

RANDLE D. RAGGIO

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ACADEMIC AND PROFESSIONAL EXPERIENCE:

Robins School of Business, University of Richmond, Richmond, VA,

Associate Dean and Director, Richard S. Reynolds Graduate School of Business, and Executive Director of Executive Education, 2016 – present
Marketing Department Chair, 2015
Associate Professor, 2015 – present
Assistant Professor, 2010 – 2015

DeBoer Foundation, Nyaung Shwe, Myanmar (Burma)

Faculty, taught Marketing and Strategic Planning to Fellows in DeBoer Foundation's leadership development program, May 2015

Mälardalen University, Västerås, Sweden

Visiting Scholar, June 2013, July 2014, June 2015

E. J. Ourso College of Business, Louisiana State University, Baton Rouge, LA,

Assistant Professor, 2006 – 2010

The Jack C. Massey Graduate School of Business, Belmont University, Nashville, TN,

Director, 2000 – 2002

Belmont University College of Business Administration, Nashville, TN,

Instructor, 1999 – 2002

Toy Manufacturers of America, *Blue Ribbon Communications Panel*, New York, NY, 1998 – 1999

Kidpower, Brentwood, TN, *Marketing Director*, 1997 – 1999; *Marketing Manager*, 1996 – 1997

Raggio & Associates, Mandeville, LA, *President*, 1994 – 1995

Andersen Consulting, New Orleans, LA, *Senior Consultant*, 1993 – 1994; *Staff Consultant*, 1991–1993

TEACHING EXPERIENCE:

UNIVERSITY OF RICHMOND

2011-present **Richard S. Reynolds Graduate School of Business**

- *Core MBA Marketing Management*, case-based course with project

2010-present **E. Claiborne Robins School of Business**

- *Capstone Strategic Marketing*, project-based course
- *Principles of Marketing*, project-based course
- *Business-to-business Marketing* (2010 & 2011)

2010-present **MBA Capstone Project Supervision**

- Louis McCracken, Light the Music, 2014 – 2015
- Mark Mendez, CarLotz, 2014
- Lauren Hum, ChildFund International, 2013 – 2014

- Patrick DesMarteau, Hamilton Beach Brands, 2012 – 2013
 - Timothy Boykin, The Cultural Arts Center at Glen Allen, 2011
 - Lindsay Korenich, Lavanila, 2011
 - Michael Neese, Interbake, 2011
 - Michael Mueller, Ledbury, 2010 – 2011
- 2011-present **Independent Study Supervision**
- Katie Garrison (MBA), Strategic Premium Pricing Strategy, 2013 – 2014
 - Ben Eubanks (MBA), B2B Marketing Strategy, 2012 – 2013
 - Danielle Gordon, Targeting the Hispanic Market, 2011
 - Kaitlin Coffee, Strategic Agency-Client Relationships, 2011
 - Barrett Miles, Octagon Strategic Initiatives, 2011
- 2010-present **Executive Education**
- Mini MBA Program, *Essential Marketing*, 2010 – present
 - Minority Business Executive (MB) Management Program, *Strategic Marketing*, 2011– present
 - Luck Companies' *Business Acumen Series, Marketing*, 2014
 - Leadership Bootcamp II, *Strategic Marketing*, 2014
 - MBE Reunion, *New Business Development*, 2013

LOUISIANA STATE UNIVERSITY

2008-2010 **The Flores MBA Program, E. J. Ourso College of Business**

- MBA core *Marketing Administration*, case-based course
- MBA *Brand Marketing Strategy*, case-based course

2006-2010 **E. J. Ourso College of Business**

- Capstone *Marketing Management*, project-based course

THE OHIO STATE UNIVERSITY

2003 **Fisher College of Business**

- *Managerial Marketing*

BELMONT UNIVERSITY

2001-2002 **Jack C. Massey Graduate School of Business**

- Developed and taught Pricing section of MBA *Product/Service Costing and Pricing*

1999-2001 **Undergraduate School of Business**

- *International Business* (1999-2001)
- *Principles of Management* (1999-2000)

