

Teresa Preston, Ph.D.

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Research Interests

- Marketing opportunities and marketing capabilities for strategic marketing management.
- Marketing's role in improving health and quality of life for vulnerable consumer segments, those with mental health diagnoses, and mature women in mid-life and beyond.
- Strategic use of religious attributes as integrated into the marketing mix along with exploration of ethical and public policy implications.

Education

Ph.D., Marketing, Southern Illinois University Carbondale

M.B.A., Southern Illinois University Carbondale

B.S.B.A., Marketing and Organizational Behavior, University of Texas at Dallas

Teaching Experience

Visiting Assistant Professor of Marketing, Department of Management and Marketing, Soules College of Business, University of Texas at Tyler: August 2026 to present.

- Providing instruction at graduate and undergraduate levels in Consumer Behavior, Marketing Management and Social Media Marketing.

Visiting Assistant Professor of Marketing, Department of Marketing, Sykes College of Business, University Tampa, FL: Fall 2024 to July 2026.

- Providing instruction at the undergraduate level. Currently, teaching 3-3 course load for Principles of Marketing.
- Chairperson for Sykes College of Business committee, Undergraduate Curriculum and Dynamic Programs. Facilitated development of one new major in Business Analytics, two minors – Applied AI, and Real Estate Investment, six new non-business major certificate programs in business disciplines, and various new courses across the college of business.

**Visiting Faculty, Department of Marketing and Logistics, Coggin College of Business,
University of North Florida, Jacksonville, FL: Fall 2022 to July 2024.**

- Providing in-person and online instruction at graduate and undergraduate levels. Teaching 4-4 course load with at least three and up to four preps each semester.
- Provide one additional course overload most semesters at the graduate level in Consumer Behavior and IMC.

Course preps include:

- Strategic Promotions: (IMC) (graduate and undergraduate)
 - Graduate level focused on assigned readings with focus on client projects.
 - Undergraduate learning focused on client-centered semester project.
- Social Media Marketing (undergraduate)
 - Delivered via on-ground classroom and online asynchronous.
- Advertising Management (undergraduate)
 - Delivered via online asynchronous.
- Consumer Behavior (graduate and undergraduate) (online and on-ground)
 - Undergraduate delivered via on-ground classroom and online.
 - Graduate level delivered online.

Associate Professor, Department of Management and Marketing, College of Business & Technology, University of North Alabama, Florence, AL: Fall 2019 to Spring 2022.

- Revised curriculum and course designs for Entrepreneurial Marketing and Marketing Research/Analytics.
- Transformed existing Integrated Marketing Communications (IMC) course to integrate Digital Marketing tools and experiential learning through client-based promotional plans.
- Supervised and led over 30 consultative strategic Promotions plans for start-ups and small businesses, delivering a comprehensive strategic promotional plan to each client.

Course preps include:

- Promotions (Integrated Marketing Communications, including Digital Marketing)
- Consumer Behavior
- Marketing Research
- Entrepreneurial Marketing
- Principles of Marketing

**Assistant Professor, Department of Marketing and Advertising, College of Business,
University of Arkansas at Little Rock, Little Rock, AR: Fall 2013 to 2019.**

Course preps include:

- Marketing Strategy (graduate level)
- Promotions (Integrated Marketing Communications)
- Consumer Behavior
- Principles of Marketing

**Visiting Instructor, Department of Marketing and Logistics, College of Business,
University of North Florida, Jacksonville, FL: Spring 2011 – Spring 2012.**

- Designed Marketing Strategy courses with student “start-up” competitive teams, using a multi-disciplinary approach. Deliverables included a comprehensive global marketing plan and four formal presentations.
- Supervised IMC plans for small businesses and nonprofit clients, delivering comprehensive promotional plans.

