

# BRIAN WANSINK

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## EDUCATION:

1990:	Ph.D.	Stanford University	(Marketing – Consumer Behavior)
1984:	M.A.	Drake University	(Journalism and Mass Communication)
1982:	B.S.	Wayne State College	(Business Administration)

## PROFESSIONAL EXPERIENCE:

2009-present:	Cornell University (Ithaca, NY) – John S. Dyson Chair of Marketing, Applied Economics and Management Department
2007-2009:	USDA’s Center for Nutrition Policy and Promotion – Executive Director <ul style="list-style-type: none"><li>• Led the revision of the 2010 Dietary Guidelines for America</li><li>• Launched 4 new consumer tools (average of 750,000 web-page views/day)</li><li>• Created the USDA Corporate Challenge and enlisted 102 partners</li><li>• Increased web-hits to MyPyramid.gov to 5.6 million/day (44% increase)</li><li>• Proposed and chartered the President’s Council for Family Nutrition</li></ul>
2005-2007:	Cornell University (Ithaca, NY) – John S. Dyson Chair of Marketing, Applied Economics and Management Department
2004-2005:	U.S. Army Research Labs (Natick, MA) – Visiting Research Scientist
2004-2005:	INSEAD (Fontainebleau, France) – Visiting Professor of Marketing
2002-2005:	University of Illinois (Urbana-Champaign) – Julian Simon Memorial Research Fellow and Professor of Business Admin, of Nutritional Science, of Advertising, and of Agricultural and Consumer Economics
2001-2002:	University of Illinois (Urbana-Champaign) – Professor of Business Admin, of Nutritional Science, of Advertising, and of Ag and Consumer Econ
1997-2001:	University of Illinois (Urbana-Champaign) – Associate Prof. of Business Admin.
1995-1997:	University of Pennsylvania (Wharton School) – Visiting Asst. Prof. of Marketing
1996-1996:	Kellogg’s Company – Advertising Education Foundation Visiting Professor
1994-1995:	Vrije Universiteit (Amsterdam, Netherlands) – Research Professor
1990-1994:	Dartmouth College (Amos Tuck School) – Assistant Professor of Bus. Admin.
1988-1989:	Stanford University (Communication Department) – Instructor
1984-1985:	Small Business Administration – Marketing Consultant

**SELECTED AWARDS AND HONORS:**

- 2011: President – Society for Nutrition Education  
 2008: ABC World News “Person of the Week” (1-4-08)  
 2008: *Fitness Magazine*’s “Fit-50” (November/December 2008)  
 2007: Ig Nobel Prize in Nutrition – *Annals of Improbable Research*, Harvard University  
 2005: Outstanding Alumnus Award – Wayne State College (Nebraska)  
 2005: List of Excellent Teachers (12 of 14 semesters – 1997-2005) – University of Illinois  
 2003: The Dean’s Senior Researcher Award for Excellence in Research – University of Illinois  
 2001 & 1999: MBA Core Professor of the Year – University of Illinois  
 2001: Graduate Professor of the Year – University of Illinois (College of Business)  
 2001 & 1999: Army ROTC Faculty Advisor Award – University of Illinois  
 1999: *Who’s Who in Executive Education* – Sterling Who’s Who  
 1997: Highest Citation of Research Excellence – ANBAR Electronic Intelligence  
 1991: Distinguished Leadership Award – United Negro College Fund  
 1989: Alden D. Clayton Dissertation Proposal Award – Marketing Science Institute

**RESEARCH**

*My expertise is with food-related behavior and change.*

*I uncover how our food shopping, ordering, preparation, and intake is mindlessly biased by our environment, and I focus on how consumers can reverse these biases to improve their health. This is relevant to medicine, nutrition, obesity, consumer welfare, and the responsible and profitable marketing of food.*

**BOOKS**

- Wansink, Brian (2006), Mindless Eating – Why We Eat More Than We Think, New York: Bantam-Dell.  
 • 2007 Finalist – “Books for a Better Life” (Psychology Category)  
 • Translated into 18 languages, including German, French, Japanese, Hebrew, Chinese, Arabic, Dutch, Portuguese, Indian, Korean, Danish, and others.
- Wansink, Brian (2005), Marketing Nutrition – Soy, Functional Foods, Biotechnology, and Obesity, Champaign, IL: University of Illinois Press.
- Bradburn, Norman M., Seymour Sudman, and Brian Wansink (2004), Asking Questions: The Definitive Guide to Questionnaire Design – For Market Research, Political Polls, and Social and Health Questionnaires, San Francisco, CA: Jossey-Bass.  
 • Translated into Chinese
- Sudman, Seymour and Brian Wansink (2002), Consumer Panels, Second Edition, American Marketing Association: Chicago, IL.
- Wansink, Brian (2001), WWHP 98.3 FM – Interactive Case Study, Southwestern Publishing Company: Cincinnati, OH.

**ACADEMIC JOURNAL PUBLICATIONS**

- Van Ittersum, Koert, Joost M.E. Pennings, and Brian Wansink (2010), “Trying Harder and Doing Worse: How Grocery Shoppers Track In-Store Spending,” Journal of Marketing, 74:2 (April), forthcoming.
- Just, David R. and Brian Wansink (2010), “The Flat-rate Pricing Paradox: Conflicting Effects of 'All-You-Can-Eat' Buffet Pricing,” Review of Economics and Statistics, forthcoming.
- Wansink, Brian, Collin R. Payne, and Mitsuru Shimizu (2010), “Is This a Meal or Snack? Situational Cues that Drive Perceptions,” Appetite, forthcoming.
- Just, David R. and Brian Wansink (2009), “Better School Meals on a Budget: Using Behavioral Economics and Food Psychology to Improve Meal Selection,” Choices, forthcoming.
- Wansink, Brian and Koert van Ittersum (2009), “How Spoons Systematically Bias Dosing of Liquid Medicine,” Annals of Internal Medicine, forthcoming.
- Messer, Kent, Harry Kaiser, Collin R. Payne, and Brian Wansink (2009), “Can Generic Advertising Alleviate Consumer Concerns Over Food Scares?” Applied Economics, forthcoming.
- Wansink, Brian, David R. Just, and Collin R. Payne (2009), “Mindless Eating and Healthy Heuristics for the Irrational,” American Economic Review, 99:2 (May), 165-69.
- Wansink, Brian, Koert van Ittersum, and Carolina Werle (2009), “How Negative Experiences Shape Long-term Food Preferences: Fifty Years from the World War II Combat Front,” Appetite, 52:3, 750-752.
- Just, David R., Calum G. Turvey, and Brian Wansink (2009), “Bio-security Terrorism, Food Safety, and Food Consumption Behavior: Using Experimental Psychology to Analyze Economic Behavior,” Journal of Agricultural and Resource Economics, 34:1, 91-108.
- Wansink, Brian and Collin R. Payne (2009), “The *Joy of Cooking* Too Much: 70 Years of Calorie Increases in Classic Recipes,” Annals of Internal Medicine, 150, 291-291.
- Botti, Simona, Susan Broniarczyk, Gerald Haubl, Ron Hill, Yanliu Huang, Barbara Kahn, Praveen Kopalle, Donald Lehmann, Joel Urbany, and Brian Wansink (2009), “Choice Under Restrictions,” Marketing Letters, 19:3-4, 183-199.
- Wansink, Brian and Pierre Chandon (2008), “Meal Size, Not Body Size, Explains Food Intake Estimation Errors,” Practical Diabetology, 27:4, 6-8.
- Wansink, Brian and Collin R. Payne (2008), “Consequences of Belonging to the ‘Clean Plate Club,’” Archives of Adolescent and Pediatric Medicine, 162:10 (October), 994-995.