1999 **Professional Bachelor's of Business Administration Program**

- *International Business* for adult degree completion program

1999-2001 **Center for Professional Development**

- *Marketing and International Business* for professionals from 30 countries from PIC, Inc., the world's leading supplier of pork genetics (1999-2001)
- *Supervisory Skills* for managers from the U.S. Army Corps of Engineers (2001)

RECOGNITION – TEACHING:

Louisiana State University

- *Tiger Athletic Foundation (TAF) Undergraduate Teaching Award*, university-wide recognition of outstanding undergraduate teaching, 2009
- Finalist (top 3) for Flores MBA Program Class of 2009 *Professor of the Year*, 2009
- Finalist (top 3) for Flores MBA Program Class of 2010 *Professor of the Year*, 2009

- Finalist (top 3) for Flores MBA Program Class of 2011 *Professor of the Year*, 2010

Belmont University

- From Fall 1999 – Spring 2001, listed 26 times on the graduating senior survey under the open-ended item asking for "...the name(s) of any individuals who have had a particularly positive impact on your Belmont experience"
- One of three faculty members selected by the fall 2001 graduating class to speak at the graduation Jazz Brunch

EDUCATION:

Ph.D. *Marketing, The Ohio State University, 2006, Department of Marketing, Max M. Fisher College of Business, Columbus, Ohio. Minor: Quantitative Psychology*

M.A. *Marketing, The Ohio State University, 2005, Department of Marketing, Max M. Fisher College of Business, Columbus, Ohio*

M.B.A. *Marketing, Vanderbilt University, 1997, Owen Graduate School of Management, Nashville, Tennessee*

B.S.B.A. *Management Information Systems, University of Southern Mississippi, 1991, Hattiesburg, Mississippi, with Highest Honors*

PUBLICATIONS:

Peer-Reviewed Journal Articles:

Raggio, Randle D., Robert P. Leone and William C. Black (2014), "How Consumers' Use of Brand vs. Attribute Information Evolves over Time," *Journal of Consumer Marketing*, Vol. 31 (5)

- *Highly Commended Paper of 2014*: Selected by JCM Editorial Team as one of the most impressive pieces of work the team has seen throughout 2014

Raggio, Randle D., Robert P. Leone and William C. Black (2014), "Beyond "Halo: The Identification and Implications of Differential Brand Effects," *Journal of Consumer Marketing*, Vol. 31 (2)

Raggio, Randle D., Anna Green Walz, Mousumi Bose Godbole, and Judith Anne Garretson Folse (2014), "Gratitude in Relationship Marketing: Theoretical Development and Directions for Future Research," *European Journal of Marketing*, Vol. 48 (1/2)

- Lead article in double issue

Folse, Judith Anne Garretson, Julie Guidry Moulard and Randle D. Raggio (2012), "Psychological Ownership: A Social Marketing Message Appeal? Not for Women," *International Journal of Advertising*, Vol. 31 (2)

Raggio, Randle D. and Judith Anne Garretson Folse (2011), "Expressions of Gratitude in Disaster Management: An Economic, Social Marketing and Public Policy Perspective on Post-Katrina Campaigns," *Journal of Public Policy & Marketing*, Vol. 30 (Fall)

- Cited as an "Article of Interest" in Centers for Disease Control and Prevention's *Health Communications Science Digest*, Vol. 3, 2e (February), 2012

Kuzmina, Yana, William C. Black and Randle D. Raggio (2011), "Brand Acquisition vs. Brand Creation in Portfolio Expansion Strategy," *Journal of Product and Brand Management*, Vol. 20, Issue 4

Raggio, Randle D. and Judith Anne Garretson Folse (2009), "Gratitude Works: Its Impact and the Mediating Role of Affective Commitment in Driving Positive Outcomes," *Journal of the Academy of Marketing Science*, Vol. 37 (December)

Raggio, Randle D. and Robert P. Leone (2009), "Chasing Brand Value: Fully Leveraging Brand Equity to Maximize Brand Value," *Journal of Brand Management*, Vol. 16 (January)

Raggio, Randle D. and Robert P. Leone (2007), "The Theoretical Separation of Brand Equity and Brand Value: Managerial Implications for Strategic Planning," *Journal of Brand Management*, Vol. 14 (May)

