

BRIDGET LEONARD, Ph.D.

Department of Marketing and Organizational Communication
Grenon School of Business
Assumption University
500 Salisbury St., Worcester, MA 01609
Ph: 303-223-9759 | BL.Leonard@Assumption.edu

ACADEMIC POSITIONS

Assumption University, Worcester MA
Chair, Department of Marketing and Organizational Communications, Grenon School of Business, 2022 – present
Assistant Professor of Marketing, Grenon School of Business, 2017 – present

Purdue University Fort Wayne, Fort Wayne, IN
Assistant Professor of Marketing, Doermer School of Business, 2014 – 2017

EDUCATION

Ph.D., Marketing, Leeds School of Business, University of Colorado Boulder, 2014

M.B.A., Laurentian University, Canada, 2009

H.B.Com, Commerce, Laurentian University, Canada, 2006

PEER-REVIEWED JOURNAL ARTICLES

O'Hara, Elizabeth, and Bridget Leonard (2023) "Worcester Red Sox: Let's Grow Our Brand," *The CASE Journal*, forthcoming.

Schneider, Abigail B., Sunaina Chugani, Tavleen Kaur, Jason Stornelli, Michael G. Luchs, Marat Bakpayev, Tessa Garcia-Collart, Bridget Leonard, Lydia Ottlewski, and Laura Pricer, (2022) "The Role of Wisdom in Navigating Social Media Paradoxes: Implications for Consumers, Firms, and Public Policy," *Journal of Consumer Affairs*, 56 (3), 1127-1147.

Schneider, Abigail B., and Bridget Leonard, (2022) "From Anxiety to Control: Mask-Wearing, Perceived Marketplace Influence, and Emotional Well-Being during the Covid-19 Pandemic," *Journal of Consumer Affairs*, 56 (1), 97-119.

Leonard, Bridget, Margaret C. Campbell, and Kenneth C. Manning, (2019) "Kids, Caregivers, and Cartoons: The Impact of Licensed Characters on Food Choices and Consumption," *Journal of Public Policy and Marketing*, 38 (2), 214-231.

Campbell, Margaret C., Kenneth C. Manning, Bridget Leonard, and Hannah M. Manning, (2016) “Kids, Cartoons, and Cookies: Behavioral Priming Effects on Children’s Food Consumption,” *Journal of Consumer Psychology*, 26 (2), 257-264.

*Honorable Mention for 2018 C.W. Park Outstanding Contribution to the Journal of Consumer Psychology Award.

McGraw, A. Peter, Caleb Warren, Lawrence E. Williams, and Bridget Leonard, (2012) “Too Close for Comfort or Too Far to Care? Finding Humor in Distant Tragedies and Close Mishaps,” *Psychological Science*, 23 (10), 1215-1223.

O’Reilly, Norm, Steven Ayer, Ann Pegoraro, Bridget Leonard, and Sharyn Rundle-Thiele, (2012) “Toward an Understanding of Donor Loyalty: Demographics, Personality, Persuasion, and Revenue,” *Journal of Nonprofit and Public Sector Marketing*, 24 (1), 65-81.

SELECTED WORKING PROJECTS

“Terry Pratchett’s Boot Theory: Exploring the Role of Disposable Products in Reinforcing the Cycle of Poverty,” with Aida Faber, Robert Arias, Iina Ikonen, Stephen Juma, and Kristin Scott, research in process, to be presented at the Transformative Consumer Research conference, June 2023.

CONFERENCE PEER-REVIEWED PAPER PRESENTATIONS

“Worcester Red Sox: Developing a marketing plan to expand their brand,” with Elizabeth O’Hara, roundtable case with a complete instructor’s manual presentation, at the Eastern Academy of Management, Philadelphia PA, May 2023.

“From Anxiety to Control: Mask-Wearing, Perceived Marketplace Influence, and Emotional Well-Being During the Covid-19 Pandemic,” with Abigail B. Schneider, paper presented at the American Council on Consumer Interests, Virtual Conference via Zoom, May 2021.

“Brush Reminder: Testing a Reminder Cue to Improve the Oral Health of Urban Head Start Children,” with Holli Seabury, paper presented at Marketing and Public Policy Conference, San Luis Obispo, CA, June 2016.

“Message in a Bottle: What a Product’s Shape Tells us About the Product and Ourselves,” poster presentation with Abigail Schneider and Page Moreau, Association for Consumer Research Conference, Chicago, IL, October 2013.

“The Impact of Licensed Cartoon Characters on Children’s Eating Choices,” with Margaret C. Campbell and Kenneth C. Manning, Association for Consumer Research Conference, Vancouver, Canada, October 2012.

“Effect of Character Weight and Health Knowledge on Children’s Eating,” with Margaret C. Campbell, Kenneth C. Manning, Hannah M. Manning, Association for Consumer Research Conference, St. Louis, MO, October 2011.