- Wansink, Brian, Collin R. Payne, and Koert van Ittersum (2008), "Profiling the Heroic Leader: Empirical Lessons from Combat-Decorated Veterans of World War II," Leadership Quarterly, 19, 547-555.
- Vartanian, Lenny R., C. Peter Herman, and Brian Wansink (2008), "Are We Aware of the External Factors That Influence Our Food Intake?" Health Psychology, 27:5, 533-538.
- Wansink, Brian and Collin R. Payne, (2008), "Eating Behavior and Obesity at Chinese Buffets," Obesity, 16:8 (August), 1957-60.
- Wansink, Brian (2008), "Project M.O.M.: Mothers & Others & MyPyramid," Journal of the American Dietetic Association, 108:8 (August), 1302-4.
- Wansink, Brian, Collin R. Payne, Pierre Chandon (2007), "Internal and External Cues of Meal Cessation: The French Paradox Redux?" Obesity, 15 (December), 2920-2924.
- Van Ittersum, Koert, Joost M.E. Pennings, Brian Wansink (2007), "The Validity of Attribute Importance: A Review," Journal of Business Research, 60:11 (November), 1177-1190.
- Chandon, Pierre and Brian Wansink (2007), "The Biasing Health Halos of Fast Food Restaurant Health Claims: Lower Calorie Estimates and Higher Side-Dish Consumption Intentions," Journal of Consumer Research, 34:3 (October) 301-314.
- Wansink, Brian and Koert van Ittersum (2007), "Portion Size Me: Downsizing Our Consumption Norms," Journal of the American Dietetic Association, 107:7 (July), 1103-1106.
- Van Ittersum, Koert and Brian Wansink (2007), "Do Children Really Prefer Large Portions? Visual Illusions Bias Their Estimates and Intake," Journal of the American Dietetic Association, 107:7 (July), 1107-1110.
- Wansink, Brian, Collin R. Payne, and Jill North (2007), "Fine as North Dakota Wine: Sensory Expectations and the Intake of Companion Foods," Physiology and Behavior, 90:5 (April), 712-16.
- Wansink, Brian and Collin R. Payne (2007), "Counting Bones: Environmental Cues that Decrease Food Intake," Perceptual and Motor Skills, 104 (March), 273-7.
- Chandon, Pierre and Brian Wansink (2007), "Is Obesity Caused by Calorie Underestimation? A Psychophysical Model of Fast-Food Meal Size Estimation," Journal of Marketing Research, 44:1 (February), 84-99.
- Wansink, Brian and Jeffrey Sobal (2007), "Mindless Eating: The 200 Daily Food Decisions We Overlook," Environment and Behavior, 39:1 (January), 106-23.

- Garg, Nitika, Brian Wansink, and J. Jeffrey Inman (2007), "The Influence of Incidental Affect on Consumers' Food Intake," Journal of Marketing, 71:1 (January), 194-206.
- Wansink, Brian (2007), "Helping Consumers Eat Less," Food Technology, May, 34-38.
- Sobal, Jeffery and Brian Wansink (2007), "Kitchenscapes, Tablesapes, Platescapes, and Foodscapes: Influences of Microscale Built Environments on Food Intake, Environment and Behavior, 39:1 (January), 124-42.
- Wansink, Brian and Pierre Chandon (2006), "Can "Low Fat" Nutrition Labels Lead to Obesity?," Journal of Marketing Research, 43:4 (November), 605-17.
- Wansink, Brian, Glenn Cordua, Ed Blair, Collin Payne, and Stephanie Geiger (2006), "Wine Promotions in Restaurants: Do Beverage Sales Contribute or Cannibalize?" Cornell Hotel and Restaurant Administrative Quarterly, 47:4 (November) 327-36.
- Chandon, Pierre and Brian Wansink (2006), "How Biased Household Inventory Estimates Distort Shopping and Storage Decisions," Journal of Marketing, 70 (4), 118-35.
- Wansink, Brian (2006), "Nutritional Gatekeepers and the 72% Solution," Journal of the American Dietetic Association, 106:9 (September), 1324-6.
- Wansink, Brian and Pierre Chandon (2006), "Meal Size, Not Body Size, Explains Errors in Estimating the Calorie Content of Meals," Annals of Internal Medicine, 145:5 (September 5), 326-32.
- Wansink, Brian, Koert van Ittersum, and James E. Painter (2006), "Ice Cream Illusions: Bowl Size, Spoon Size, and Serving Size," American Journal of Preventive Medicine, 145:5 (September), 240-243.
- Wansink, Brian, Ganaël Bascoul, and Gary T. Chen (2006), "The Sweet Tooth Hypothesis: How Fruit Consumption Relates to Snack Consumption, 47:1 (July), Appetite, 107-110.
- Wansink, Brian and Alan O. Wright (2006), "'Best if Used By . . . ' How Freshness Dating Influences Food Acceptance," Journal of Food Science, 71:4 (May), S354-357.
- Wansink, Brian, James E. Painter and Yeon-Kyung Lee (2006), "The Office Candy Dish: Proximity's Influence on Estimated and Actual Candy Consumption," International Journal of Obesity, 30:5 (May), 871-5.
- Wansink, Brian (2006), "Position of the American Dietetic Association: Food and Nutrition Misinformation," Journal of the American Dietetic Association, 106:4 (April), 601-607.
- Wansink, Brian and Koert van Ittersum (2005), "Shape of Glass and Amount of Alcohol Poured: Comparative Study of Effect of Practice and Concentration," BMJ – British Medical Journal, 331:7531 (December 24) 1512-1514.

- Wansink, Brian and Matthew M. Cheney (2005), "Leveraging FDA Health Claims," Journal of Consumer Affairs, 39:2 (Winter), 386-398.
- Wansink, Brian, Armand Cardello, and Jill North (2005), "Fluid Consumption and the Potential Role of Canteen Shape in Minimizing Dehydration," Military Medicine, 170:10 (October) 871-873.
- Wansink, Brian and Junyong Kim (2005), "Bad Popcorn in Big Buckets: Portion Size Can Influence Intake as Much as Taste," Journal of Nutrition Education and Behavior, 37:5 (Sept-Oct), 242-5.
- Wansink, Brian and Mike Huckabee (2005), "De-Marketing Obesity," California Management Review, 47:4 (Summer), 6-18.
- Wansink, Brian, Koert van Ittersum, and James E. Painter (2005), "How Descriptive Food Names Bias Sensory Perceptions in Restaurants," Food Quality and Preference, 16:5, 393-400.
- Wansink, Brian, Steven Sonka, Peter Goldsmith, Jorge Chiriboga, and Nilgün Eren (2005), "Increasing the Acceptance of Soy-Based Foods," Journal of International Food and Agribusiness Marketing, 17:1, 33-55.
- Wansink, Brian and Matthew M. Cheney (2005), "Super Bowls: Serving Bowl Size and Food Consumption," JAMA – Journal of the American Medical Association, 293:14 (April 13), 1727-1728.
- Wansink, Brian (2005), "Consumer Profiling and the New Product Development Toolbox," Food Quality and Preference, 16:3 (April), 217-221.
- Wansink, Brian, Randall E. Westgren, and Matthew M. Cheney (2005), "Hierarchy of Nutritional Knowledge that Relates to the Consumption of a Functional Food," Nutrition, 21:2 (February), 264-8.
- Wansink, Brian, James E. Painter, and Jill North (2005), "Bottomless Bowls: Why Visual Cues of Portion Size May Influence Intake," Obesity Research, 13:1 (January), 93-100.  
• Winner 2007 Ig Nobel Prize for Nutrition
- Wansink, Brian, Steven T. Sonka, and Clare M. Hasler (2004), "Front-Label Health Claims: When Less is More," Food Policy, 29:6 (December), 659-667.
- Wansink, Brian, Koert van Ittersum, and James E. Painter (2004), "How Diet and Health Labels Influence Taste and Satiation," Journal of Food Science, 69:9 (Nov-Dec), S340-S346.
- Wansink, Brian and Keong-mi Lee (2004), "Cooking Habits Provide a Key to 5 a Day Success," Journal of the American Dietetic Association, 104:11, (November), 1648-1650.

