

HEATHER JOHNSON DRETSCH

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ACADEMIC POSITION

Assistant Professor of Marketing, *2014–present*
Department of Business Management, Poole College of Management, NC State University

EDUCATION

PhD in Business and Management (Marketing), *2014*
Robert H. Smith School of Business, University of Maryland

B.S. in Business, Summa Cum Laude, *1999*
Calloway School of Business and Accountancy, Wake Forest University

Human and Organizational Development and Cognitive Studies, *1995–1996*
Vanderbilt University

SELECTED HONORS & AWARDS

Poole College of Management Department of Business Management Research Impact Award, *2021-2022*
NC State Outstanding Teacher Award, *2019–20*
NC State Academy of Outstanding Teachers, *2020–present*
Marvin A. Jolson Outstanding Marketing Doctoral Student Award, Robert H. Smith School of Business, *2012*
Top 15% Teaching Award, Robert H. Smith School of Business, *2010–2011*

GRANTS

NC State University Faculty Research & Professional Development Grant,
2018-19, 2019-20, 2020-21, 2021-22, 2022-23, 2023-24

RESEARCH INTERESTS

Consumer behavior: Consumer-brand relationships, Co-creation and innovation, Brand associative networks, Brand priming, Brand secrets, Luxury branding

ACADEMIC PUBLICATIONS

Google Scholar citation count 306; h-index 5; i-10 index 4

Dretsch, H. J., Kirmani, A., & Lundberg, J. (2024). Designing Brand Cocreation Activities to Increase Digital Consumer Engagement. *Journal of Interactive Marketing*, *59*(2), 151-166.
<https://doi.org/10.1177/10949968231191097>

Heather Johnson Dretsch and Colbey Emmerson Reid (2021), "Brand Secret Micro-Collectives," *Journal of*

the Association for Consumer Research Special Issue on New Insights on Consumption Collectives, 6 (4), 462-73. <https://doi.org/10.1086/715544>

Francine Espinoza Petersen, Heather Johnson Dretsch, and Yuliya Komarova Loureiro (2018), "Who Needs a Reason to Indulge? Happiness Following Reason-based Indulgent Consumption," *International Journal of Research in Marketing*, 35 (1), 170-84. <https://doi.org/10.1016/j.ijresmar.2017.09.003>

Catalina E. Kopetz, Arie W. Kruglanski, Zachary G. Arens, Jordan Etkin, and Heather M. Johnson (2012), "The Dynamics of Consumer Behavior: A Goal Systemic Perspective," *Journal of Consumer Psychology*, 22 (2), 208-23. <https://doi.org/10.1016/j.jcps.2011.03.001>

BOOK CHAPTER

Heather Johnson Dretsch and Amna Kirmani (2015), "Hearing their Voice: When Brand Co-Creation Leads to Social Brand Engagement," *Consumer Psychology in a Social Media World*, Routledge, Editors Claudiu V. Dimofte, Curtis P. Haugtvedt, and Richard F. Yalch.

RESEARCH IN PROGRESS

Heather Johnson Dretsch, Colbey Emmerson Reid, and James R. Bettman, "Brand Secrets Make Consumer-Brand Relationships Interesting" (invited for revision at *International Journal of Research in Marketing*)

Heather Johnson Dretsch, Adam W. Craig, and Josh Lundberg, "Schema Inconsistency Decreases Luxury Brand Desirability," (invited for revision at *Journal of Advertising*)

Heather Johnson Dretsch, Amna Kirmani, and Josh Lundberg, "Brand Co-Creation Advertising Campaign Activities Differ by Dimensions of Brand Knowledge" (preparation for submission)

PUBLISHED PEER-REVIEWED PROCEEDINGS

Heather Johnson Dretsch and Colbey Emmerson Reid (2019), "Spicing Things Up With a (Brand) Secret", in NA - Advances in Consumer Research Volume 47, eds. Rajesh Bagchi, Lauren Block, and Leonard Lee, Duluth, MN : Association for Consumer Research, 543-546.
<http://www.acrwebsite.org/volumes/2552054/volumes/v47/NA-47>

