Updated January 24, 2025

Hagtvedt, Henrik and Vaness ***Encyclopedia of Consumer Culture***, ed. Dale Southerton,

ation Increases Perceived Product Size, presented at *Boston JDM Day*, Chestnut Hill, MA, April 2016.

The Influence of Color Saturation
the *Association for Consumer Research North American Conference*, New Orleans, LA, October 2015.

Color Saturation Increases

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Aesthetics and visual marketing (including topics such as digital displays, visual art, product and promotional design, and luxury branding)

## TEACHING INTERESTS

Consumer Behavior, Sensory Marketing, Marketing Principles, International Marketing

## TEACHING EXPERIENCE

| | |
|---|---|
| Fall 2024 | (Carroll School of Management, Boston College)<br>MKTG102105: Marketing Principles<br>MKTG102106: Marketing Principles |
| Fall 2023 | (Carroll School of Management, Boston College)<br>MKTG102104: Marketing Principles<br>MKTG102105: Marketing Principles<br>MKTG102106: Marketing Principles |
| Fall 2022 | (Carroll School of Management, Boston College)<br>MKTG102106: Marketing Principles<br>MKTG102107: Marketing Principles<br>MKTG102108: Marketing Principles |
| Fall 2021 | (Carroll School of Management, Boston College)<br>MKTG800401 (MBA): Consumer Behavior<br>MKTG215201: Consumer Behavior<br>MKTG215202: Consumer Behavior |
| Fall 2020 | (Carroll School of Management, Boston College)<br>MKTG800401 (MBA): Consumer Behavior<br>MKTG215201: Consumer Behavior<br>MKTG102107: Marketing Principles |
| Fall 2019 | (Carroll School of Management, Boston College)<br>MKTG800401 (MBA): Consumer Behavior<br>MKTG215201: Consumer Behavior<br>MKTG215202: Consumer Behavior |
| Fall 2018 | (Carroll School of Management, Boston College<br>MKTG215201: Consumer Behavior |
| Fall 2017 | (Carroll School of Management, Boston College<br>MKTG215201: Consumer Behavior |

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|---|---|
| Fall 2016 | (Carroll School of Management, Boston College)<br>MKTG800401 (MBA): Consumer Behavior<br>MKTG215201: Consumer Behavior<br>MKTG215202: Consumer Behavior |
| Fall 2015 | (Carroll School of Management, Boston College)<br>MKTG800401 (MBA): Consumer Behavior<br>MKTG215201: Consumer Behavior<br>MKTG215202: Consumer Behavior |
| Fall 2014 | (Carroll School of Management, Boston College)<br>MKTG800401 (MBA): Consumer Behavior<br>MKTG215201: Consumer Behavior<br>MKTG215202: Consumer Behavior |
| Fall 2013 | (Carroll School of Management, Boston College)<br>MK80401 (MBA): Consumer Behavior<br>MK15201: Consumer Behavior<br>MK15202: Consumer Behavior |
| Fall 2012 | (Carroll School of Management, Boston College)<br>MK80401 (MBA): Consumer Behavior<br>MK15201: Consumer Behavior |
| Fall 2011 | (Carroll School of Management, Boston College)<br>MK02104: Marketing Principles<br>MK02105: Marketing Principles<br>MK02106: Marketing Principles |
| Fall 2010 | (Carroll School of Management, Boston College)<br>MK02104: Marketing Principles<br>MK02106: Marketing Principles<br>MK02107: Marketing Principles |
| Fall 2009 | (Carroll School of Management, Boston College)<br>MK02106: Marketing Principles<br>MK02107: Marketing Principles<br>MK02108: Marketing Principles |
| Fall 2007 | (Terry College of Business, UGA)<br>MARK 4100: Consumer Behavior<br>MARK 4100: Consumer Behavior |

## SERVICE

- Faculty undergraduate advisor 2010 present
- Coordinator of Ideas in Progress series for Marketing Department 2010 2012
- Faculty Advisor for Undergraduate Marketing Academy 2010 2012
- Honors Student Thesis Advisor 2011 2012
- Committee Member for improving Marketing Principles 2010 2011
- Faculty Judge for Diane Weiss Consulting Competition 2010 2012
- Recruiting Committee Member Fall, 2009

## PROFESSIONAL AFFILIATIONS

- American Marketing Association
- Association for Consumer Research
- Society for Consumer Psychology
- Association for Psychological Science
- Phi Kappa Phi
- Beta Gamma Sigma

## LANGUAGES

English (fluent), Norwegian (fluent), Italian (fluent), German (novice), Spanish (novice)

## NON-ACADEMIC WORK EXPERIENCE

### Marketing Consultant
November 2003 January 2004

Para Music Group / Casey Inc., Atlanta, Georgia, USA

- Created marketing plan for Casey Inc.

### Strategy Consultant
Summer internship 2003

Bosch - Siemens, Munich, Germany

- Conducted a strategic analysis of the global home appliance industry

### Marketing Manager

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