Harvard Business Review:

Raggio, Randle D. (2010), "When the CEO's Personal Crusade Drives Company Decisions," *Harvard Business Review*, Vol. 88 (June)

Raggio, Randle D. (2009), "Do You Thank the Taxpayer for Your Bailout?" *Harvard Business Review*, Vol. 87 (June)

Raggio, Randle D. (2011), "Helping Employees Live the Brand," Invited article for HBR.com's *Insight Center* discussing internal branding, posted March 17, 2011

Raggio, Randle D. (2010), "Why GM's Gratitude Is Worth Sharing," Invited article on HBR.com discussing GM's post-IPO gratitude commercial "The Comeback," posted December 2, 2010

Bendapudi, Neeli, Randle D. Raggio, and Tassu Shervani "Is Mr. Clean Service Ready?" Invited article on HBR.com discussing P&G's move into services, posted February 18, 2009

Edited Journal Issues:

Special issue on "Brand Value and Valuation," *Journal of Brand Management*, Vol. 17 (September) 2009, with Robert P. Leone

Invited Articles:

Raggio, Randle D. and Robert P. Leone (2009), "Drivers of Brand Value, Estimation of Brand Value in Practice, and Use of Brand Valuation: Introduction to the Special Issue," *Journal of Brand Management*, Vol. 17 (September)

Raggio, Randle D. and Robert P. Leone (2009), "Postscript: Preserving (and Growing) Brand Value in a Downturn," *Journal of Brand Management*, Vol. 17, (September)

Book Chapters:

Raggio, Randle D., Anna Green Walz, Mousumi Bose Godbole, and Judith Anne Garretson Folse (2015), "Gratitude in Relationship Marketing" in *Handbook of Research in Relationship Marketing*, Robert M. Morgan, Janet Turner Parish, and George Deitz (eds.), Northampton, MA: Edward Elgar, Ltd.

Raggio, Randle D. (2011), "Brand Value," in *Wiley International Encyclopedia of Marketing*, Jagdish Sheth and Naresh Malhotra (eds. in chief), *Volume 1: Marketing Strategy*, Robert A. Peterson and Roger A. Kerin (volume eds.), West Sussex, UK: John Wiley & Sons

Raggio, Randle D. (2011), "Perceptions of Brand Equity," in *Wiley International Encyclopedia of Marketing*, Jagdish Sheth and Naresh Malhotra (eds. in chief), *Volume 1: Marketing Strategy*, Robert A. Peterson and Roger A. Kerin (volume eds.), West Sussex, UK: John Wiley & Sons

Raggio, Randle D. and Robert P. Leone (2007), "Producing a Measure of Brand Equity by Decomposing Brand-Benefit Beliefs into Brand and Attribute Sources," in *Brand Equity Measurement: Concepts and Applications*, R. Harish and P. S. Gopalakrishnan (eds.), Bangalore: ICFAI University Press

Published Working Papers:

Raggio, Randle D. and Robert P. Leone, "The Theoretical Separation of Brand Equity and Brand Value: Managerial Implications for Strategic Planning" (March 3, 2006). Available at SSRN: <http://ssrn.com/abstract=894109> or <http://dx.doi.org/10.2139/ssrn.894109>

- #2 All-time in downloads on SSRN for MKT: Branding & Brand Management (as of May 29, 2014)

Raggio, Randle D. and Robert P. Leone, "Producing a Measure of Brand Equity by Decomposing Brand-Benefit Beliefs into Brand and Attribute Sources" (March 6, 2006). Available at SSRN: <http://ssrn.com/abstract=889566> or <http://dx.doi.org/10.2139/ssrn.889566>

- #10 All-time in downloads on SSRN for MKT: Branding & Brand Management (as of May 29, 2014)

Published Cases:

"Michael Shaps Winery: Evaluating the 'Custom Crush' Opportunity," Case and Teaching Note, (Product #9B13A027), London, Ontario: Ivey Publishing, 2013, with Ben Eubanks (MBA student)

"Pitching J.Crew Maternity Apparel to Mickey Drexler," Case and Teaching Note, (Product #UVA-M-0854), Charlottesville, VA: Darden Business Publishing, 2013, with Paul Farris (Darden), Lindsay Murphy, Patrick DesMarteau, and Alex Mazakov (MBA students)

