new-documentary-explores-u-street-columbia-heights-gentrification/>

“Weighed Down: Racism, Culture and Obesity”, WHUT, Panelist, Vocal Point, TV News Show (January 15, 2015).

“Subway Restaurants to Market Healthier Food Options to Kids, Could Impact Food Landscape Around Schools.” Kaiser Permanente *Thriving Schools* (January 4, 2014).

Fast food proximity harmful to minority kids, says study,” The Chronicle of Winston-Salem (June 8, 2013). <http://wschronicle.com/tag/sonya-grier-ph-d/#sthash.1WZ8racY.dpuf>

“Identifying Diversity-Seeking Consumers,” PRNewswire (May 16, 2013). <http://www.prnewswire.com/news-releases/identifying-diversity-seeking-consumers-207703911.html>

“Tethered to Technology,” Northwestern University Magazine, (Fall 2011). <http://www.northwestern.edu/magazine/fall2011/campuslife/tethered-to-technology.html>

“Marketing and Health: An Interview with Dr. Sonya Grier,” The world’s leading authorities on your health (May 2011). http://bestinhealthradio.com/BestInHealthRadio.com/Podcasts_-_Listen_to_Worlds_Leading_authorities_on_your_Health/Entries/2011/5/2_Dr._Sonya_Grier.htm

“Why are Black Men Wearing Prison Jumpsuits in Chinatown D.C?” Racialicious: The Intersection of race and pop culture (Jun 26 2011). www.racialicious.com/2011/06/26/links-for-2011-06-26

“The Health Impact of Targeted Marketing: An Interview with Sonya Grier,” Corporations and Health Watch (June 2010). <http://www.corporationsandhealth.org/index.php?mact=News.cntnt01,print,0&cntnt01articleid=117&cntnt01showtemplate=false&cntnt01returnid=62>

“African-Americans – the Target of Fast Food Marketing,” WebTalkRadio.net, *Eat, Exercise, Live*, Washington DC (May 2011). <http://webtalkradio.net/2011/05/02/eat-exercise-live-%E2%80%93-african-americans-the-target-of-fast-food-marketing/>

“How Close Is Post-Racial America? We look at the numbers and the implications the findings have for marketing to African-American consumers”, Adweek (February 4, 2010). <http://www.adweek.com/aw/contentdisplay/news/agency/e3i4b406c00b9c5b2653a13b5e8fed89d25>

“McMoms answer fast-food critics” (November 4th, 2009). The Washington Times. <http://www.washingtontimes.com/news/2009/nov/04/moms-know-best-about-nutrition/>

“Race becomes more central to TV advertising” (March. 1, 2009). Associated Press International (API). <http://www.msnbc.msn.com/id/29453960/>

Same article also discussed or reproduced in (chronological order; list not comprehensive):

- Black News (27 February): http://www.blacknews.com/news/more_tv_ads_project_images_of_racial_harmony101.shtml
- Target Market News (16 March): <http://www.targetmarketnews.com/storyid03240902.htm>
- Diversity Affluence (6 April): <http://diversityaffluence.com/diversity-blog/2009/04>

“Does Marketing Contribute to Obesity in African-Americans? Study Indicates It Does, but Economic, Cultural Factors Also to Blame.” *Advertising Age*, 27 (August 2008). See: http://adage.com/article?article_id=130605.