- Pennings, Joost M.E. and Brian Wansink (2004), "Channel Contract Behavior: The Role of Risk Attitudes, Risk Perceptions, and Channel Member Market Structures," Journal of Business, 77:4 (October), 697-723.
- Wansink, Brian, Steven T. Sonka, and Se-Bum Park (2004), "Segmentation Approaches that Differentiate Consumption Frequency from Sensory Preference," Journal of Sensory Studies, 19:4 (October), 327-340.
- Wansink, Brian (2004), "Consumer Reactions to Food Safety Crises," Advances in Food and Nutrition Research, 48, 103-150.
- Wansink, Brian (2004), "Environmental Factors that Increase the Food Intake and Consumption Volume of Unknowing Consumers," Annual Review of Nutrition, Volume 24, 455-479.
- Wansink, Brian and Koert van Ittersum (2004), "Stopping Decisions of Travelers," Tourism Management, 25: (June), 319-330.
- Kahn, Barbara E. and Brian Wansink (2004), "The Influence of Assortment Structure on Perceived Variety and Consumption Quantities," Journal of Consumer Research, 30:4 (March), 519-533.  
 • Runner-up for *JCR*'s 2007 "Best Paper Award"
- Wansink, Brian (2003), "How Do Front and Back Package Labels Influence Beliefs About Health Claims?" Journal of Consumer Affairs, 37:2 (Winter), 305-316.
- Wansink, Brian and Randall Westgren (2003), "Profiling Taste-Motivated Segments," Appetite, 41:3 (December), 323-327.
- Sherrick, Bruce J., Peter J. Barry, Gary D. Schnitkey, Paul N. Ellinger, and Brian Wansink (2003), "Farmers' Preferences for Crop Insurance Attributes," Review of Agricultural Economics, 25:2 (Fall/Winter), 415-429.
- Wansink, Brian and Koert van Ittersum (2003), "Bottoms Up! The Influence of Elongation and Pouring on Consumption Volume," Journal of Consumer Research, 30:3 (December), 455-463.
- Wansink, Brian (2003), "How Resourceful Consumers Identify New Uses for Old Products," Journal of Family and Consumer Science, 95:4 (November), 109-113.
- Wansink, Brian (2003), "Overcoming the Taste Stigma of Soy," Journal of Food Science, 68:8 (September), 2604-2606.
- Wansink, Brian (2003), "Developing a Cost-Effective Brand Loyalty Program," Journal of Advertising Research, 43:3 (September), 301-309.
- Wansink, Brian, Matthew M. Cheney, and Nina Chan (2003), "Exploring Comfort Food Preferences Across Gender and Age," Physiology and Behavior, 79:4-5, 739-747.

- Wansink, Brian and Lawrence W. Linder (2003), "Interactions Between Forms of Fat Consumption and Restaurant Bread Consumption," International Journal of Obesity, 27:7, 866-868.
- Wansink, Brian (2003), "Profiling Nutritional Gatekeepers: Three Methods for Differentiating Influential Cooks," Food Quality and Preference, 14:4 (June), 289-297.
- Wansink, Brian (2003), "Using Laddering to Understand and Leverage a Brand's Equity," Qualitative Market Research, 6:2, 111-118.
- Wansink, Brian (2003), "Measuring Consumer Response to Food Products: Sensory Tests that Predict Consumer Acceptance," Food Quality and Preference, 14:1 (January), 23-26.
- Wansink, Brian and JaeHak Cheong (2002), "Taste Profiles That Correlate with Soy Consumption in Developing Countries," Pakistan Journal of Nutrition, 1:6 (December), 276-278.
- Chandon, Pierre and Brian Wansink (2002), "When Are Stockpiled Products Consumed Faster? A Convenience--Salience Framework of Postpurchase Consumption Incidence and Quantity," Journal of Marketing Research, 39 (3), 321-35.
- Wansink, Brian and Se-Bum Park (2002), "Sensory Suggestiveness and Labeling: Do Soy Labels Bias Taste?" Journal of Sensory Studies, 17:5 (November), 483-491.
- Wansink, Brian and Seymour Sudman (2002), "Building a Successful Panel," Marketing Research, (Fall), 23-27.
- Hoch, Stephen J., Eric L. Bradlow, and Brian Wansink (2002), "Rejoinder to 'The Variety of an Assortment: An Extension to the Attribute-Based Approach'" Marketing Science, 21:3 (Summer), 320-324.
- Wansink, Brian, Steven T. Sonka, and Matthew M. Cheney (2002), "A Cultural Hedonic Framework for Increasing the Consumption of Unfamiliar Foods: Soy Acceptance in Russia and Columbia," Review of Agricultural Economics, 24:2, 353-365.
- Painter, James E., Brian Wansink, and Julie B. Hieggelke (2002), "How Visibility and Convenience Influence Candy Consumption," Appetite, 38:3 (June), 237-238.
- Wansink, Brian and Seymour Sudman (2002), "Predicting the Future of Consumer Panels," Journal of Database Marketing, 9:4 (June), 301-311.
- Pennings, J.M.E., B. Wansink, en M.T.G. Meulenberg (2002), "Consumentengedrag in Crisissituaties," Economisch Statistische Berichten, (May 31), 430-432.

- Wansink, Brian (2002), "Changing Eating Habits on the Home Front: Lost Lessons from World War II Research," Journal of Public Policy and Marketing, 21:1 (Spring), 90-99.
- Pennings, Joost M.E., Brian Wansink, and Matthew M.E. Meulenberg (2002), "A Note on Modeling Consumer Reactions to a Crisis: The Case of the Madcow Disease," International Journal of Research in Marketing, 19:2 (March), 91-100.
- Wansink, Brian, James M. Painter, and Koert van Ittersum, (2001) "Descriptive Menu Labels' Effect on Sales," Cornell Hotel and Restaurant Administrative Quarterly, 42:6 (December), 68-72.
- Wansink, Brian and Nina Chan, (2001) "Relation of Soy Consumption to Nutritional Knowledge," Journal of Medicinal Foods, 4:3 (December), 145-150.
- Wansink, Brian and Cynthia Huffman (2001), "A Framework for Revitalizing Mature Brands," Journal of Brand and Product Management, 10:4, 228-242.
- Wansink, Brian and Junyong Kim (2001), "The Marketing Battle Over Genetically Modified Foods: False Assumptions about Consumer Behavior," American Behavioral Scientist, 44:8 (April), 1405-1417.
- Wansink, Brian (2001), "Abandoned Products and Consumer Waste: How Did *That* Get into the Pantry?" Choices, (October), 46.
- Wansink, Brian and Scott Seed (2001) "Making Brand Loyalty Programmes Succeed," Journal of Brand Management, 8:3 (February), 211-222.
- Wansink, Brian and SeaBum Park (2001), "At the Movies: How External Cues and Perceived Taste Impact Consumption Volume," Food Quality and Preference, 12:1 (January), 69-74.
- Wansink, Brian and Junyong Kim (2001), "The Marketing and Consumer Acceptance of Biotechnology," Journal of Commercial Biotechnology, (Winter) 7:3, 249-259
- Chandon, Pierre, Brian Wansink, and Gilles Laurent (2000), "A Benefit Congruency Framework of Sales Promotion Effectiveness," Journal of Marketing, 64:4 (October), 65-81.
- Wansink, Brian and SeaBum Park (2000), "Accounting for Taste: Prototypes that Predict Preference," Journal of Database Marketing, 7:4, 308-320.
- Wansink, Brian and Michael L. Ray (2000), "Estimating an Advertisement's Impact on One's Consumption of a Brand," Journal of Advertising Research, 40:6 (Nov/Dec), 106-113.
- Reprinted from...Wansink, Brian and Michael L. Ray (1992), "Estimating an Advertisement's Impact on One's Consumption of a Brand," Journal of Advertising Research, 26:4 (May-June), 9-16.
- Wansink, Brian and Cynthia Sangerman (2000), "Engineering Comfort Foods," American Demographics, July 66-67.