Heather Johnson Dretsch and Amna Kirmani (2014), "Why Are Some Brand Co-Creation Activities More Effective Than Others?: the Effects of Brand Knowledge Potential and Self-Brand Connection on Brand Engagement Intentions ", in NA - Advances in Consumer Research Volume 42, eds. June Cotte, Stacy Wood, and , Duluth, MN : Association for Consumer Research, 535-536.
<http://www.acrwebsite.org/volumes/1017973/volumes/v42/NA-42>

Francine Espinoza, Heather M. Johnson, and Yuliya Komarova (2012) ,"Indulging and Proud of It: Positive Emotional Responses to Reason-Based Luxury Consumption", in AP - Asia-Pacific Advances in Consumer Research Volume 10, eds. , Duluth, MN : Association for Consumer Research, Pages: 333-335.
<http://www.acrwebsite.org/volumes/1011212/volumes/ap11/AP-10>

Adam Craig, Heather M. Johnson, Stacy Wood, and Yuliya Komarova (2011) ,"In Pursuit of Luxury: Anterior Cingulate Cortex Activation in Response to Luxury Brands Depends on Goal-Congruent Cues", in NA - Advances in Consumer Research Volume 39, eds. Rohini Ahluwalia, Tanya L. Chartrand, and Rebecca K.

Ratner, Duluth, MN : Association for Consumer Research, Pages: 86-87.

<http://www.acrwebsite.org/volumes/1009508/volumes/v39/NA-39>

Heather Johnson and Amna Kirmani (2011) , "Priming Susceptibility: the Moderating Role of Self-Brand Connection on Nonconscious Priming Effects", in NA - Advances in Consumer Research Volume 38, eds. Darren W. Dahl, Gita V. Johar, and Stijn M.J. van Osselaer, Duluth, MN : Association for Consumer Research. <http://www.acrwebsite.org/volumes/16269/volumes/v38/NA-38>

SELECTED WORKING PAPERS

Heather Johnson Dretsch and Colbey Emmerson Reid, "Designing Brand Secrets," (in preparation for *Sloan Management Review*)

Heather Johnson Dretsch and Amna Kirmani, "How Do Connected Consumers Respond to Brand Primes?" (in preparation for *Journal of Business Research*)

Heather Johnson Dretsch and Amna Kirmani, "Self-Brand Connection and Brand Associative Networks" (in preparation for *Journal of Consumer Research*)

Heather Johnson Dretsch and Colbey Emmerson Reid, "Marketing Sensations" (in preparation for *Journal of Consumer Psychology*)

Heather Johnson Dretsch and Stefanie Robinson, "Mysteries and Sequential Choice" (data collected)

Heather Johnson Dretsch, Stefanie Robinson, and John Peloza, "Co-Creating Good" (data collected)

REFEREED CONFERENCE PRESENTATIONS

"At Large 'in the Wild': Designing and Launching a Field Study to Examine the Phenomenology of Brand Secrets," Heather Johnson Dretsch and Colbey Emmerson Reid.

Special Session, Insights on Secrecy and Deception, Society for Consumer Psychology Annual Conference—*Nashville, TN, March 2024*

"Brand Secrets as Micro-Collectives," Heather Johnson Dretsch and Colbey Emmerson Reid.

Journal of the Association for Consumer Research Workshop on New Insights on Consumption Collectives, Association for Consumer Research North American Conference—*virtual, October 2020*

"Spicing Things Up with a (Brand) Secret," Heather Johnson Dretsch and Colbey Emmerson Reid.

Journal of Consumer Research's Future of Brands Conference—*Columbia Business School, New York, NY, December 2019*

"Spicing Things Up with a (Brand) Secret," Heather Johnson Dretsch and Colbey Emmerson Reid.

