

# Kathleen J. Kennedy

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## EDUCATION

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**Doctor of Business Administration** (in progress) 2018-present

University of Manchester, Manchester, UK, Business Management and Marketing

Thesis: "How consumers shop now: Impact of intelligent agents on retailer-shopper relationships"

**Masters of Business Administration** The University of Miami (Florida), 2004, Award of Academic Merit

**B.A.A.S., Advertising Design** The University of Delaware, 1976

*Additional graduate business and marketing courses at Seattle University (1982-1983) and The University of Akron (2017).*

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## ACADEMIC EXPERIENCE

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**UNIVERSITY OF ARIZONA**, Tucson, AZ 2017-present

**Associate Professor of Practice, Retailing and Consumer Sciences**

Undergraduate courses taught: Retailing and Marketing Strategy, Omnichannel Retailing, Digital Retailing, Retail Innovation and Entrepreneurship, Services Retailing, Fundamentals of Marketing, Retail Promotion and Visual Merchandizing, Retail Business Analysis & Decision Making, MS Excel and Retail Business Analysis, and Consumers, the Environment, and Sustainable Consumption.

- Led faculty team in multi-stakeholder assessment of the need for programming and related technical skills training within the RCSC program.
- Led development of new RCSC minor (approval underway), and a five-year plan to expand consumer sciences offering integrating directed undergraduate research and new courses.
- Developed digital retailing courses: new Digital Retailing course, updated Omnichannel Retailing, Advanced Digital Retailing Independent Study, and UX (usability and experience) testing. Initiated planning for a student-run E-Commerce store with the UA Bookstore for launch in Fall 2019.
- Developed new general education course presenting data science in the context of a data-centric new business start-up integrating active simulations and storytelling with a semester-long narrative supporting the CALS data science literacy initiative. Working in the "Big Ideas, Interdisciplinary Thinking Course Design" FLC to create as an Honors College pilot course.
- Redesigned and piloted RCSC 150-B1 Consumers, Environment and Sustainable Consumption incorporating active learning and an experiential service learning project for Summer 2019. Received a grant from the UA Experiential Design Accelerator to rollout this course at scale in Spring 2020.
- Member of CALS Data Information Group charged with developing Data Literacy Competencies for College (2017-2019).
- Organizing committee member and PR/Media Relations lead for Tucson Women in Data Sciences Conference, April 2019 and 2020.

**UNIVERSITY OF MANCHESTER**, Manchester, UK 2018-present

**Postgraduate Researcher**

Developed and delivered post graduate workshop in the Value of Reflexivity in Research, July 11, 2019.

**UNIVERSITY OF AKRON**, Akron, OH 2011-2017

**Visiting Assistant Professor of Practice, Department of Marketing**

Undergraduate courses taught: Brand Management, Digital Marketing, Media Strategy, Marketing Research, eBusiness, Direct Interactive Marketing/DMA Certification, XMPie Advanced Personalization Graduate courses: Brand Management, Customer Relationship Management (CRM), Integrated Marketing Communication.

**Executive Director**, Taylor Institute for Direct Marketing 2011-2012

*Led university-based institute dedicated to student, faculty, and professional development in direct interactive marketing.*

- Developed Taylor Institute professional and corporate seminars: Digital Marketing, Website Design Principles, Branding for Small Businesses, Inbound Marketing, SEO/SEM Bootcamp, Native Advertising: Content that Sells, and E-Commerce.
- Directed development of Professional Certification Program for The American Teleservices Association (ATA) and the Professional Association for Customer Engagement (PACE).

**Research Labs Director**, Applied Marketing Research Labs 2011-2015

*Directed university-based marketing research and strategic marketing consulting business unit.*

- Directed 50+ marketing research, ad testing, branding and customer UX studies for: FirstEnergy, J.M. Smucker, Summa Health, Pearson Learning, Moen, Adena Health, FitOne and others.
- Directed new product concept and ad testing lab. Assessed 200+ products including: fitness equipment, heaters and home

# Kathleen J. Kennedy Resume

appliances, pasta sauce, health and beauty aids, and insurance.

- Organized and managed consumer neuroscience conferences and workshops for both academic and industry professionals.