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- Food Processing (29 January): http://www.foodprocessing.com.au/news/9124-Marketing-influences-the-sale-of-fast-food?topic_id=1493
- Advertising Educational Foundation (27 August): <http://www.aef.com/industry/news/data/2008/8033>
- Campaign for a Commercial-Free Childhood (27 August): <http://www.commercialfreechildhood.org/news/2008/08/aamarketing.htm>
- American University website (28 August): <http://www.american.edu/media/inthenews/080829.htm>
- BuzzologySurveys.com (28 August): <http://buzzologysurveys.blogspot.com/2008/08/ad-age-does-marketing-contribute-to.html>
- Commercial Alert (28 August): <http://www.commercialalert.org/issues/education/junk-food/does-marketing-contribute-to-obesity-in-african-americans>
- Obesity: Information, Articles, Blogs (28 August): <http://obesity.newsbeet.com/story/Does-Marketing-Contribute-to-Obesity-in-AfricanAmericans/>
- Iowa Avenue (blog, 31 August): <http://www.iowaavenue.com/profiles/blog/list?month=08&year=2008>
- QSRMagazine.com (5 September): <http://www.qsrmagazine.com/articles/news/story.phtml?id=7233>
- Eurweb.com (blog, 8 September): <http://www.eurweb.com/story/eur46859.cfm>
- NewsWise.com (8 September): <http://www.newswise.com/articles/view/544105/>
- UPI.com (8 September): http://www.upi.com/Health_News/2008/09/08/Unhealthy_food_marketing_targets_blacks/UPI-98291220931139/
- Action Coalition for Media Education (29 December): <http://www.acmecoalition.org/aggregator/sources/3>

“Marketing May Influence How Often Parents Feed Children Fast Food.” *NewsWise.com*, 24 (January 2008). See: <http://www.newswise.com/articles/view/537172/?sc=rsin>

Same article also discussed or reproduced in (chronological order; list not comprehensive):

- Campaign for a Commercial-Free Childhood (24 January): <http://www.acmecoalition.org/aggregator/sources/3>
- UPI.com (25 January): http://www.upi.com/Science_News/2008/01/25/Marketing_linked_to_fast_food_frequency/UPI-22151201321050/
- The Earth Times (26 January): <http://www.earthtimes.org/articles/show/178761,marketing-linked-to-fast-food-frequency.html>

- Times of India (27 January): http://timesofindia.indiatimes.com/HealthSci/Marketing_influences_fast_foot_intake/articleshow/735071.cms
- OrganicAuthority.com (30 January): <http://www.organicauthority.com/blog/health/fast-food-frenzy/>
- American University's The Eagle on line (4 February): <http://media.www.theeagleonline.com/media/storage/paper666/news/2008/02/04/News/FastFood.Marketing.Influences.Habits-3184338.shtml>
- FRAC News Digest (4 February): <http://www.frac.org/digest/02.04.08.htm>
- OneIndia (n.d.): <http://living.oneindia.in/health/child-nutrition/2008/children-fast-food.html>

TEACHING EXPERIENCE

American University, Kogod School of Business

Elective Undergraduate Courses

"Marketing for Social Change," (2010- present).

"Advertising and Integrated Marketing Communication," (2007- 2017).

Stanford University Graduate School of Business

Elective MBA courses

"Social and Non-Profit Marketing," (2002-2003, 1997-1999).

"Advertising and Communication Management," (1996-1999).

Executive Program in Arts Management

"Strategic Arts Marketing," (July 2002).

"Developing Strategic Arts Alliances," (July 2002).

Executive Program in Non-Profit Leadership

"Social Sector Marketing," (March 2002, July 2001).

"Strategic Non-Profit Collaborations," (March 2002, July 2001).

University of Cape Town Graduate School of Business and Social Marketing Institute (SMI)

"Social Marketing in Africa," One of three faculty for weeklong workshop. Co-designed curriculum, taught sessions and trained participants to develop teaching cases (Nov. 2000).

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

Elective MBA courses

"Entering Emerging Markets: South Africa," (1995, 1996).

"Advertising Policy," (1994, 1995).

"Entering Emerging Markets: West Africa," (1994).

Leadership Education and Development Program

"Conceptual Issues in Management," Strategic Management course for group of 30 gifted high school students in the LEAD Program (Summers 1991-1994).