- Wansink, Brian, Se-Bum Park, Steven Sonka, and Michelle Morganosky (2000), "How Soy Labeling Influences Preference and Taste," International Food and Agribusiness Management Review, 3, 85-94.
- Wansink, Brian and SeaBum Park (2000), "Methods and Measures that Profile Heavy Users," Journal of Advertising Research, 40:4 (July/August), 61-72.
- Wansink, Brian, S. Adam Brasel, and Stephen Amjad (2000), "The Mystery of the Cabinet Castaway: Why We Buy Products We Never Use," Journal of Family and Consumer Science, Vol. 92:1, 104-108.
- Wansink, Brian (2000), "New Techniques to Generate Key Marketing Insights," Marketing Research, (Summer), 28-36.
- Wansink, Brian (2000), "The Power of Panels," Journal of Database Marketing, 8:3 (April) 190-194.
- Hoch, Stephen J., Eric L. Bradlow, and Brian Wansink (1999), "The Variety of Assortment," Marketing Science, Vol. 18:4, 527-546.
- Wansink, Brian and Lan Xia (1999), "Consumption Behavior and Interstate Travel," NATSO Journal of Transportation Research, (June), 71-88.
- Wansink, Brian and Jennifer M. Gilmore (1999), "New Uses that Revitalize Old Brands," Journal of Advertising Research, 39:2 April/May 90-98.
- Wansink, Brian, Robert J. Kent, and Stephen J. Hoch (1998), "An Anchoring and Adjustment Model of Purchase Quantity Decisions," Journal of Marketing Research, 35:1 (February), 71-81.
- Wansink, Brian (1997), "Making Old Brands New," American Demographics, 19:12 (December), 53-58.
- Wansink, Brian (1996), "Can Package Size Accelerate Usage Volume?" Journal of Marketing, Vol. 60:3 (July), 1-14.
- Highest Citation of Research Excellence – ANBAR Electronic Intelligence
- Wansink, Brian and Michael L. Ray (1996), "Advertising Strategies to Increase Usage Frequency," Journal of Marketing, 60:1 (January), 31-46.
- Winner of the 1989 Alden D. Clayton Dissertation Proposal Award – Marketing Science Institute
  - Highest Citation of Research Excellence – ANBAR Electronic Intelligence
- Wansink, Brian (1995), "When Do Product Usage Norms Change Usage Behavior?" Tinbergen Institute Research Journal (Amsterdam), 7 (September), 1-8.

- Wansink, Brian (1994), "Advertising's Impact on Category Substitution," Journal of Marketing Research, 31:4 (November), 505-515.
- Wansink, Brian (1994), "Antecedents and Mediators of Eating Bouts," Family and Consumer Sciences Research Journal, 23:2 (December), 166-82.
- Wansink, Brian, Michael L. Ray, and Rajeev Batra (1994), "Increasing Cognitive Response Sensitivity," Journal of Advertising, 23:2 (June), 65-75.
- Wansink, Brian (1994), "Developing and Validating Useful Consumer Prototypes," Journal of Targeting, Measurement and Analysis for Marketing, 3:1, 18-30.
- Wansink, Brian and Rohit Deshpandé (1994), "'Out of Sight, Out of Mind': The Impact of Household Stockpiling on Usage Rates," Marketing Letters, 5:1 (January), 91-100.
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 • Reprinted in the "Classics in Advertising Research" issue of Journal of Advertising Research in 2000.

### **BOOK CHAPTERS**

- Wansink, Brian (2008), "Mindless Eating & the Hidden Persuaders," in The Choice is Mine, ed. TOPS Club, Inc., Milwaukee, WI: TOPS Club, Inc., 119-128.
- Sobal, Jeffery and Brian Wansink (2008), "Built Environments and Obesity," in Obesity: Causes, Mechanisms, Treatment, and Prevention, ed. Elliott M. Blass, Sunderland, MA: Sinauer Associates Publishing, 281-299.
- Wansink, Brian (2008), "Food Marketing," in Oxford Concise Encyclopedia of American Food and Drink, ed. Andrew F. Smith, New York: Oxford University Press, forthcoming.
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- Wansink, Brian (2003), "Point-of-Purchase Advertising" in Encyclopedia of Advertising, eds. John McDonough and Karen Egolf, New York: Fitzroy Dearborn, 1243-1245.
- Wansink, Brian and S. Adam Brasel (2003), "Vegemite," in Encyclopedia of Advertising, eds. John McDonough and Karen Egolf, New York: Fitzroy Dearborn, 1603-1604.
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Wansink, Brian (1998), "Expansion Advertising," in Why Advertising Works, ed. John Philip Jones, Thousand Oaks, CA: Sage Publishing, 31-42.

Wansink, Brian (1997), "Developing Accurate Customer Usage Profiles," in Values, Lifestyles, and Psychographics, ed. Lynn Kahle, Cambridge, MA: Lexington, 183-198.

Wansink, Brian and Michael L. Ray (1997), "Developing Copy Tests that Estimate Brand Usage," in Measuring Advertising's Effectiveness, ed. William Wells, Cambridge, MA: Lexington, 359-370.

Wansink, Brian and Michael L. Ray (1993), "Expansion Advertising's Impact on Brand Equity," in Advertising and Building Strong Brands, eds. David Aaker and Alexander L. Biel, Cambridge, MA: Lexington, 177-194.

#### **INVITED PUBLICATIONS**

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Wansink, Brian (2001), "Listening to the Consumer: A Focus Group on Sampling Provides Lessons for Marketers," Sampling Trial & Conversion, Vol. V, 14-20.

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Wansink, Brian (2001), "Selling Biotechnology?" Farmweek, (May 7), 15.

Wansink, Brian (2000), "How to Save Your Brand," Brand Marketing, (August), 78.

Wansink, Brian (1997), "Study Reveals Package Size Can Accelerate Usage Volume (Part 2 of 2)," Packaging Technology and Engineering, Volume 6:2 (February), 42-60.

Wansink, Brian (1997), "Study Reveals Package Size Can Accelerate Usage Volume (Part 1 of 2)," Packaging Technology and Engineering, Volume 6:1 (January), 44-56.

Wansink, Brian (1996), "Can Package Size Accelerate Usage Volume?" Pasta Journal, November-December, 12-16.

Wansink, Brian (1985), "Expanding Your Business Through Word-of-Mouth Marketing," Iowa Pharmacist, Volume 23:1, (February), p. 4.

#### **PUBLISHED CONFERENCE PROCEEDINGS AND ABSTRACTS**

Wansink, Brian and Collin R. Payne (2008), "What Influences Preschoolers' Requests for More Away-From-Home Food?" Obesity 16, S130-131.