**ITAWAMBA COMMUNITY COLLEGE**, Tupelo, MS campus

2009-2010

**Adjunct Instructor, Management** Course taught: Introduction to Business

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## PROFESSIONAL EXPERIENCE

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**MINDNAV LLC**, Tucson, AZ

2015-2017

**Managing Partner** *Co-founder of marketing research and strategy firm.*

- Directed ad testing, usability/UX, product/service concept and brand studies for Riverside Health System, Adena, Genesis Health, Summa Health, SummaCare, Enjoius.com and others companies.

**LMC, LLC**, Tupelo, MS

2008-2010

**Senior Vice President Marketing** *Directed strategic planning and research services to furniture and textile/apparel manufacturers, financial services, business services and E-Commerce clients. Focus on digital strategy, new product development and market entry.*

- Developed strategic plans and direct-to-consumer digital channel and mobile strategies for apparel, foam products, furniture and other manufacturers.

**HANCOCK FABRICS**, Baldwin, MS

2006-2007

**SVP Marketing and E-Commerce/CMO** *Led brand, sales promotion, analytics, strategic planning, sales forecasting and planning, PR, financial services, online marketing, and E-Commerce for Fortune 1000 retailer.*

- P&L manager for \$68 Million E-Commerce division, including budgeting, marketing, merchandising and operations, annual increases +58% new unique visitor traffic, +26% annual sales +40% profits.
- Implemented private label product lines representing 65% of total sales and 70%+ of margin
- Improved advertising effectiveness by realigning media to focus on target customers; reduced ad expense -22% through contract renegotiation and media optimization.
- Initiated and led corporate strategic planning and brand repositioning.

**NATIONAL HOLDINGS CORPORATION/VFINANCE.COM**, Boca Raton, FL, 2005-2006

**Executive Vice President Marketing and Internet/CMO**, *Led marketing, strategic planning, research, product development and PR for institution serving accredited investors and hedge funds in U.S. and Latin America. Market maker for 3,500+ OTC and NASDAQ stocks.*

- Directed Institutional and Equity Research Division in new digital services development.
- Led corporate Web Development Team in redesign of Web sites and corporate intranet. Directed systems development partnership with Fidelity Investments expanding brokerage client tools.
- Expanded, focused Website content to solidify #1 Google ranking. Increased online traffic +22% and online fees +35% with optimized SEO/SEM, online seminars and strategic linking.

**OFFICE DEPOT**, Boca Raton, FL

2001-2004

**Vice President Marketing, Customer Insight and Development** *Chief Customer Officer for global leader in office supply and business services industry. Led Strategic Planning/Marketing Research, Customer Analytics, CEM/CRM, Campaigns and Direct Marketing/Loyalty. Direct expense budget \$62 to \$142 million.*

- Led 11% expense reduction in \$320 million company-wide Marketing budget.
- Initiated and led industry's most successful frequent buyer program: 2.1 million members and \$900 million in sales in 6 months; achieved profitability in first 60 days.
- Drove \$118 million incremental retail and online sales annually from direct mail and E-Mail program.
- Generated \$250 million annually at 14% net contribution rate from Education Vertical Programs.

**OFFICEMAX**, Shaker Heights, OH

1999-2000

**Vice President Marketing** *Directed marketing, planning and analysis, research, media, catalog and direct, credit marketing, CRM and loyalty for Fortune 500 multi-channel retailer. Direct expense budget of \$165 million.*

- Led brand management and sales promotion for Contract Sales, FurnitureMax and CopyMax, Wireless, and Technology partner programs (IBM, Gateway, HP, Xerox, and others).
- Optimized \$140 million print budget reducing expenses -16% through negotiation and trade area analysis.
- P&L management of \$800M+ catalog program including marketing, merchandising and operational integration. Instituted virtual warehouse program to reduce OTB utilization. Increased direct sales +13%, and increased GMROI +8% through database optimization, remerchandising and redesign of catalogs, and institution of call center and E-Mail up-sell/cross-sell programs.
- Acquired over 200,000 new customers annually with targeted direct mail and E-Mail.
- Generated \$58 million in incremental sales from credit marketing, gift cards, insurance programs, and co-marketing with

# Kathleen J. Kennedy Resume

Citibank, Visa, MasterCard, AMEX and others.