Course preps include:

- Strategic Promotions (Integrated Marketing Communications)
- Marketing Strategy (graduate and undergraduate level)
- Consumer Behavior

**Instructor of Record as Teaching Assistant, Department of Marketing, College of Business
Southern Illinois University Carbondale: Fall 2006 – Spring 2010.**

- Strategic Promotions (IMC)
- Professional Sales
- International Marketing
- International Business

Scholarly Activity

Refereed Journal Articles

Sousa, Ellen Campos, Roberta Maia Silvab, Jeffrey Anderson, and **Teresa Preston**, “Authentic Personal Branding: Mindfulness as a Foundation for Teaching Students to Build Meaningful Professional Identities”. **Forthcoming: accepted for publication, August, 2026.**

Gilliam, David, **Teresa Preston**, Casey Rockwell, John Hall, “Comparative Analysis of Attributions from Customer Experiences and Journeys”, *International Journal of Market Research*, 2022. <https://journals.sagepub.com/doi/full/10.1177/14707853211060262>

Teresa Preston, "MBA in Healthcare Management: Enhancing Organizations and Advancing Careers." *Midwestern Business and Economic Review*, Spring 2021. https://scholar.google.com/citations?view_op=view_citation&hl=en&user=6YMDFcsAAAAJ&citation_for_view=6YMDFcsAAAAJ:ufrVoPGSRksC

Preston, Teresa, "A Group Independent Study Using a Client-Based Promotional Plan Project: Design and Assessment". *Marketing Education Review*. June, 2018. <https://www.tandfonline.com/doi/abs/10.1080/10528008.2017.1355735>

Gilliam, David and **Teresa Preston**: “Effects of Narratives Surrounding the Financial Crisis on Perceptions of Banks and the Industry”. *Marketing Intelligence and Planning*. Fall 2017. <https://www.emerald.com/insight/content/doi/10.1108/MIP-01-2017-0005/full/html>

Journal Articles Invited for Revisions and Resubmission

Preston, Teresa, Terry Clark, Monika Rawal & Mavis Adjei, “Ephemeral Market Opportunities: Anatomy of The Concept, A Theoretical Model and Research Agenda”. Revisions underway for resubmission to *Academy of Marketing Science Review*, October 2026.

Completed Manuscripts for Submission

Preston, Teresa and Rob Boostrom, "Religious Attributes in Strategic Brand Management: Toward a Typology for Marketing". Revisions underway to target *Journal of Product & Brand Management*.

Manuscripts in Progress

Preston, Teresa and John Cicala, “Using Religious Attributes to Brand for Profit: Is There an Ethical Line?”.

Preston, Teresa, “Mitigating the Stigma of Mental Health Diagnosis: Marketing’s Role in Equal Access to Markets”. Targeting *Journal of Public Policy & Marketing*.

Refereed Conference Papers, Abstracts, Panels & Special Sessions

Integrating Mindfulness into the Graduate Curriculum: A Pathway to Authentic Personal Brand Development, Society for Marketing Advances Conference Proceedings, November, 2026.

Quintanar, Sarah & **Preston, Teresa**, "Community Against COVID-19: The Impact of Business Community in Brewery and Winery Success" *Association for University Business and Economic Research, Boulder, CO. (March, 2022)*.

Preston, Teresa (Panelist Chair), "Marketing and the Stigmas of Mental Illness: How Stigma Perpetuates Barriers to Access Treatment Toward Mental Wellness " *Society for Marketing Advances, New Orleans, LA. (November, 2019)*.

Preston, Teresa (Panelist Chair), "Marketing’s Influence on Consumer Health, Healthcare Professionals and the Healthcare Industry," *Society for Marketing Advances, West Palm Beach, FL. (November, 2018)*.

Preston, Teresa (presenter) & Davis, L., "Perpetuating the Stigmas of Mental Illness: Impeding Access for Treatment via Healthcare Coverage," In special session of *AMA Marketing and Public Policy Conference 2018, Washington, D.C. (June 8, 2018)*.

Gilliam, David, **Preston, Teresa**, John R. Hall, and Casey C. Rockwell, “An Abstract: Comparative Attributions in an Industry-Wide Service Failure”, *Academy of Marketing Science Conference, (2018)*.

Preston, T. (Panelist), "Marketing’s Role in the National Healthcare Debate," *Society for Marketing Advances, Louisville, KY. (November 11, 2017)*.