Wansink, Brian and Collin R. Payne (2008), "The Joy of Overeating: 70 Years of Calorie Increases in Classic American Recipes," Obesity, 16, S241.

Wansink, Brian, Lenny Vartanian, and Collin R. Payne (2008), "Does Hunger and Food Desirability Bias the Estimation of Caloric Content," Obesity, 16, S287-8.

Collin Richards Payne, Brian Wansink, S. Adam Brasel, and Scott Zuckerman (2008), "Rush to the Kitchen: Television Interruptions and Consumption," FASEB Journal, 22:878.7.

Wansink, Brian, Lenny Vartanian, Collin R. Payne, S. Adam Brasel, and Jenica K. Abram (2008), "Does Hunger Bias the Estimation of Food Size and Food Weight?" FASEB Journal, 22:875.7.

Wansink, Brian, David Just, and Collin Payne (2008), "Healthy School Lunch Behavior and the Invisible Hand," FASEB Journal, 22:44.3.

Wansink, Brian (2008), "The National Mindless Eating Challenge: Dietary Profiles Predict a Differential Effectiveness of Interventions," FASEB Journal, 22:1096.12.

Wansink, Brian and Pierre Chandon (2007), "The "Biasing Health Halos of Fast Food Restaurant Health Claims: Lower Calorie Estimates and Higher Side-dish Consumption Intentions," Marketing and Public Policy Conference Proceedings, Volume 17, p. 22.

Wansink, Brian, Collin Payne, and Carolina Werle (2007), "Packaging, Serving Size Cues, and Obesity: solutions and Partnerships for Industry and Public Health," Marketing and Public Policy Conference Proceedings, Volume 17, p. 80.

Just, David R., Brian Wansink, and Lisa Mancino (2007), "Insidious Consumption: Subtle Factors That Influence What We Eat and How Much," Marketing and Public Policy Conference Proceedings, Volume 17, p. 166.

- Wansink, Brian and Pierre Chandon (2006), "Can Low-Fat Nutrition Labels Lead to Obesity?" Obesity, 14 (September), A49-50.
- Payne, Collin, Brian Wansink, Jill North, and Jim Painter (2006), "Fine as North Dakota Wine: Sensory Expectations and Food Intake," Obesity, 14 (September), A81.
- Payne, Collin, Brian Wansink, Junyong Kim, and Se-Bum Park (2006), "I Am How Much I Eat: How Self-Monitoring Influences Overeating by Males," Obesity, 14 (September), A81-82.
- Pierre Chandon and Brian Wansink (2006), "Meal Size, Not Body Size, Explains Food Calorie Estimation Errors," Obesity, 14 (September), A82.
- Werle, Carolina, Brian Wansink, and Collin Payne (2006), "Counting Bones: Visual Monitoring Decreases Food Intake," Obesity, 14 (September), A82.
- Wansink, Brian and Pierre Chandon (2006), "Health Halos: How Nutrition Claims Influence Food Consumption for Overweight and Normal Weight People." FASEB Journal, 20:5 (Mar 7) A1008-A1008, Part 2.
- Wansink, Brian and Pierre Chandon (2006), "Calorie Underestimation, Meal Size, and Body Size." FASEB Journal, 20:5 (Mar 7) A1036-A1036, Part 2.
- Payne, Collin R., Brian Wansink, Pierre Chandon, and Paul Rozin (2006), "Internal and External Cues: French and American Explanations for Mindless Eating," FASEB Journal, 20:4 (Mar 6) A175-6, Part 1.
- Wansink, Brian and Koert van Ittersum (2006), "The Visual Illusions of Food: Why Plates, Bowls and Spoons Can Bias Consumption Volume," FASEB Journal, 20:4 (Mar 6) A618-A618, Part 1.
- Wansink, Brian and Collin R. Payne (2006), "Mood Self-verification Relates to the Selection and Intake Frequency of Comfort Foods," FASEB Journal, 20:4 (Mar 6) A174-5, Part 1.
- Wansink, Brian and James Painter (2005), "Proximity's Influence on Estimated and Actual Candy Consumption," Obesity Research, 13 (September), A219.
- Van Ittersum, Koert, Joost M.E. Pennings, Brian Wansink (2005), "Estimating the Compiled Value of 10+ Items with Different Prices," Marketing Science Conference, 79-80.
- Matthew Cheney and Brian Wansink (2004), "Super Bowls: Why Large Serving Bowls Increase Intake," Obesity Research, 12 (October) p. A-76.
- Wansink, Brian, James Painter, and Jill North (2004), "Why Visual Cues of Portion Size May Influence Intake," Obesity Research, 12 (October) p. A-76.

- Chandon, Pierre and Brian Wansink (2004), "Consumer Biases in Estimations of Product Quantity, Distance, and Currency Value," Advances in Consumer Research, Volume 31, 145-147.
- Van Ittersum, Koert, Joost M.E. Pennings, Brian Wansink, and Hans C.M. van Trijp (2004), "A Multidimensional Approach to Measuring Attribute Information," Advances in Consumer Research, Volume 31, 84-85.
- Van Ittersum, Koert, Joost M.E. Pennings, Brian Wansink, and Hans C.M. van Trijp (2004), "Improving Attribute-Importance Measurement: A Reference-Point Approach," Advances in Consumer Research, Volume 31, 86-87.
- Wansink, Brian and Koert van Ittersum (2003), "The Influence of Peripheral Cues on Consumption Volume," Advances in Consumer Research, Volume 30, 364-365.
- Wansink, Brian (2002), "Marketing Soy: Increasing the Consumer Acceptance of Soy," Proceedings of the China and International Soybean Conference, Keshun Liu and Harold Kauffman (Ed.), Champaign, IL: American Oil Chemists Society and the Chinese Cereals and Oils Association, p. 245.
- Brian Wansink, James Painter, and Koert van Ittersum (2002), "How Descriptive Menu Labels Influence Attitudes and Repatronage," Advances in Consumer Research, Volume 29, 168-172.
- Van Herpen Erica and Brian Wansink (2001), "New Insights about Consumers' Perception and Evaluation of Product Assortments," Advances in Consumer Research, Volume 28, 257.
- Wansink, Brian, Sea Bum Park, Steven Sonka, and Michelle Morganosky (2001), "How Soy Labeling Influences Preferences and Taste," Proceedings of the India Soy Forum, Prem S. Bhatnagar (Ed.), Indore, India: Soybean Processors Association of India, p. 174-181.
- Wansink, Brian (1998), "Do We Use More When We Buy More? The Effects of Stockpiling on Product Consumption," Advances in Consumer Research, Volume 25, 21-22.
- Wansink, Brian (1995), "How Brand Attitudes are Affected by Ads for New Uses." Proceedings of the American Academy of Advertising, Charles S. Madden, (Ed.), 163-4.
- Wansink, Brian (1994), "The Dark Side of Consumer Behavior – Empirical Explanations of Impulsive and Compulsive Consumption," Advances in Consumer Research, Volume 21, 508.
- Wansink, Brian (1993) "Brand Equity and Industry Association Sponsored Advertising" Proceedings of the American Academy of Advertising, Rebecca Holman, (Ed.), 125.

Wansink, Brian and Michael L. Ray (1992) "Goal-Related Consumption and Expansion Advertising: The Impact on Memory and Consumption," Advances in Consumer Research, Volume 19, 806-812.

Wansink, Brian (1992) "Listen to the Music – The Impact on Affect, Perceived Time Passage, and Applause," Advances in Consumer Research, Volume 19, 715-718.