“Make a Funny: Humor Production and the Benign Violation Theory,” poster presentation with Caleb Warren, and A. Peter McGraw, Association for Consumer Research Conference, Jacksonville, FL, October 2010.

“Personality and Donor Behavior: Findings and Implications,” with Ann Pegoraro and Steven Ayer, Association for Research on Nonprofit Organizations and Voluntary Action Conference, Philadelphia, PA, November 2008.

“‘Active’ versus ‘Cultural’ Use of Time: Health, Happiness and Sense of Belonging,” with Norman O’Reilly, Ida Berger, Tony Hernandez, Benoit Seguin and Milena Parent, World Leisure Congress, Quebec City, Canada, October 2008.

OTHER CONFERENCE PARTICIPATION

“Terry Pratchett’s Boot Theory: Exploring the Role of Disposable Products in Reinforcing the Cycle of Poverty,” with Aida Faber, track chair at the Transformative Consumer Research dialogical conference, Egham, UK, June 2023.

“Consumer Wisdom in a Digital World,” track participant at the Transformative Consumer Research dialogical conference, virtual, June 2021.

“Opting In to Social Enterprise: An Examination of the Leadership Identities of Women Leading Certified B Corporations,” with Robin A. Frkal, roundtable embryo case presented at the Eastern Academy of Management Annual Meeting, Wilmington, DE, May 2019.

TEACHING EXPERIENCE

Assistant Professor, Assumption University

- Strategic Marketing (previously Marketing Management)
- Marketing Research (previously Developing Marketing Insights)
- Consumer Behavior
- Principles of Marketing
- Advertising

Assistant Professor, Purdue University Fort Wayne

- Marketing Management, MBA program
- Marketing Management, Executive MBA program
- Marketing Research
- Consumer Behavior
- Introduction to Marketing Management
- Advertising and Integrated Marketing Communications

Instructor, University of Colorado Boulder

- Buyer Behavior

PROGRAM DEVELOPMENT

Current Program Development

- Currently leading the revision of the Organizational Communication major in conjunction with the Communications and Media major (2023).

Courses Developed

- MKT 405 Strategic Marketing
- MKT 250 Developing Marketing Insights (now Marketing Research)

Marketing Major revision, 2019

Led the revisioning of the Marketing major according to the Marketing program review from 2013.

Digital Marketing Program Development Committee, 2018

Served on a program development committee to review and propose a new concentration in Digital Marketing. This included the proposal of new courses.

SERVICE

Assumption University

2021 – present	Departmental Senate Representative, Representative Faculty Senate
2021 – present	SCOGÉ, committee member
2020 – present	Merit Awards, committee member
2019 – 2023	Grenon School of Business Curriculum Committee
2022	Search Committee for the Grenon School of Business Dean
2021 – 2022	Committee Chair, search committees for Assistant Professor of Marketing
2019 – 2021	Honors Council
2017 – 2018	Digital Marketing Program Development Committee

Purdue University Fort Wayne

2016	Hiring Committee, Visiting Assistant Professor of Management
2016	Faculty sponsor, Student Research and Creative Endeavor Symposium
2015 – 2017	Campus Appeals Board
2015 – 2017	Department Parliamentarian
2015	Faculty judge, Student Research and Creative Endeavor Symposium
2015	Departmental Policy and Planning Committee
2014 – 2016	Departmental Assessment Committee
2014 – 2015	Marketing Curriculum Committee

Reviewer

2021-present	Journal of Consumer Affairs
2021-present	Journal of the Association for Consumer Research
2019-present	Journal of Public Policy and Marketing
2016	Marketing and Public Policy Conference
2015	Lalonde Conference on Marketing Communications and Consumer Behavior

Academic Service Learning Projects – Class projects with students and clients

- Strategic Marketing, created strategic plan for the WooSox, 2023

- Developing Marketing Insights, conducted marketing research for the Office of Student Affairs, 2022, 2023
- Advertising class, created IMC plans for 11 small business in Worcester, 2016 - 2019

Honors Thesis Mentor

- Wandzia Prytko, *Marketing Through Microcultures on Social Media: An Examination of Booktok and Independent Bookstores*, 2021 – 2022
- Lauren Cavanaugh, *A Content Analysis Examining the NFL’s Social Media Communications in a Global Market*, 2021 – 2023

HONORS, AWARDS, AND GRANTS

2019	Faculty Development Grant to create a new course, Developing Marketing Insights
2018	C.W. Park Outstanding Contribution to the Journal of Consumer Psychology, Honorable Mention Award
2016	IRSC Faculty Community Engagement Grant, PFW
2013	University Fellowship, University of Colorado Boulder
2011	ACR Transformative Consumer Research Grant, “Cartoon Character Body Weight and Children’s Eating Choices,” with Margaret C. Campbell and Kenneth C. Manning
2010	Gerald Hart Research Fellowship, University of Colorado Boulder
2008	Ontario Graduate Scholarship