Preston, Teresa, "Integrating Religion into the Marketing Mix: Is there an Ethical Line?" *Society for Marketing Advances, Louisville, KY. (November 9, 2017).*

Preston, Teresa (presenter) and Davis, L., "The Paradox of Mental Illness Stigma and Health Care Access: Tracking Stereotypes Through Electronic Word of Mouth to Improve Access," *AMA Marketing and Public Policy Conference, Washington, D.C. (June 2, 2017).*

Preston, Teresa, "Innovations in Teaching" Session, "Active Learning for Creativity and Innovative Client Solutions via a Group Independent Study," *SMA 2016 Annual Conference, Atlanta, GA. (2016).*

Gilliam, David and **Teresa Preston**, "Branding and Consumers' Narratives of Banking in the Financial Crisis", *Academy of Marketing Science Conference, (2015).*

Boostrom, Rob and **Teresa Preston**, "Religion as an Attribute in the Total Product Concept", *Marketing Management Association of International MBA, (2015).*

Preston, Teresa (presenter) and Kesha Coker, "Revisiting the Skeptic: Claim Objectivity and Product Price in Consumer Skepticism of Advertising". *Society for Marketing Advances, (2014).* Full paper.

Preston, Teresa, "Innovation in Learning through Teamwork: The Case of the Independent Study Team". *Society for Marketing Advances, (2014).*

Preston (Becsi), Teresa and Siva Balasubramanian, "Predicting Volunteering Behavior: Influences of Social Networks and Organizations, Attitudes toward Society and Observations of Helping Behavior"; *Society for Marketing Advances, (November 2008).* Full paper.

Albinsson, Pia; Sharmin Attaran, Teresa Preston; Maureen Bourassa; Garrett Coble; Christina Kowalczyk; Todd Weaver, "Ethical and Professional Conduct in Marketing Academia". Lit review completed for a joint special session hosted by the Marketing and Society Special Interest Group and the Doctoral Students' Special Interest Group, *American Marketing Association Summer Educators Conference, (2008).*

Invited Presentations

Preston, Teresa, "Testing Linear Relationships of Variables", *Woodbury School of Business, Utah Valley University, Orem, UT, November, 2021.*

Preston, Teresa, "Marketing Research in the Age of Digital Promotions", *Guest of College of Business, Utah Tech University, St. George, UT, October, 2021.*

Preston, Teresa, "Marketing's Role in Mental Health, Stigma, & Access to Treatment", *featured research presentation at University of North Alabama, College of Business Faculty Research Series, Florence, AL, September, 2019.*

Preston, Teresa, "Typology for Religiously Affiliated Product Attributes", Guest Academic Presentation for *College of Business, Department of Management & Marketing, University of North Alabama, Florence, AL, January, 2019.*

Preston, Teresa, "The Paradox of the Stigma of Mental Illness: How it Impedes Access and Availability to Treatment and Marketing's Role to Eliminate Stigma", *Guest Academic Speaker at Auxiliary for Arkansas State Hospital, Little Rock, AR, Fall 2018.*

Preston, Teresa, “How do Religion and Marketing Intersect?” featured *research presentation at Research Colloquium of Office of Research and Sponsored Projects, UALR, April, 2016.*

Preston, Teresa, “Using Grounded Theory and Thematic Analysis to Develop Theoretical Concepts”, *Guest of Clinton School of Public Service, October, 2014.*

Preston, Teresa, “The Role of Ephemeral Market Knowledge in Creating Competitive Advantage”, Visiting Scholar for *Coggin College of Business Sharing Scholarship Series, University of North Florida, January, 2012*

More Recent Professional Development

- University of Tampa, Center for Teaching and Learning’s Generative AI Mini-Conference, January 2026.
- University of Tampa, Center for Teaching and Learning’s Generative AI Mini-Conference, January 2025.
- University of Tampa, Center for Teaching and Learning, Guest Derek Bruff, Ph.D., “Active Learning” workshop, January 2025.
- SMA Annual Conference, November 2024; Focused attendance on innovations in teaching and keynote speaker’s integration of teaching, research and service.
- **Post-graduate certificate in Business Analytics:** Comprehensive 7-month post-graduate program, **University of Texas, Austin, August 2022.**
 - Skills in Python code, Anaconda Navigator and Jupyter Notebook applications; Topics and Projects completed in Machine Learning (unsupervised, supervised), Deep Learning, Ensemble Techniques, Model Tuning, and data visualization tools.
- SMA Annual Conference, November 2021.
- AMA Summer Educators’ Conference, August 2021.
- SMA Workshop, “Teaching Marketing Analytics”, Joe Hair & Dana Harrison, April 2021.
- SMA Workshop, “Qualitative Techniques for Social Media”, Jenna Drenton, March 2021.
- AMA Seminar, “Women in Marketing”, March 2021.
- AMA Seminar, “Influencer Marketing”, November 2020.