Wansink, Brian (1991), "Consumption Framing and Extension Advertising: The Impact on Memory and Consumption," in Michael Lynn and Jeffrey M. Jackson (Eds.) Proceedings of the Society for Consumer Psychology, San Francisco, CA: American Psychological Association, 76-80.

Wansink, Brian (1989) "The Impact of Source Reputation on Inferences About Unadvertised Attributes," Advances in Consumer Research, Volume 16, 399-406.

### **BOOK REVIEWS**

Wansink, Brian (1994), "Customer Visits – Building a Better Marketing Focus" Journal of Marketing Research, 31:4 (November), 578-579.

### **PUBLISHED IN GOVERNMENT REPORTS OR IN WORKING PAPER SERIES**

Just, David R., Lisa Mancino, and Brian Wansink (2007), "Could Behavioral Economics Help Improve Diet Quality of Nutrition Assistance Program Participants?" Economic Research Service Number 43, ERS -- Washington DC: U.S. Department of Agriculture, June.

Chandon, Pierre and Brian Wansink, (2003) "Quantity and Saliency Biases in Inventory Estimation." Working Paper Series, INSEAD, Fontainebleau, France, 03-043.

Wansink, Brian and Koert van Ittersum (2003), "How Package Shapes Influence Consumption Volume," Working Paper Series, MSI, Cambridge (MA), Issue 1, 49-60.

Chandon, Pierre, Brian Wansink, and Gilles Laurent (1999), "Sales Promotion Congruity and Promotion Effectiveness," Working Paper Series, MSI, Cambridge (MA).

Wansink, Brian, Robert J. Kent, and Stephen J. Hoch (1997), "Point-of-Purchase Promotions that Increase Sales," Working Paper Series, MSI, Cambridge (MA).

Wansink, Brian (1995), "The Impact of Package Size on Usage Volume," Discussion Paper Series, Tinbergen Institute, Amsterdam, TI-95001.

Wansink, Brian (1995), "How and Why Package Size Influences Usage Volume," Working Paper Series, Marketing Science Institute, Cambridge (MA), MSI-94-001

Wansink, Brian and Michael L. Ray (1993), “Advertising New Uses for Old Products,”  
Working Paper Series, Marketing Science Institute, Cambridge (MA), MSI-93-046.

### **PAPERS WITH REVISION REQUESTS OR UNDER REVIEW**

[Contact Sandra Cueller at [SRC6@Cornell.edu](mailto:SRC6@Cornell.edu)  
for status of current submissions and revisions}

### **RESEARCH GRANTS \***

59-4000-8-0115 (Co-PI with David Just)	9/2008-9/2011	
Economic Research Service (USDA)		
Subtle Changes in the School Cafeteria that Promote Healthier Choices		
58-5000-7-0125 (Co-PI with David Just)	10/2007-9/2010	
Economic Research Service (USDA)		
Altering Social and Convenience Costs to Improve Student’s Lunch Choices		
3110006036 NYC-121411 HATCH Wansink (PI)	10/2007-9/2009	
Hatch/Smith-Lever Grant (USDA)		
Preventative Health Education Based Upon Environmental Engineering of Food Contexts		
58-6000-7-0085 (Co-PI with David Just)	10/2007 – 9/2009	
Economic Research Service (USDA)		
The Behavioral Economics of “Right-sizing” Portions in the School Cafeterias		
63148 Wansink (PI)	9/2007-2/2009	
Robert Wood Johnson Foundation		
Changing the Incentives for Daycare Snacks and Meals		
2006	\$56,000	Hatch Grant (USDA) – Consumption Norms that Bias Satiation
2006	\$42,000	Hatch Grant (USDA) – “Packaging Innovations that Restrict Food Intake”
2004	\$100,000	Economic Research Service (USDA) – “Behavioral Drivers of Obesity” (with David Just)
2003	\$85,000	Missouri-Illinois Biotechnology Association – “Consumer Responses to Food Crises” (with Randy Westgren)
2003	\$42,300	Attorney General of Illinois – “Decreasing Teenage Obesity”
2003	\$48,000	Council for Agricultural Research – “Branding Illinois Commodities”

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\* PI = Principle Investigator, Co-PI = Co-Principle Investigator, R = Researcher, and PC = Principle Consultant

2002	\$40,000	Dudley Smith Research Initiative – “Biotechnology and Consumer Research” (Co-Principle Investigator with Joost Pennings and Anne Brazier)
2001	\$3,000	CIBER – “Disseminating Soy-based Research to Developing Countries”
2000	\$225,000	Missouri-Illinois Biotechnology Association – “Consumer Responses to Biotechnology” (with Randy Westgren, Pete Goldsmith, Wake Moon, and Nicholas Kalidisineious)
2000	\$8,000	Promotional Marketing Association – “The Relative Effectiveness of Non-monetary Price Promotions”
2000	\$20,000	Educational Technology Board (University of Illinois) – “Developing the Illinois Consumer Behavior Research Network”
1999	\$39,540	Council for Agricultural Research – “A Framework to Introduce Soy to Developing Countries” (with Steven Sonka)
1999	\$15,000	Sandage Charitable Trust – “Revitalizing Mature Brands”
1998	\$5,850	Educational Technology Board (University of Illinois) – “The WWHP Integrative Case Study”
1998	\$38,240	Council for Agricultural Research – “Increasing Soy Consumption” (with Steve Sonka)
1998	\$28,000	Council for Agricultural Research – “Developing the Food and Brand Lab” (with Steve Sonka)
1998	\$5,000	NATSO – “Understanding the Consumption Behavior of Travelers
1997	\$15,000	Illinois Soybean Program Operating Board – “Developing the Food and Brand Lab
1989	\$10,000	Marketing Science Institute – “Advertising Strategies that Influence Usage Frequency of Healthy Foods (with Michael L. Ray)

### **PUBLISHED CASE STUDIES & TEACHING ARTICLES**

Wansink, Brian (1997) “Pritsker Consulting” in *Essentials of Services Marketing* by K. Douglas Hoffman and John E. B. Bateson, Ft. Worth, TX: Dryden Publishing.

Wansink, Brian (1997) “Roscoe Nondestructive Testing: Another Quality Program,” in *Essentials of Services Marketing* by K. Douglas Hoffman and John E. B. Bateson, Ft. Worth, TX: Dryden Publishing.

Wansink, Brian, Todd Huntly and Ester DeSilva (1997) “New York City Arboretum” in *Essentials of Services Marketing* by K. Douglas Hoffman and John E. B. Bateson, Ft. Worth, TX: Dryden Publishing.

Wansink, Brian and Gillian Blackwell (1997) “DeFelice and Frost, Esq.” in *Essentials of Services Marketing* by K. Douglas Hoffman and John E. B. Bateson, Ft. Worth, TX: Dryden Publishing.

Wansink, Brian and Eric Cannell (1996) “Roscoe Nondestructive Testing (A) & (B), in *Services Marketing*, by Mary Jo Bitner and Valerie Ziethamel, Cincinnati, OH: Southwestern, forthcoming.

Wansink, Brian (1994) "Inside Sources of Consumer Insights," in Charles Lamb, Joseph Hair, and Stephen McDaniel (eds.), *Great Ideas for Teaching Marketing, Second Edition*, Englewood Cliffs, NJ: Prentice-Hall, 83-5.

• Reprinted in *Great Ideas for Teaching Marketing*, Third Edition.

Wansink, Brian (1994) "Role-Playing a Competitive Response," in Charles Lamb, Joseph Hair, and Stephen McDaniel (eds.) *Great Ideas for Teaching Marketing, Second Edition*. Englewood Cliffs, NJ: Prentice-Hall, 314-5.