"ABSOLUT Vodka: The Spirit of a Brand," Case and Teaching Note, (Product #UVA-M-0832), Charlottesville, VA: Darden Business Publishing, 2012, with Rajkumar Venkatesan (Darden) and Katherine Noel (MBA student)

"The Robins Center: Is Less More?" Case and Teaching Note, *Sport Marketing Quarterly*, Vol. 21, Issue 2, 2012, with John Richardson (MBA student)

"Sy.Med Development, Inc.," Case and Teaching Note (Product #9B09A010), London, Ontario: Ivey Publishing, 2009

Cases:

"Ledbury Made-to-Measure Strategy 2015," Case, used in Richmond MBA 2015 Opening Residency and Mini MBA programs 2015-16

"McKesson Medical-Surgical Lab Strategy 2014," Case, used in Richmond MBA Opening Residency program 2014

“Note on Global Healthcare and Payment Reform 2014,” Note, used in Richmond MBA Opening Residency program 2014

“MWV Beauty & Personal Care Strategy in Brazil 2013,” Case, used in Richmond MBA Opening Residency program 2013, with Jennifer Tarry (MBA student)

“The General Cigar Company: Trade Channel Conflict,” Case, with Paul Farris

“Customer Value Proposition for Boxed Wine,” Case and Teaching Note, used in Principles of Marketing and MBA Core Marketing courses

“Country Market Collection,” Case and Teaching Note, used in Principles of Marketing and MBA Core Marketing courses

Technical Reports:

Johnson, Kerry, Carole Stockmeier, Clarence S. Thomas, Jr., and Randle D. Raggio (2010), “Healthcare Performance Improvement and High Reliability: A Best Practice Methodology,” in *Healing without Harm*, Marcia L. Delk, Laura Linn, Melissa Ferguson, and Rynnie Rodd (eds.), Center for Health Transformation white paper

Raggio, Randle D. and Judith Anne Garretson Folse (2007), “Drivers of Perceptions of Louisiana, Its People, Products and Services, and Travel to the State,” prepared for Angèle Davis, Secretary, Louisiana Department of Culture, Recreation & Tourism

Raggio, Randle D. and Robert P. Leone (2006), “Producing a Measure of Brand Equity by Decomposing Brand-Benefit Beliefs into Brand and Attribute Sources,” in *Zyman Institute of Brand Science, ZIBS Technical Report*

WORK IN PROGRESS:

Moulard, Julie Guidry, Randle D. Raggio, and Judith Anne Garretson Folse, *Conceptualizing the Meanings of Brand Authenticity*

Hartley, Phillip, Jie Sun, and Randle D. Raggio, *The Impact of Psychological Ownership on Crisis Communication Success*

Moulard, Julie Guidry, Randle D. Raggio, and Judith Anne Garretson Folse, *True-to-Self Brand Authenticity: Understanding the Antecedents of a Brand's Passion*

Folse, Judith Anne Garretson, Randle D. Raggio, Dora Schmit Bock, and Stephanie M. Mangus, *Overcoming Indebtedness and Eliciting Gratitude through Feedback*

Ekman, Peter, Randle D. Raggio, and Steven M. Thompson, *Co-Creating Value through Self-Service Green Technology*

CONFERENCES AND PRESENTATIONS:

Session Chair, “Brand Authenticity,” AMA Winter Marketing Educators' Conference, Orlando, FL,

February 21-23, 2014

"What is Brand Authenticity? Introducing the Entity-Referent Correspondence Framework of Authenticity and Its Application to Brands," AMA Winter Marketing Educators' Conference, Orlando, FL, February 21-23, 2014, with Julie Guidry Moulard and Judith Anne Garretson Folse

"What is True-to-Self Brand Authenticity? Understanding the Antecedents and Consequences of a Brand's Passion," AMA Winter Marketing Educators' Conference, Orlando, FL, February 21-23, 2014, with Julie Guidry Moulard and Judith Anne Garretson Folse

"Academic Publishing and Higher Education in the U.S." Invited presentation at Mälardalen University, Västerås, Sweden, June 12, 2013, with Steve Thompson