Professional Service

Service to University, College and Department

Undergraduate Curriculum Development:

- Chair, Sykes Undergraduate Curriculum Committee & Dynamic Programs, Fall 2025 – present.
 - Facilitated development and approval of six non-business major certificate programs, a new major in Business Analytics, and two new business minors for Fall 2026, and all associated new courses proposed.
 - Facilitated development and approval for two new minors and one new major, and all related new courses proposed.

- Facilitated development and approval for additional new courses, course changes, course sequence changes, course scheduling and format changes.
 - Developing report for AACSB on curricula changes to align with the college's assurance of learning process for measurement.
- University Undergraduate Curriculum Committee (2019 – 2021)
- College of Business Undergraduate Curriculum Committee (2014 - 2018)

Graduate Program Development

Directed and completed a comprehensive research plan to develop an MBA with a concentration on healthcare management, University of Arkansas at Little Rock.

- Completed a qualitative study among healthcare management employers, managers and physicians for market potential and perceptions of an MBA program focusing on healthcare.
- Completed a quantitative study among healthcare industry professionals for market perception and potential.
- These studies shaped the program's curriculum, program format, pricing, and a full promotional plan. Over \$2.5M in revenue was generated for College of Business Foundation over four years.
- Instructed a group independent study course in Integrated Marketing Communications among both graduate and undergraduate students. Developed a comprehensive promotional plan to launch the new graduate program.

College of Business Accreditation Review Preparation and Participation:

- University of North Florida, Fall 2022 – Spring 2023.
- University of North Alabama, Fall 2019 – Spring 2020.
- University of Arkansas at Little Rock, Fall 2017 – Spring 2018.

Academic Committees:

- Chair, Sykes Undergraduate Curriculum Committee and Dynamic Programs (2025 – present)
- University Undergraduate Curriculum Committee (2019 – 2021)
- College of Business & Technology Review of P & T Standards Committee (2019 - 2020)
- College of Business Dean's Faculty Council (2013 - 2015)
- Undergraduate Curriculum Council (2014 - 2018)
- Assessment of Learning Review Committee (2013 – 2019)
- Faculty Search Committee (member): Department Chair (2014 and 2015)
- Faculty Search Committee (member): Tenure-track faculty (2016)

Building Campus Community:

- Co-founder and Organizer of new faculty social networking group, 2013-2019.

- Carnival of Clubs for College of Business: Coordinator and Principal Planner for 2017 & 2018 fall carnival social and student activities/club recruitment event.
- Hosted Executives in Residents in class to speak with and interact with marketing students (2013 – 2018).
- Hosted law enforcement in classes for active shooter training (2015, 2016 and 2017).
- Fundraising: Participation in College Golf Tournament luncheons

Student Development:

- Student Academic Advising for upper-level Marketing majors (2025 – present)
- Student Academic Advising for upper-level Marketing majors (2019 – 2021)
- Continuous student mentoring and informal advising on career choices and employers' expectations (2011 – present)
- Support and organization for Sales Center's student-employer recruiting events.
- Coordinator, facilitator and liaison to Director of Career Services for student involvement and participation in Career Connections program (2013 – 2018)
- Student Competition: Elevator Sales Pitch (2014 – 2018)
- Social Media Slam student competition (2017)
- College of Business Scholarship Committee (2017 - 2019)
- Graduate student recruiting luncheons
- Undergraduate student etiquette training dinners

Service to Community

- Pro Bono consulting for non-profit organizations in Jacksonville, Florida (2023-2024)
- Founder & Principal Organizer, Northern Alabama Hiking Club (2019 – 2022).
- Board member, Literacy Action of Central Arkansas (May 2014 – May 2018).
- Project Say Something Member (March 2020 – Present).
- Certified Family Member Support Group Facilitator with National Alliance for Mental Illness (May 2019 – Present).