Wansink, Brian (1993) "Vermont Metal Castings" in Terri Swartz (Ed.) *Syllabuses and Cases for Services Marketing*, Chicago, IL: AMA.

Wansink, Brian (1993) "Benson and Harper Advertising" in Terri Swartz (Ed.) *Syllabuses and Cases for Services Marketing*, Chicago, IL: AMA.

Wansink, Brian and Joseph Barenberg (1993) "Prometrix Consulting" in Terri Swartz (Ed.) *Syllabuses and Cases for Services Marketing*, Chicago, IL: AMA.

## TEACHING AND COURSE DEVELOPMENT

Advanced Consumer Research	Graduate	Cornell University
Food Psychology and Behavior	Graduate	Cornell University
Food and Brand Lab Workshop	Undgrd	Cornell University
Consumer Behavior	Undgrd	Cornell University
Consumer Theory	PhD	University of Illinois
Food and Brand Lab Workshop	Graduate	University of Illinois
Consumer Choice (Core)	MBA	University of Illinois
Promotion Management	MBA	University of Illinois
Buyer Behavior	Undgrd	University of Illinois
Promotion Management	Undgrd	University of Illinois
Entrepreneurial Marketing	MBA	Wharton School – University of Pennsylvania
Business-to-Business Marketing	MBA	Wharton School – University of Pennsylvania
Marketing Research	MBA	Wharton School – University of Pennsylvania
Consumer Behavior	MBA	Wharton School – University of Pennsylvania
Marketing Research	Undgrd	Wharton School – University of Pennsylvania
Senior Marketing Seminar	Undgrd	Wharton School – University of Pennsylvania
Marketing Management (Core)	MBA	Amos Tuck School – Dartmouth College
Marketing Communication	MBA	Amos Tuck School – Dartmouth College
Services Marketing	MBA	Amos Tuck School – Dartmouth College
Persuasion and Propaganda	Undgrd	Stanford University (Communication Dept.)

**INVITED RESEARCH PRESENTATIONS\***

**INVITED UNIVERSITY RESEARCH PRESENTATIONS**

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\* Denotes special research lecture series

**Agricultural Economics**

- California Polytechnic – 2009
- Cornell University – 2005-9
- Texas A&M – 1997
- University of Illinois – 1996-2005
- University of Wisconsin – 1998

**Behavioral Science**

- Cornell University – 2005
- University of Chicago – 2008\*
- West Point Military Academy – 2006

**Culinary Schools**

- Apicius Culinary Institute (Italy) – 2004
- Culinary Institute of America – 2006
- Johnson & Wales – 2006
- Kendall Culinary Academy – 2004

**Economics Departments**

- Indiana University – 2008\*
- Tinbergen Institute (Netherlands) – 1994
- Vrije Universteit (Netherlands) – 1994

**Law Schools**

- Cornell University – 2006

**Life Science Departments**

- Cornell University – 2006
- Gröningen Un. (Netherlands) – 2003
- Indiana University – 2008\*
- University of Florence (Italy) – 2004
- University of Illinois – 2005

**Marketing Departments**

- Beijing University (China) – 2002
- Boston College – 2007\*
- Boston University – 2004
- Cornell University – 1995, 2007
- Dartmouth College – 1989-1994, 2007
- Dong-Hwa University (Taiwan) – 2002
- Duke University – 1993
- ESSEC (France) – 2004\*
- Erasmus University (NL) – 1994, 2001
- Georgetown – 2008
- HEC (France) – 1994, 1997

- Harvard University – 1989\*
- INSEAD (France) – 1998, 2004
- London Business School – 1994
- MIT – 1991
- Natl Chiang Chi U.(Taiwan) – 2000
- National Taiwan University – 2000
- Nijenrode University (NL) – 1994
- Pennsylvania State University – 1995
- Rutgers University, Camden – 1995
- Saint Joseph's University – 1997
- SMU – 1996
- Stanford University – 1989, 1994
- Temple University – 2005
- Texas A&M University – 1997
- Tilburg University (NL) – 1999, 2001\*
- University of Alabama – 1999
- University of Chicago – 2009\*
- University of Florida – 2005
- University of Hawaii – 2007
- University of Houston – 2003
- University of Illinois – 1989, 1996-2005
- University of Michigan – 1996
- University of Missouri – 2008
- University of N. Carolina – 1989, 1997
- University of Oklahoma – 1996
- University of Pennsylvania (Wharton) – 1995-7, 2006-7\*
- University of Pittsburgh – 2007\*
- USC (California) – 1989
- University of Virginia – 2009
- Villanova University – 1995
- Wageningen University (Netherlands) – 1999-2001, 2004
- Yale University – 2003

**Medical Schools**

- Baylor University – 2003
- Brown University – 2006
- University of Pennsylvania – 2007
- Vanderbilt University – 2003
- University of Alabama – 2009
- University of Colorado – 2003
- U of North Carolina - Charlotte – 2009
- University of North Dakota – 2008

**Nutritional or Food Science**

- Cornell University – 2006-7
- New York University – 2009
- Penn State University – 2008
- Tufts University – 2004
- University of Illinois – 2002-5
- University of North Dakota – 2008

#### **Psychology Departments**

- Cornell University – 2005
- Dartmouth College – 1992, 1994
- Max Planck Inst. (Berlin) – 2004
- Princeton University – 2007\*
- University of Illinois – 2005
- Yale University – 2004

#### **Public Health Departments**

- Harvard University – 2007
- Yale University – 2008

#### **Sensory Science Departments**

- CNRS/INRA (Dijon, FR) – 2004
- U.S. Army Research Labs (Natick, MA) – 2003-2004
- Monell Chemical Sensory Center – 2002

#### **Cross-Disciplinary Groups**

- Cal Poly – 2009
- Cornell University – 2005-2008
- Harvard University – 2007
- MIT – 2007
- St. Johns University – 2009\*
- University of Chicago – 2009
- University of Hawaii – 2007\*
- University of Illinois – 1999-2005
- University of Michigan – 2009\*

### **INVITED RESEARCH PRESENTATIONS TO SOCIETIES, AGENCIES, & COMPANIES**

(Really, Really Incomplete)

International Life Sciences Institute	2002	
Institute of Medicine (National Academy of Science)	2002, 2005	
National Institute of Health	2005	
National Academy of Science	2003	
Marketing Science Institute	1993, 1997	
Advertising Research Systems (1994)		
Archer Daniel Midlands – ADM (1999)		
Colgate (1997)		
Con-Agra (2007)		
Consumer Federation of America (2006)		
Culinary Historical Society – Chicago (2004)		
DDBO Advertising (1993)		
Eli Lilly (2006)		
Fleishman and Hillard (1999)		
Food and Drug Administration (2003)		
Food Marketing Institute (1997)		
General Mills (2006)		
Grocery Manufacturers of America (2006)		
Healthy Choice – ConAgra (1999)		
Illinois AAFCS (1998)		
Illinois Soybean Association (2000)		
J.D. Williams Company (1997)		

Kelloggs Company (1994)  
 Kraft (2003)  
 Lever Brothers (1997)  
 Lindsey, Stone, & Briggs (1998)  
 M&M/Mars (2001)  
 McDonald's (2003)  
 Miller Brewing Company (2001)  
 Nabisco (1997)  
 New Hampshire Coalition for Obesity (2007)  
 Ogilvy & Mather (1991)  
 Pennsylvania AAFCS (1997)  
 Soy Food Conference (1999-2004)  
 US Department of Agriculture (2004-5, 2006-8)  
 Unilever (1999)  
 Wegman's (2007)  
 Wyoming Dietetic Association (2003)