Association for Consumer Research North American Conference—*Atlanta, GA, October 2019*

"Why Are Some Brand Co-Creation Activities More Effective Than Others?," Heather Johnson Dretsch and

Amna Kirmani. Association for Consumer Research North American Conference—*Baltimore, MD, October 2014*

"How Do Connected Consumers Respond to Brand Primes?," Heather M. Johnson and Amna Kirmani.

Mid-Atlantic Research Colloquium, Poster Presentation—*Pittsburgh, PA, May 2012*

"In Pursuit of Luxury: Anterior Cingulate Cortex Activation Depends on Goal-Congruent Cues," Adam W.

Craig, Heather M. Johnson, Stacy L. Wood, Yuliya Komarova, and Jennifer M. C. Vendemia.
Association for Consumer Research North American Conference—*St. Louis, MO, October 2011*
Special Session Co-Chair, When Opposites Attract: Insights from Next Generation Priming
Research

“Indulging and Proud of It: The Emotional Consequences of Justified Indulgent Consumption,” Francine Espinoza, Heather M. Johnson, and Yuliya Komarova. Association for Consumer Research North American Conference—*St. Louis, MO, October 2011*

“Indulging and Proud of It: The Emotional Consequences of Justified Indulgent Consumption,” Francine Espinoza, Heather M. Johnson, and Yuliya Komarova. Society for Consumer Psychology Summer Conference—*Washington, DC, August 2011*

“Priming Susceptibility: The Moderating Role of Brand Attachment on Nonconscious Priming Effects,” Heather M. Johnson and Amna Kirmani. Association for Consumer Research North American Conference—*Jacksonville, FL, October 2010*
Special Session Chair, Priming Susceptibility: The Role of the Self in Moderating Nonconscious Priming Effects

“The Sensation of Luxury: Exploring Neural Correlates of Reward Value & Goal Satisfaction,” Adam W. Craig, Heather M. Johnson, Stacy L. Wood, Yuliya Komarova, and Jennifer M. C. Vendemia. Society for Consumer Psychology, Neuromarketing Symposium—*St. Pete’s Beach, FL, February 2010*

MEDIA & NEWS

1. [How Marketers Can Connect with Generation Alpha \(Mar. 25, 2024, Salesforce.com\)](#)
2. [Welcome to Generation Alpha: Definition, Stats, Predictions \(Mar. 11, 2024, The Future of Commerce\)](#)
3. [Generation Alpha: Marketing to the Children of Millennials and Covid-19 \(Feb. 5, 2024, Open Influence Inc.\)](#)
4. [Heather Dretsch Provides Insight on the Power of Product Rebranding \(Dec. 18, 2023, Poole Thought Leadership\)](#)
5. [Meet Gen Alpha, the "Mini-Millennials" Who Are Poised to Take Over the Internet \(Nov. 7, 2023, Business Insider\)](#)
6. [The Billion-Dollar Brands Spending Big to Go from Stale to Chic \(Oct. 27, 2023, BBC\)](#)
7. [Gen Alpha: Small Travelers. Big Influence. \(Sep. 12, 2023, Madden Media\)](#)
8. [Meet Generation Alpha \(Jan. 29, 2023, Vision Monday\)](#)
9. [Welcome to Generation Alpha: Definition, stats, predictions \(Jan. 27, 2023, The Future of Commerce\)](#)
10. [7 Gen Z-Inspired Civic Tech Trends for 2023 \(Jan. 24, 2023, Medium\)](#)
11. [Generation Alpha: Trickle-Down Parenting \(2022, Archrival Vol. 7\)](#)
12. [Half of Gen Z Say They Spend At Least 4 Hours On Social Media A Day \(Dec. 19, 2022, Knewz\)](#)
13. [Meet the Newbies? An Inside Scoop on Generation Alpha \(Nov 2022, Providence College\)](#)
14. [Heather Dretsch Explains Why Gen Z is Layering Their Social Media Time \(Nov. 10, 2022, Poole Thought Leadership\)](#)
15. [CEO Eden Bridgeman Sklenar Talks Rebranding Ebony, Jet Magazine, And The Ebony Power 100 Gala \(Oct. 29, 2022, Forbes\)](#)
16. [Gen Z Want to Go Behind-the-Scenes with Brands on TikTok and Instagram \(Oct. 14, 2022, Poole Thought Leadership\)](#)