Service to the Marketing Academy

- Ad hoc reviewer for AMSR, 2024, 2025.
- Ad hoc reviewer for AMA Marketing & Public Policy Conference and Summer Educators' Conference, 2018.
- Ad hoc reviewer for AMA Summer Educators' Conference, 2018.
- Ad hoc reviewer for SMA annual conference, 2013, 2014 and 2015, 2016, 2017, 2018.
- Ad hoc reviewer for AMS annual conference, 2013 and 2014 and 2018.
- "AMA Transition's Guide: Navigating the Progress from Doctoral Student to Marketing Professor: Chapter 10 – Moving, Preparation and Transition", co-authored with Jeremy Wolter, 2015.

Professional Affiliations

- American Marketing Association
- Academy for Marketing Science
- Society for Marketing Advances

Industry Professional Experience

15 years in industry experience:

Director, Marketing Research and Insights, Strategic Planning, DWP Bates Technology (now part of WPP Group) Atlanta, Georgia

Subsidiary of Bates, acquired by £12B British multinational PR, advertising, branding and e-commerce firm. Hired to start up and develop the strategic direction, goals and budget for a new marketing research department. Reported to Senior VP, Strategic Planning, managed employees and external partners with a budget of \$1.1M.

- Provided consultative direction via strategic research and advisory services that contributed to brand strategy, positioning and ad messaging strategies that led to improved KPI's for clients.
- Team recipient of AMA's Gold Effie award for a client re-branding campaign.

Custom Marketing Research Manager, BMC Software Solutions, Houston, Texas

\$2.1B multinational Enterprise, Network and Automations services and consulting company. Recruited to oversee marketing research and performance management for the ERP management and Networking management lines of business. Reported to the Director of Market Research, managing multiple vendors with a budget of \$1.4M.

- Owned internal client relationships, marketing research budget allocation, and selection and management of research suppliers, managing RFPs to coordinate competitive bids and pricing negotiations, securing high quality services at the low cost. Leveraged secondary research to stay within annual budget.
- Determined primary research design and methodology, research objectives, and delivered numerous qualitative and quantitative research findings used to inform product roadmaps and improve service to business clients for networking and enterprise management needs via client consultation.

Marketing Research and Strategic Planning Manager, Hewlett-Packard Enterprises, Houston, Texas

\$25B multinational IT Solutions company. Reported to Director of Programs, Strategic Planning, Americas; managed seven vendors with a research budget of approximately \$1.6M.

- Research design and management for quantitative research (customer satisfaction studies, brand image and usage studies) and qualitative research (product concept testing, brand

message testing, user design testing, product and service performance) on brand and marketing campaigns.

Senior Research Consultant, Wachovia Bank (now Wells Fargo) Atlanta, Georgia

Recruited for strong primary marketing research skills and results along with strong communications skills for enthusiasm and excitement displayed in work. Reported to Director, Marketing Research, managed eight vendors with a budget of approximately \$1.4M.

- Completed primary research to develop product-line positioning for retail investments division that increased overall market share and share of wallet among the target market.
- Designed and implemented a combined methods research plan, leveraging secondary and primary research. This resulted in improvements to design seamless service delivery to the affluent consumer segment in wealth management.
- Multiple qualitative and quantitative research studies for product positioning, brand messaging, brand campaign effectiveness measurement, and other marketing initiatives; Insights used to position new service offerings, bundle wealth management services, and recommend improvement in branding.

Market Analyst; Operations Analyst, Federal Reserve Bank of Dallas

Hired to provide operational analysis, enhance customer service to member financial institutions, and develop and deliver customer service and quality assurance training to front-line employees.

- Completed market sizing and segmentation studies for the 11th District's payments mechanism arm. Collected data, tracked and reported trends. Presented trends quarterly to top-tier management.
- Monitored customer banks' sweep accounts and provided notifications to enhance customer service.
- Provided guidance to customer financial institutions on compliance with Regulation CC details.
- Set benchmarks for accuracy and timeliness of payments mechanism operations performance.
- Identified areas for customer service improvement. Designed, developed and delivered workshops to key front-line employees on customer service responsiveness and problem resolution.