**OGILVY & MATHER**, OgilvyOne division, Los Angeles, CA, 1997-1999  
**Managing Partner/Group Account and Planning Director**, *Led client services, direct and digital branding, integrated direct-interactive marketing programs, DRTV, strategic planning and research, and systems development for global brand and digital direct agency. Director OgilvyOne Customer Loyalty Centre of Excellence.*

- Directed global teams in US, Latin America, Asia Pacific and Europe.
- Led business development efforts resulting in over \$15 million in annual fee revenue.
- Clients: Wells Fargo Bank, Blue Cross Blue Shield, Iomega, GTE, Ameritrade, Mattel/Barbie, Kraft, Unilever.

## **Positions held prior to 1997**

**Egghead.com/Egghead Software**, Spokane, WA, 1986-1997, **Vice President, E-Commerce and Direct** for Egghead.com. Promoted from Director of Advertising. *Merged with Onsale.com; sold to Amazon.com.*

**Macy's/Federated Department Stores/Broadway Stores**, Los Angeles, CA, 1991-1995, **VP, Target Marketing**. Promoted from Director Credit Marketing. *Broadway Stores acquired by Federated, and merged in 1995.*

**MMG, Inc. - Kennedy/Schwartz, Inc.** Phoenix, AZ, 1984-1991, **Vice President, Marketing/Co-Founder**, direct marketing agency and data services firm specializing in credit and financial services marketing.

**Equifax**, Seattle, WA, 1984-1982, **Vice President, Marketing and Sales** for Fortune 1000 data services firm.

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## RECENT CONFERENCE PRESENTATIONS

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How consumers shop now: Impact of intelligent agents on retailer-shopper relationships, *Annual DBA Conference*, University of Manchester, July 13, 2019.

Disruption in Retail: How AI/Machine Learning and Big Data are transforming how and what we buy, *2019 Women in Data Science Conference*, The University of Arizona, April 5, 2019.

Retail Digitalization: Two Emerging Retail Models, *2019 ACRA Conference*, Tucson, Arizona, April 6, 2019, *International Journal of Retail Distribution and Management*. Awarded Best Faculty Paper, solo author.

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## SELECTED RESEARCH PUBLICATIONS

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Daugherty, T., Hoffman, E., Kennedy, K., & Nolan, M. (2018). "Measuring consumer neural activation to differentiate cognitive processing of advertising: Revisiting Krugman." *European Journal of Marketing*. 52(1/2), 182-198

Kennedy, Kathleen.(2018) "Evaluating Emotional Response to Positive and Negative Political Advertising" *Special research project supporting "Informed Citizen Akron," a collaboration of the Bliss Institute of Applied Politics at The University of Akron, the Jefferson Center, and consortium of Ohio newspapers and media organizations.*

Daugherty, T., Hoffman, E., & Kennedy, K. (2016). "Research in reverse: Ad testing using an inductive consumer neuroscience approach." *Journal of Business Research*, 69(8), 3168-3176.

McCarthy, Kevin and Kathleen Kennedy (2005), "The Economic Value of Innovative Entrepreneurship" prepared for the Kaufman Foundation, supported by two grants totaling \$296,000.

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## NON-PROFIT LEADERSHIP

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Pro bono client –StopHungerNow.org – Strategy consulting; developed and instituted Google AdWords strategy, ads and execution. Monthly budget: \$10,000 Funding: Google Grants

Marketing Advisory Board, Akron Art Museum, Akron, OH, 2011-2015

Executive Director, The Center for Innovative Entrepreneurship (non-profit research organization), Boca Raton, FL 2005-2006

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## SELECTED PROFESSIONAL DEVELOPMENT

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University of Arizona, OIA Course Development and several other OIA online courses, 2017-2019

Quality Matters Peer Reviewer, 2018; Update 2019

University of Arizona, FLCs Assessment 2018,

"Big Ideas, Interdisciplinary Thinking Course Design" 2019

EGI Summer School Basic dEEG Data Acquisition, 2014;

Advanced dEEG Analysis and Geosourcing, 2014, 2012

E-Prime Webinar Series, 2014

DMA Professional Certification course, 2011

Advanced Competitive Intelligence certification, 2002

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## PROFESSIONAL AFFILIATIONS

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American Collegiate Retailing Association (ACRA)

American Marketing Association (AMA)

American Collegiate Retailing Association (ACRA)

Direct Marketing Association (DMA)

Marketing Research Association (MRA)

Neuromarketing Science & Business Association (NMSBA)

User Experience Professionals Association (UXPA)

Internet Marketing Association