17. [What Gen Z and Millennials Want on Instagram vs. TikTok \(Sep. 22, 2022, Poole Thought Leadership\)](#)
Most read article in 2022, Poole College of Management Thought Leadership
18. [Heather Dretsch on Branding for Generation Alpha \(Sep. 23, 2022, Poole Thought Leadership\)](#)
19. [Learning to Navigate Institutional Markets for Next Generation \(Sep. 16, 2022, Forbes\)](#)
20. [If Gen Z Changed the Game for Marketers, What Will Gen Alpha Be Like? \(Sep. 12, 2022, HubSpot\)](#)
21. [Flytta på er – har kommer generation Alfa \(Aug. 9, 2022, Market\)](#)
22. [Heather Dretsch Shares the Right Way to Engage with Consumers on Social Media \(Jul. 1, 2022, Poole Thought Leadership\)](#)
23. [Performance Marketing Tech and Trends: Q2 2022 \(June 30, 2022, Collective Measures\)](#)
24. [How Can Your Business Cash In with Instagram? Ssssh: NC State Researcher Says it Helps to Have a Secret \(Jun. 22, 2022, CBS17 News\)](#)
25. [Generazione Alfa \(June 22, 2022, La Stampa\)](#)
26. [Current Insights for Local Brands Who Use Instagram \(Apr. 25, 2022; Poole Thought Leadership\)](#)
27. [Marketing Moments: Not Another One! \(Mar. 24, 2022, Michigan Business Network\)](#)
28. [Heather Dretsch Explains Why Generation Alpha Will Choose Their Parents Brands \(Mar. 10, 2022, Poole Thought Leadership\)](#)
29. [Brands Prepare to Tackle the Youngest Consumer: Generation Alpha \(Mar. 9, 2022, Rethink Retail\)](#)
30. [Meet the Mini Millennials: Generation Alpha \(Oct. 1, 2021, Poole Thought Leadership\)](#)
Most read article in 2021, Poole College of Management Thought Leadership
31. [Marketing to Gen Alpha: How Brands Can Reach the Most Digital Generation \(Sep. 8, 2021, We Are Family\)](#)
32. [Heather Dretsch Breaks Down How to Market to Gen Alpha \(Aug. 12, 2021, Poole Thought Leadership\)](#)
33. [Brands are Already Marketing to Generation Alpha \(Aug. 9, 2021, Vox\)](#)
34. [Conveying Authenticity Amidst Uncertainty \(May 22, 2020, Poole Thought Leadership\)](#)
35. [Brand Identity in a Changing World \(May 22, 2020, Poole Thought Leadership\)](#)
36. [Poole College Research Takes Aim at Unlocking Mystery to Better Brand Secrets \(Feb. 3, 2020; Poole Thought Leadership\)](#)
37. [More than Avocado Toast \(Mar. 1, 2019, Raleigh Magazine\)](#)
38. [Win-Win for Poole Students and Trophy Brewing \(Winter 2019, Poole Digital Magazine\)](#)

INVITED TALKS

“Please Don’t Tell: The Impact of Secrets in Market versus Human Relationship Contexts,” Heather J. Dretsch and Colbey Reid. NC State University, Business Management Department. *March 2017*

WORKSHOPS

“Market Research Survey Design and Insight Generation,” Columbia College Chicago, Fashion Lab, *November 2021*

“Heat Maps in Market Research,” Columbia College Chicago, Fashion Lab, *April 2023*