"From Engineering to Relationship Perspectives: The Identification and Implications of Differential and Evolving Brand Effects," The Next Generation: Brands and Branding in Law, Accounting and Marketing Conference, Chapel Hill, NC, April 12-13, 2012, with Robert P. Leone and William C. Black

"Crisis Management Advertising Effectiveness: The Impact of Psychological Ownership and Message Abstractness," Academy of Marketing Science Annual Conference, Coral Gables, FL, May 24-27, 2011, with Phillip Hartley and Jie Sun (author only)

"Brand Creation vs. Brand Acquisition as a Brand Portfolio Expansion Strategy," AMA Winter Educator's Conference, Austin, TX, February 18-21, 2011, with Yana Kuzmina and William C. Black

Special Session Co-Chair, "Gratitude, Attitudes and Intentions," AMA Winter Educator's Conference, New Orleans, LA, February 19-22, 2010, with Judith Anne Garretson Folse

"Interpreting the Impact of Media on the Public's Perception of Expressions of Gratitude," AMA Winter Educator's Conference, New Orleans, LA, February 19-22, 2010, with Judith Anne Garretson Folse and Rhett Grametbauer

"Recognizing Those Who Participated and Encouraging Those Who Didn't: A Social Marketing Perspective on Expressions of Gratitude from post-Katrina Louisiana," AMA Winter Educator's Conference, New Orleans, LA, February 19-22, 2010, with Judith Anne Garretson Folse

- *Best Paper*: Corporate Affairs, Social Responsibility, and Sustainability Track

"Gratitude Works: The Impact of 'Thank You' From Post-Katrina Louisiana," AMA Summer Educator's Conference, San Diego, CA, August 8-11, 2008, with Judith Anne Garretson Folse

"Gratitude in the Relationship Marketing Paradigm," AMA Summer Educator's Conference, San Diego, CA, August 8-11, 2008, with Anna Green Walz, Mousumi Bose, and Judith Anne Garretson Folse

"Producing a Measure of Brand Equity by Decomposing Brand-Benefit Beliefs into Brand and Attribute Sources," MSI Conference on Marketing Metrics and Financial Performance, Boston, MA, December 6-8, 2006, with Robert P. Leone

"The Theoretical Separation of Brand Equity and Brand Value," AMA Winter Educator's Conference (invited presentation in "Brand Equity, Customer Equity, and Brand Value – Past and Future" special session), St. Petersburg, FL, February 17-20, 2006, with Robert P. Leone

Special Session Chair, “Brand Equity, Customer Equity, and Brand Value – Past and Future,” AMA Winter Educator’s Conference, St. Petersburg, FL, February 17-20, 2006

“Separating Equity and Value,” invited presentation at ZIBS Brand Valuation Workshop, Emory University, June 23-24, 2005, with Robert P. Leone

“Measuring the Impact of Brand on Consumers’ Brand Ratings,” MSI/JMR Conference on Academic-Practitioner Collaborative Research, Yale University, December 10-12, 2004, with Robert P. Leone

“A Recommended Procedure for Brand Ratings Decomposition,” Fisher College of Business Marketing Colloquia Series, The Ohio State University, October 1, 2004

“Value Pricing: Navigating the Free-to-Fee Transition for B2B Services,” ISBM Academic Conference, Harvard University, August 5-6, 2004, with Neeli Bendapudi and Steve Brown

“Beyond Customer (Un)Profitability: A Conceptual Framework of Service Denial,” *Discussant*, 34th Annual Haring Symposium for Doctoral Research, Indiana University, April 2-3, 2004

“Is Brand Equity Good in Theory?” Fisher College of Business Marketing Colloquia Series, The Ohio State University, August 8, 2003

GRANTS AND RESEARCH SUPPORT:

University of Richmond

- 3.5 million SEK (Approx \$490,000) from Swedish Energy Agency, to develop a model for understanding the implementation of Green eServices, with Steve Thompson (UR) and Peter Ekman (Mälardalen University), 2013-2015
- 146,900 SEK (Approx. \$24,000) STINT Grant, to study New Service Development for Green Apps across Sweden and U.S., with Steve Thompson (UR) and Peter Ekman (Mälardalen University), 2013