### **ACADEMIC AND MEDICAL CONFERENCE PRESENTATIONS**

*Here is a sample of some of the conferences at which I've presented. Their websites will have full titles, and related articles will have been published 1-3 years after the date of the presentation.*

Advertising and Psychology – 1992; 1994  
 American Academy of Advertising Conference -- ????  
 American Association of Family and Consumer Science – 1994; 2008  
 American Association of Public Health – 2008  
 American Dietetic Association – 2007-8  
 American Economic Association – 2009  
 American Heart Association – 2007  
 American Marketing Association Summer Educator's Conference – 1991, 1993, 1995  
 American Marketing Association Winter Educator's Conference – 1991-4; 2007  
 Association of Consumer Research – 1989-1993; 1995-2008  
 Institute of Food Technology – 2007  
 Marketing and Public Policy – 2007  
 Marketing Science (ORSA/TIMS) – Alberta ???  
 Obesity Society (formerly NAASO) – 2004; 2006-8  
 Pangborne Symposium (Food Quality and Preference) – 2002, 2006  
 Society for Consumer Psychology – 1991-1994  
 Society for Nutritional Education – 2002  
 Society for the Study of Ingestive Behavior – 2002  
 Experimental Biology – 2006-2008

**MEMBERSHIP IN PROFESSIONAL ASSOCIATIONS**  
(Alphabetically Listed)

**CURRENT MEMBER**

American Agricultural Economics Association  
American Association of Family and Consumer Science  
American Dietetic Association  
American Marketing Association  
American Psychological Association  
Association for Consumer Affairs  
Association for Consumer Research  
Experimental Biology (FASAB)  
Institute of Food Technologists  
International Food & Agribusiness Management Association  
Obesity Society (formerly NAASO)  
ORSA/TIMS  
Preventative Medicine  
Society for Consumer Psychology  
Society for Nutritional Education

**PAST MEMBER**

American Academy of Advertising  
American Association of Public Opinion Research  
Society for the Study of Ingestive Behavior

**EXTERNAL SERVICE AND REVIEWING**  
(Incomplete)

**PROGRAM OR CONFERENCE CHAIR**

Chair for IIR “Changing Consumer Appetites” Conference (San Francisco 2001)  
Chair for IIR “Consumer Insights Conference (Boston 2000)  
Chair for MSI “Revitalizing Mature Brands” Conference (Chicago – 1998)

**ACADEMIC SERVICE**

Co-chair for Buyer Behavior Track; 2005 Winter AMA Conference (with Ronnie Goodstein).  
Policy Board Member – Association of Consumer Research 1998-present  
AMA Doctoral Consortium Faculty, 1995  
Co-chair for Buyer Behavior Track; 1995 Summer AMA Conference (with Meryl Gardner).

**EDITORIAL BOARD:**

- *Journal of the Academy of Marketing Science*, 2000-present

- *Journal of Database Marketing* 1998-present
- *Journal of Advertising Research* 1992-present
- *Journal of Medicinal Foods* 2000-2002
- *Journal of Marketing* 1997-2002

**PROGRAM COMMITTEE:** Association for Consumer Research 1997, 2003, 2005  
Society of Consumer Psychology 1998.

**AD HOC REVIEWER:**

<i>Journal of Consumer Research</i>	Association for Consumer Research Conference
<i>Journal of Marketing</i>	American Marketing Association Conference
<i>Journal of Marketing Research</i>	American Advertising Association Conference
<i>Journal of Advertising</i>	Advertising and Consumer Psychology Conference
<i>Journal of Retailing</i>	Southern Marketing Association Conference
<i>Journal for Consumer Marketing</i>	Society for Consumer Psychology Conference
<i>Journal of the Academy of Marketing Science</i>	Academy of Marketing Science Conference
<i>Journal of Family and Consumer Science</i>	<i>Appetite</i>
<i>Food Quality and Preference</i>	
<i>Journal of the American Dietetics Association</i>	
<i>Cornell Hotel and Restaurant Quarterly</i>	
<i>Obesity Research</i>	
<i>Journal of Nutrition Education and Behavior</i>	

**CONFERENCE DISCUSSANT OR CHAIR:**

Assn. for Consumer Research 1991, 1992, 1996, 1998, 1999  
Marketing Science 1996  
Public Policy and Marketing 1996  
Winter Educator's Conference 1993, 1994  
Summer Educator's Conference 1995  
American Academy of Advertising 1991

**SELECTED HONORS AND APPOINTMENTS:**

2006–2008: Vice President – Policy Board, *Journal of Consumer Research* (also in 2004)  
2006–Present: Nutrition Advisory Board for *Fitness* magazine and for *Eating Well* magazine  
2006–Present: MSNBC Food and Nutrition Columnist  
2006: American Dietetic Assn. – Authored official position paper on “Nutrition Misinformation”  
2005: National Academy of Science – Institute of Medicine, Food Forum Member (2005-2008)  
2005: FDA/Keystone Advisory Council – Nutrition Labeling of Away-From-Home Foods  
2004: Assn. of Consumer Research – Doctoral Consortium Faculty (2004, 2005)  
2003: Julian Simon Memorial Research Fellow – University of Illinois (2003-2005)  
1998–Present: Policy Board – *Journal of Consumer Research* (1998-2007 for AAFCS)  
1996: Advertising Education Foundation Visiting Professor Program – Kellogg's Company  
1992: United Negro College Fund – Marketing Advisory Board

## INTERNAL SERVICE

### DARTMOUTH COLLEGE

#### **Tuck Business School Service**

- 1990-1994 –MBA Admissions Committee
- 1992-1994 – Faculty Advisor for Toastmasters Club

### WHARTON SCHOOL – UNIVERSITY OF PENNSYLVANIA

#### **Department of Marketing Service**

- 1996-1997 – Doctoral Consortium Committee

### UNIVERSITY OF ILLINOIS

#### **Cross-Disciplinary Service**

- 1999-2003 – Founded Consumer Camp in conjunction with ACES Open House
- 1997-2004 – Founded and Director of the Food & Brand Lab (since 1997)

#### **University Service**

- 2003 – Communication College – Dean Search Committee
- 1999-2004 – Faculty Advisor, University of Illinois Army ROTC Program
- 1998-2003 – Recruiter & Faculty Mentor, University of Illinois Football Program
- 2002 – University of Illinois Foundation faculty speaker, Tucson, AZ
- 2002 – University of Illinois Foundation faculty speaker, Phoenix, AZ
- 2001 – University of Illinois Foundation faculty speaker, Wilmington, NC
- 2001 – University of Illinois Foundation faculty speaker, Charlotte, NC
- 2000 – Public Affairs Office – Video Recruitment Production Unit
- 2000 – Marketing Task Force
- 1999 – Public Affairs committee

#### **College of Commerce Service**

- 2002 – Research Policy Committee (Chair)
- 2001 – Business Advisory Council Speaker
- 2000-2001 – Commerce School Research Policy Board
- 1999-2001 – Behavioral Lab Committee
- 1998-2001 – Commerce Development Committee
- 1997-2001 – Advisor – Graduate Marketing Association
- 1998 – Business Advisory Council Speaker
- 1997-1999 – MBA Policy Committee

#### **Department of Business Administration Service**

- 2000-2001 – Department of Business Administration Advisory Council
- 1999-2000 – Marketing Coordinator, University of Illinois
- 1998-2000 – Ph.D. Coordinator
- 1998-1999 – Graduate Studies Committee

**CORNELL UNIVERSITY**

**Cross-Disciplinary Service**

- 2006-2009 – Institutional Review Board – Human Subjects Committee
- 2005-present – Founded and Director of the Cornell Food and Brand La