ACADEMIC RESEARCH EXPERIENCE

University of South Carolina, Darla Moore School of Business and Center for Neuroeconomic Research
Research Assistant, *May 2007 to June 2008*

INDUSTRY EXPERIENCE

Board of Directors, Kimbrell's Furniture Distributors, Inc. (Top 100 Furniture and Appliances Retailer)—Charlotte, NC

Director, appointed *October 2011 - present*

Lead, Marketing and Market Research

Member, Audit & Risk, Compensation, Investment Committees

Kimbrell's Furniture Distributors, Inc.—Greenville, SC Retail Operations

Marketing Manager, *January to April 2007*

Corporate Management Training Program in Finance, Operations, HR, Sales, Marketing, Merchandising, *June to December 2006*

Corporate Executive Board now Gartner Research (Sales, Marketing, & Communications Practice)—Washington, DC

Associate Director of Research, *August 2004 to April 2006*

Senior Research Manager, *February 2003 to August 2004*

Research Manager, *January 2002 to February 2003*

Senior Research Associate, *August 2001 to January 2002*

Research Associate, *October 2000 to August 2001*

Rockett Burkhead & Winslow (Full-Service Marketing, Advertising, & PR Agency)—Raleigh, NC

Junior Account Executive, *January to June 2000*

AgentGO.com (E-commerce Marketing Firm)—Chapel Hill, NC

Marketing Representative, *October to December 1999*

Earle Palmer Brown (Fully Integrated Marketing Communications Company)—Philadelphia, PA

Account Executive Intern, *January to May 1998*

TEACHING EXPERIENCE

NC State University, Poole College of Management

Undergraduate Integrated Marketing Communications now titled Traditional & Digital Brand

Promotions, overall teaching evaluation: 4.50/5.00

MBA Consumer Innovation Practicum

University of Maryland, Robert H. Smith School of Business

Undergraduate Consumer Analysis, teaching evaluation: 4.89/5.00, Robert H. Smith School of Business

Top 15% Teaching Award

MBA Marketing Management, Teaching Assistant

Johns Hopkins University, *March 2006*

Guest Lecturer, Undergraduate Marketing Principles and Marketing Strategy

Catholic University of America, *Spring 2003–2006*

Guest Lecturer, Undergraduate Market Research Masterclass

ACADEMIC SERVICE

Ad Hoc Reviewer:

Journal of Marketing Research

Journal of Consumer Psychology
Journal of Consumer Research
Journal of the Association for Consumer Research
Journal of Interactive Marketing

Conference Reviewer:

Association for Consumer Research
Society for Consumer Psychology

UNIVERSITY, CORPORATE, & COMMUNITY SERVICE

Poole College of Management Social Responsibility Taskforce, *2021-2022*
Poole College of Management Consumer Behavior Lab, *2014-present*. Faculty advisor
Consumer Behavior Lab Undergraduate Internship Program, *2017-present*. Faculty lead
Consumer Innovation Collaborative, *2014-2016*. Faculty mentor

Smith Behavioral Lab Internship Program, *2011-2014*. Trainer and mentor
University of Maryland Vision Science Lab, *2009-2011*. Undergraduate thesis mentor
Robert H. Smith School of Business, Association of Doctoral Students, *2009-2010*. Social Chair

ServiceCorps, *2000-2006*. Greater Washington, DC area homeless and child-related charities volunteer
Corporate Executive Board Employee Mentor Program, *2000-2006*
E.I. DuPont Inc. Marketing Excellence Awards Committee, *2002 and 2005*. Panelist
Corporate Executive Board Service Excellence Taskforce, *2005*

Wake Forest University: Phi Beta Kappa, Beta Gamma Sigma Scholastic Business Honor Society, Golden Key National Honor Society, Winner 1999 Annual Lowe's Foods Case Competition

MEMBERSHIP

American Marketing Association
Association for Consumer Research
Society for Consumer Psychology