PROFESSIONAL AFFILIATIONS

- American Marketing Association (AMA)
- Association for Consumer Research (ACR)
- American Public Health Association (APHA)

SERVICE

Professional and Government Service

- Steering Committee and Lead Partner, On the Table event for DMV region
- Editorial Board, Advertising & Society Quarterly (ASQ) (January 2019-present)
- Moderator, CLALS Latino Affairs Forum (March 2019)
- Advertising and Society Colloquium, Duke University (October 2019)
- Organizer, Race in the Marketplace (RIM), 2019 Research Forum (2016-2017)
- Co-Founder, Race in the Marketplace (RIM), Research Network (2016-present)
- Editorial Board, *Journal of Consumer Affairs* (2018-present)
- Editorial Board, *Journal of Public Policy and Marketing* (2006-present)
- Organizer, Race in the Marketplace (RIM), Inaugural Research Forum (2016-2017)
- Planning Committee, National Academies Food Forum Workshop “Exploring Choices about Foods and Ingredients: Consumer, Industry, and Federal Government Perspectives” (2017)
- Host, International Social Marketing Association (ISMA) networking education event (2015)
- Digital Food and Beverage Marketing to Youth Advisory Group (2012-present)
- Institute of Medicine Food Forum (2011-2018)
- Steering Committee, Rudd Center for Food Marketing Research, Yale University (2011-present)
- Consultant, Risk Communication Advisory, Food and Drug Administration (2013- 2015)
- Treasurer, Marketing Ethnic Faculty Association, MEFA (2013-2014)
- Advisor, Grocery Retail Strategies Collaborative Project (2011- 2013)
- Steering Committee, Food Marketing to Children Workgroup (2010-2018)
- Editorial Board, *Journal of Public Policy and Marketing* (2006-present)
- Faculty Fellow, Marketing and Public Policy Pre-Conference Consortium (2015, 2014, 2013, 2012, 2011, 2009, 2008, 2004)
- Program Committee, Marketing and Public Policy Conference (2017, 2016, 2015, 2013, 2012, 2011, 2009, 2008, 2006, 1998)
- Advisor, The Business Case for Obesity Project (2011)
- External Dissertation Examiner, University of Cape Town Graduate School of Business (2011)
- Co-organizer, Digital Food Marketing to Children Cross-disciplinary Meeting (2010)
- Advisory Board Member, Villanova Center for Public Policy (2004-2009)
- Board of Scientific Advisors, CDC National Center on Health Marketing (2008-2010)

- Track Chair, Health, Transformative Consumer Research Conference (2008-2009)
- Advisory Board, Transformative Consumer Research (2007-2010)
- Program Committee, Association for Consumer Research Conference (2008, 2000)
- Co-Chair, 2007 Marketing and Public Policy Conference (2006-2007)
- Chair, 2007 MPP Pre-Conference Workshop on Research in Social Marketing
- Planning Committee, 1st Transformative Consumer Research Conference (2006-2007)
- Advisory Board Member, Association for Consumer Research (2001-2003)
- Director, Minority Affairs, AMA Marketing & Society Special Interest Group (1999-2002)
- Master's Thesis Examiner, University of Cape Town Graduate School of Business (2001)
- Steering Committee, Ph.D. Project Marketing Doctoral Student Association (1997-1998)
- Panelist, Ph.D. Project Conference (2014, 2011, 2003, 1999-2001, 1997, 1996)
- Grant Reviewing: Transformative Consumer Research Grants (2010, 2009, 2008), African-American Obesity Research Collaborative Network Grants (2008).
- Journal Reviewing: Journal of Advertising, Journal of Consumer Research, Journal of Macromarketing, Journal of Marketing, Journal of Public Policy and Marketing, American Journal of Public Health, Journal of Services Marketing, the Academy of Marketing Science, Health Communication, Health Psychology, International Journal of Research in Marketing, Preventive Medicine, Social Marketing Quarterly, and special issues for several other journals.
- Conference Reviewing: Association for Consumer Research, Marketing and Public Policy, Multicultural Marketing, Cross-cultural Research, Transformative Consumer Research, European Marketing, and International Society for Marketing and Development.