Louisiana State University

- Dr. George W. Fair Memorial Professorship for Developing Scholars, awarded 2009
- \$10,000 E. J. Ourso College of Business Summer Award for Intellectual Contribution, 2009
- \$5,000 LSU Council on Research Summer Stipend Grant, 2007
- \$10,000 from Louisiana Department of Culture, Recreation & Tourism to fund gratitude study investigating the public policy implications of “thank you” marketing message, 2006

SERVICE:

University of Richmond:

University Committees and Service:

- UR Threat Assessment Team, 2016 – present
- UR Faculty Athletic Committee (Chair), 2013 – 2015
- UR Athletics Council, ex-officio 2013 – 2015
- Acting Faculty Representative to the Student Development Committee of the Board of Trustees, Spring 2015

Robins School of Business Committees and Service:

- Graduate Council (Chair), 2016 – present
- Curriculum Committee, 2012 – present; (Chair, 2014 – present)
- Executive Education Advisory Committee, 2011 – present
- Robins School of Business Branding Team, 2013 – 2015
- Dean’s Graduate Education Task Force, 2015
- Dean’s Teaching Evaluation Task Force, 2013 – 2014
- Assessment Committee, 2010 – 2014; ex-officio 2015 – 2015
- Ad hoc Committee Evaluating Queally Lecture Series Implementation, 2011

Marketing Department Committees and Service:

- Department Chair, 2015
- Marketing Curriculum Review Committee (Chair), 2011 – 2015
- Principles of Marketing Course Coordinator, 2011 – 2015
- Accompanied Marketing students to New York for Spider Road Trip, 2015
- Marketing Capstone Committee, 2010 – 2014

Louisiana State University:

E. J. Ourso College of Business Committees and Service:

- Flores MBA Program Committee, 2009-2010
- Flores MBA Program Marketing Specialization Advisor, 2009 – 2010
- Chapter Advisor – *Mu Kappa Tau*, marketing honor society, 2006 – 2010

Belmont University:

University Committees and Service:

- University Marketing/Advertising Committee, 2000 – 2002
- Search Committee for Director of Marketing and Communications, 2001 – 2002
- Search Committee for Director of Financial Aid, 2001

Jack C. Massey Graduate School of Business Committees and Service

- Graduate Curriculum Committee, *ex officio* member, 2000 – 2002

Reviewing:

Editorial Review Board Member – *Journal of Public Policy & Marketing*, 2013 – present

Journal of Marketing – *ad hoc* reviewer 2006 – 2012; 2015

European Journal of Marketing – *ad hoc* reviewer 2010 – 2011, 2014

Journal of the Academy of Marketing Science – *ad hoc* reviewer 2009, 2011 – 2015

Journal of Brand Management – *ad hoc* reviewer 2009

Journal of International Marketing – *ad hoc* reviewer 2008 – 2009

2012 AMS Annual Conference, Marketing Communications and Promotions Track, New Orleans, LA, May 15-19, 2012

2011 AMS World Marketing Congress, Emotions in Marketing Track, Reims, France, July 20-23, 2011

2010 AMA Winter Educators’ Conference, Corporate Affairs, Social Responsibility and Sustainability Track, New Orleans, LA, February 19-22, 2010

2007 European Marketing Academy (EMAC) Conference, Product and Brand Management Track, Reykjavik, Iceland, May 22-25, 2007

2006 AMA Winter Educators’ Conference, Relationship Marketing Track, St. Petersburg FL, February 17-20, 2006

Dissertation Committees:

Louisiana State University

Yana Kuzmina, Marketing, 2009

Student Organization Advising:

University of Richmond

Student AMA Chapter Co-Advisor, 2012 – 2014

- Accompanied students to National Student AMA Conference, New Orleans, LA, 2014
National Team Selling Competition Coach, 2010 – present

- Accompanied teams to Bloomington, IN, 2010, 2012

UR Disc Golf Club Advisor, 2012 – 2014

Other Service and Activities:

- MBA Opening Residency, University of Richmond
 - Delivered *Marketing Insights*, 2011 – 2015
 - Developed the Ledbury case for Opening Residency 2015
 - Developed the McKesson case and Note on Global Healthcare and Payment Reform for Opening Residency 2014
 - Developed the MWV case for Opening Residency 2013
- “Professionalism,” invited by Associate Dean Coughlan to give remarks to MBA students, 2015
- McWick Case Competition, Round 1 Judge, 2013
- UR Business Pitch Competition, Round 1 Judge, 2013
- Coordinated student and alumni panel for R-Business Program, 2013
- Delivered presentation on Marketing and Business to Experience Richmond Snapshot program for admitted students for Office of Admissions, 2013
- “Professionalism,” invited by Dean Nancy Bagranoff to give remarks on a panel discussing professionalism expectations in the Robins School, 2012, 2013
- Facilitated four focus groups with graduating seniors, evaluating the performance of UR’s Career Development Center and its impact on *BusinessWeek* “Job Placement Help” rankings, April, 2012
- “The Mini MBA,” promotional email for Robins School Executive Education highlighting the Mini MBA program and marketing module, December 2, 2010
- “Introduction to Case Analysis & Discussion and How to Write Persuasive Recommendations,” presented during LSU’s Flores MBA Program Launch Week 2008, 2009

RECOGNITION – SERVICE:

- *Robins School of Business Terry Weisenberger Service Award*, 2015

CONSULTING:

Wells Fargo: “Linking Customer Experience to the Brand Promise” delivered to top 150 executives in Wells Fargo’s Retirement group, 2014

Essentra Porous Technologies: Helped the company understand FMCG concepts that apply to B2B marketing, 2013

Madden Communications/Altria AGDC: Facilitated meetings with Madden, Altria and service partners to improve Chain Planning (fixture) process, 2011, with Doug Bosse

The Bubble Thing: Consulted for package design, direct-response TV advertising, and website design for product distributed nationally at mass retailers, 2009-2010

Pac-Mor: Consulted on product development, marketing strategy and promotion/selling plan for innovative, patented bag concept with applications in athletic, outdoor, travel, baby, and athletic equipment markets, 2009

Managed student-led projects for undergraduate Marketing and MBA Brand Management courses with the following companies/organizations:

University of Richmond:

Virginia Museum of Fine Arts (VMFA)
Coca-Cola
West Point (VA) Volunteer Fire and Rescue Squad
Richmond College
Virginia Department of Health
Robins School of Business

LSU:

Community Coffee Company
Gulf South Animated Motion Technologies
Louis DeAngelo's Casual Italian Dining
Louisiana Public Broadcasting
Louisiana Shrimp Task Force
Marketing with Trivia
Mockler Beverage
OnTour
Pac-Mor
Printed BIG
Woman's Center for Wellness (Woman's Hospital)

INTERVIEWS/PUBLICITY:

Interviewed by Charlie Fishburne of *WCVE Public Radio* for story about student project for Virginia Department of Health, February 2, 2015

Quoted in *Richmond Times-Dispatch* on importance of "customer experience" in marketing, June 16, 2014

Quoted in NBCNews.com on the effectiveness of Super Bowl ads, February 4, 2013

Quoted in ImproMed.com on the role of gratitude for veterinary practices, November 14, 2012

JPPM article on gratitude in disaster management cited as an "Article of Interest" in Centers for Disease Control and Prevention's *Health Communications Science Digest*, Vol. 3, 2e (February), 2012

Quoted in CNNMoney.com on the effectiveness of Super Bowl ads, February 6, 2012

Quoted in Fortune.com on the role of gratitude in business, November 23, 2011

Interviewed by Jimmy Barrett, WRVA Radio's Morning Show, on Walmart's future as price leader, August 23, 2011

Quoted in CNNMoney.com on the ROI of Super Bowl ads, February 3, 2011

Quoted in *Houston Chronicle* on "misleading" brand names, September 25, 2010

Quoted in *Business Week* on whether bailout recipients should say "Thank You," July 13/20, 2009

Quoted in *Baton Rouge Business Report* on Brawny's rebranding efforts, July 28, 2009

