HEATHER JOHNSON DRETSCH

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| Department of Business Management, Poole College of Management, NC State University |  |

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**ACADEMIC POSITION**

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Assistant Professor of Marketing, *2014–present*

Poole College of Management, NC State University

**EDUCATION**

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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

**Awards & Grants**

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NC State Outstanding Teacher Award, *2019–20*

NC State Academy of Outstanding Teachers, *2020–present*

NC State University Faculty Research & Professional Development Grant, *2018-19, 2019-20, 2020-21*

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*

**Research Interests**

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

**Publications**

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*Google Scholar citation count (June 2021) 196; h-index 5; i-10 index 4*

Dretsch, Heather Johnson and Colbey Emmerson Reid, “Brand Secret Micro-Collectives,” *Journal of the*

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

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>

Petersen, Francine Espinoza, 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>

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>

Dretsch, Heather Johnson 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.

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>

**Research in Progress**

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Heather Johnson Dretsch, Colbey Emmerson Reid, and James R. Bettman, “Spicing Things Up with a (Brand)

Secret” (in preparation for *Journal of Consumer Psychology*)

Colbey Emmerson Reid and Heather Johnson Dretsch, “Designing Brand Secrets,” (in preparation for *Sloan*

*Management Review*)

Heather Johnson Dretsch, Adam W. Craig, and Stacy L. Wood, “An Easily Quenchable Fire: The Surprising Sensitivity of Luxury Brands to Competing Marketing Cues” (in preparation for *International Journal of Research in Marketing)*

Heather Johnson Dretsch and Amna Kirmani, “A Taxonomy of Brand Co-Creation Activities” (in preparation for *Journal of the Academy of Marketing Science*)

Heather Johnson Dretsch and Amna Kirmani, “Designing Effective Brand Co-Creation Activities” (in preparation for *Journal of Consumer Psychology*)

Heather Johnson Dretsch and Amna Kirmani, “How Do Connected Consumers Respond to Brand Primes?” (in preparation for *Journal of Applied Psychology*)

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

Heather Johnson Dretsch, with Stefanie Robinson and John Peloza, ”Co-Creating Good” (manuscript in progress targeting *Journal of Marketing Research*)

Heather Johnson Dretsch, with Colbey Emmerson Reid, “Marketing Sensations” (manuscript in progress targeting *Journal of Consumer Psychology*)

**conference presentations**

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“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*

**Invited talks**

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“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*

**Academic Research Experience**

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University of South Carolina, Darla Moore School of Business and Center for Neuroeconomic Research

Research Assistant, *May 2007 to June 2008*

# Industry experience

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

Director, appointed *October 2011*

Marketing lead

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 Boardnow Gartner Research(Best Practices Research and Executive Education Firm. 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, *Fall 2014, Spring 2015, Fall 2016, Spring 2017, Fall 2018, Spring 2019, Fall 2019, Spring 2020, Fall 2020, Spring 2021*

Overall teaching evaluation: 4.68/5.00

MBA Consumer Innovation Practicum, *Fall 2014, Spring 2015, Fall 2016, Spring 2017*

University of Maryland, Robert H. Smith School of Business, Undergraduate Consumer Analysis, *Fall 2010*

Teaching evaluation: 4.89/5.00

Robert H. Smith School of Business Top 15% Teaching Award

University of Maryland, Robert H. Smith School of Business, MBA Marketing Management, *Fall 2011*

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

**PROFESSIONAL SERVICE**

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Ad Hoc Reviewer for

*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 for

Association for Consumer Research

Society for Consumer Psychology

**UNIVERSITY, CORPORATE, & COMMUNITY Service**

****

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

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American Marketing Association

Association for Consumer Research

Society for Consumer Psychology