University Service

American University

- Initiated and led the development of a Kogod partnership with the DC Community Foundation to bring the Chicago Community Trust "On the Table" to the DMV area. (April 2019-present)
- FDDS Faculty Director Search- Interview Committee (March 2019)
- Marketing Department Chair (2017-present)
- Kogod Diversity Committee (2015-present)
- Advisory Board, Center for Community Engagement (2014-2018)
- Advisory Board, Frederick Douglass Distinguished Scholars (FDDS) Program (2014-2018)
- Business in the Capital Search Committee (2016-2017)
- RISE Faculty Engagement Committee (2016-2017)
- Reinventing the Student Experience Task Force (RISE) (2015-2016)
- Dean's Business in the Capital Strategic Advisory Cabinet (2015-2016)
- Curator, Business in the Capital Health Events (2014-2015)
- Faculty Research Advisory Council (2014-2015)
- President's University Council (2014-2015)
- American University Faculty Retreat Planning Committee (2014)
- Kogod Faculty Retreat, session co-facilitator
- Committee on Faculty Actions (2013-2014)

- Advisory Committee, AU Center for Food Studies (2013)
- Advisor, AU Student Chapter, National Association of Black MBA's (2009-present)
- Dissertation Committee Member, Anthropology Department (2011-present)
- Marketing Department Master's Program Development Committee (2011-2012)
- Program Faculty, Campus Admit Day (2012)
- Program Faculty, American University STEP Program (Summers 2012, 2011, 2010)
- Kogod Professorship Selection Committee (2017, 2012, 2007)
- Kogod Strategic Visioning Committee (2011)
- Moderator, *Kogod Now* Breakfast Briefing Panel (2011)
- Dean Search Committee, Kogod School of Business, American University (2010-2011)
- Associate Vice-Provost for Research Search Committee (2011, 2008-2009)
- Facilitator, *The Campus Recast*, 2010 Faculty Retreat (October 2010)
- Kogod Research and Tenure Committee (RTC) (2007-2011)
- Thesis Committee Member, School of Education (2009-2010)
- Thesis Committee Member, School of Communication (2009-2010)
- Development Committee, AU Center for Community Health (2008-2009)
- Kogod Marketing Faculty Search Committee (2009, 2007)
- Kogod Behavioral Lab Development Leader (2007-2008)
- Marketing Department Informal Brown Bag Coordinator (Fall 2008)

University of Pennsylvania

- Mentor, Leonard Davis Institute SUMR Program in Health Services Research (2004)

Stanford University

- Marketing Faculty Recruiting (1996-2000)
- Dissertation Co-chair, Graduate School of Business (1998)
- Faculty Leader, MBA Study Trips: Ghana (1997) and South Africa (1998)
- Dissertation Committee Member, Communications Department (1998)
- Diversity Recruiting Committee, Graduate School of Business (1997-1999)
- Co-Organizer, Marketing Camp (1997)
- Sponsor, Partners for Academic Excellence Faculty Dinner (1997)
- Presenter, Women's Alumni Conference (1997)
- Moderator, Social Entrepreneurship Conference (1997)

Northwestern University

- Kellogg 15-year Class Reunion, Class Representative, (2006)
- Kellogg Black Alumni Scholarship, Selection Committee (1997)
- Kellogg Faculty Council on Diversity (1991-1996)
- Recruiter, Kellogg Doctoral programs (1991-1996)
- Panelist, Women in Leadership Conference (1995)
- Founding Co-director, Minority Professor Speaker Series (1992)
- Co-founder, Kellogg Ph.D. 's of Color (PhDoc) (1991)

Community Service

- Steering Committee, Voices DMV Project (includes "On the Table" (2020-present)
- USA Advisory Committee Science & Technology Train Project for South Africa
- Awards Judge, The Academy of Media Tastemakers (2013-present)
- Advisory Board, Fit Through Faith, Los Angeles, CA (2007-present)
- Board of Directors, Camden Wellness, Camden, NJ (2006-2007)
- Community Advisory Board, KCSM TV and Radio, San Mateo, CA (1997-1999)
- National Advisory Council, The Entrepreneurial Development Institute (TEDI), Washington, DC (1994-1999)
- Advisory Board, New City YMCA, Chicago, IL (1988-1991)