Gratitude research featured in *BizEd* magazine, September/October 2007

Gratitude research featured in *LSU Today*, July 20, 2007

Appeared on *Louisiana Town Square*, panelist discussing perceptions of Louisiana, May 23, 2007

Interviewed by Jeff Palermo of *Louisiana Network*, discussing gratitude research, May 16, 2007

RECOGNITION – COMMUNITY SERVICE:

- *President’s Volunteer Service Award*, presented by President George W. Bush, in recognition of work with Desire Street Academy, April 22, 2008
- Invited to attend President George W. Bush’s *Remarks on Volunteering*, White House South Lawn, September 8, 2008
- Presented with a copy of *Louisiana Senate Concurrent Resolution 129* (the “Louisiana Thanks You!” resolution) by Senator Tom Schedler, and invited to speak at opening of Senate session, in recognition of work on *Louisiana Thanks You!* campaign, June 16, 2006

BIOGRAPHICAL SKETCH:

Randy Raggio is Associate Dean of The Richmond MBA and Executive Education programs and Associate Professor of Marketing at the Robins School of Business at the University of Richmond. He joined the Robins School faculty in August 2010 after four years teaching undergraduate and MBA courses at LSU. He received his Ph.D. in marketing from The Ohio State University. Before moving to Columbus to work on his Ph.D., Randy was director of the Jack C. Massey Graduate School of Business and instructor of business at Belmont University in Nashville, TN where he taught undergraduate, MBA, and professional education courses.

Randy earned his undergraduate degree in Management Information Systems from the University of Southern Mississippi and an MBA with a concentration in Marketing from Vanderbilt University.

Randy's professional marketing experience includes time as the marketing director for Kidpower, the toy company that marketed products such as the Funnoodle (the long foam swimming pool "noodles"), the Luminator brand of light-up sport toys, and Little Bear plush products based on the animated children's series. He produced more than 13 commercials that aired on national cable TV and appeared on QVC three times. In 1998 he was appointed to the *Toy Manufacturers of America Blue Ribbon Communications Panel* in recognition of his superior handling of a crisis communications situation involving one of Kidpower's products. He consults on marketing/brand development for consumer products.

Additionally, Randy worked with Andersen Consulting (now Accenture) before leaving the firm to start his own company. He has business experience with companies in the U.S., Canada, Mexico, Sweden, Belgium, China, South Korea, Myanmar (Burma), Australia, and the United Kingdom.

Randy's research interests are in the area of marketing strategy. His dissertation focused on empirical and theoretical implications of brands and brand equity for consumers and firms. As part of this research, he worked closely with the heads of the brand equity tracking team in Procter & Gamble's Consumer Market Knowledge group. He is currently working on research pertaining to branding and the place of gratitude in marketing theory and practice. He is also working on an international research project in Sweden focused on co-creation of value through self-service "green" technology. He has provided commentary for HBR.com and has been quoted in *Business Week*, NBCNews.com, Fortune.com, CNNMoney.com, and the *Houston Chronicle*. His research has appeared in *Harvard Business Review*, *Journal of Brand Management*, *Journal of Public Policy & Marketing*, *Journal of Consumer Marketing*, *Journal of Product and Brand Management*, *Journal of the Academy of Marketing Science*, *European Journal of Marketing*, *International Journal of Advertising*. He is on the editorial review board of *Journal of Public Policy & Marketing*.

Randy is a competitive swimmer and in 1999 completed a 24-mile solo swim across Lake Pontchartrain, Louisiana. In the summer of 2000 he swam in the annual 12.5-mile "Race around Key West." By 2014 his longest race was 5 miles, but he hopes to complete a 10-miler soon.

Randy spent seven weeks in India during the summer of 1999 helping to develop daycare centers for children in the slums of Mumbai (Bombay). In 2006 he founded and directed the "Louisiana Thanks You!" campaign to help the people of Louisiana express their gratitude for the overwhelmingly generous response to hurricanes Katrina and Rita, which spawned his interest in the place of gratitude in marketing. In 2008, he was awarded the President's Volunteer Service Award from President George W. Bush in recognition of his work with Desire Street Academy. In 2015, he taught Marketing and Strategic Planning to Fellows in the DeBoer Foundation's leadership development program in Myanmar (Burma).