

Henry Clifford Boyd III

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OFFICE ADDRESS

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ACADEMIC POSTISIONS

Academic Director, Black and Decker TOBE Program
Robert H. Smith School of Business, University of Maryland (2007-Present)

Ralph J. Tyser Teaching Fellow, Department of Marketing
Robert H. Smith School of Business, University of Maryland (2005-Present)

Senior Lecturer, Department of Marketing
University of Wisconsin-Madison (2002-2005)

Assistant Professor, Department of Marketing
University of Wisconsin-Madison (1995-2002)

Adjunct Instructor, Department of Marketing
North Carolina Central University (1993-1995)

EDUCATION

Doctor of Law (Intellectual Property)
University of Wisconsin-Madison, Advanced Opportunity Fellow, 2002-2005

Doctor of Philosophy (Marketing)
Duke University, Fuqua Fellow, 1990-1996

Masters of Business Administration (Marketing)
University of California, Berkeley, UC Regents Fellow, 1986-1988

Bachelor of Arts (Chemistry)
Princeton University, Mellon Fellow, 1982-1986

HONORS

Allen J. Krowe Award for Teaching Excellence, Robert H. Smith School of Business, 2009

Lecturer, Robert H. Smith School of Business – Cape Town, Johannesburg, 2008

Keynote Speaker, Primannum Honor Society, University of Maryland, 2008

Inductee, Alpha Lambda Delta National Honor Society, University of Maryland, 2008

Inductee, Phi Eta Sigma National Honor Society, University of Maryland, 2008

CIBER Rep, Robert H. Smith School of Business – Johannesburg, Nairobi, 2007

Lecturer, Robert H. Smith School of Business – UIBE, Beijing, 2006

Inductee, Phi Eta Sigma National Honor Society, University of Wisconsin, 2004

Mabel W. Chipman Excellence in Teaching Award, University of Wisconsin, 2001

Alpha Phi Faculty Teaching Recognition, University of Wisconsin, 2001

Chi Omega Faculty Teaching Recognition, University of Wisconsin, 2000

Commissioner, Madison Equal Opportunities Commission, 1999-2005

Professor of the Year, Mu Kappa Tau, University of Wisconsin, 1999

Alpha Delta Phi Faculty Teaching Recognition, University of Wisconsin, 1999

Keynote Speaker, Kappa Alpha Psi Fraternity, Madison, 1999

Delta Delta Delta Faculty Teaching Recognition, University of Wisconsin, 1999

Lecturer, Ecole de Management de Normandie, Le Havre, France, 1998

Dr. Brenda Pfaehler Award of Excellence, University of Wisconsin, 1998

Delta Gamma Faculty Teaching Recognition, University of Wisconsin, 1997

Pan-Hellenic Faculty Teaching Recognition, University of Wisconsin, 1996

Alpha Mu Alpha Honorary Marketing Society, 1995

Teacher of the Year, North Carolina Central University, 1995

GRANTS & FELLOWSHIPS

Advanced Opportunity Fellowship, University of Wisconsin Law School, 2002-2005

Research Service Award, University of Wisconsin, 2000

Visiting Professorship, Grey Advertising, New York, 1997

Fuqua Fellowship, Duke University, 1990-1993

UC Regents Fellowship, University of California, Berkeley, 1986-1987

Mellon Fellowship, Princeton University, 1985

PUBLICATIONS

Boyd, Henry C. (2006), "Persuasive Talk: Is It What You Say or How You Say It?" *Journal of Advertising Research*, 46(1), 84-92.

Boyd, Henry C. and Janet E. Helms (2005), "Consumer Entitlement Theory and Measurement," *Psychology & Marketing*, 22(3), 271-286.

Boyd, Henry C. (1995), "Effects of Fear Appeal Format and Consumer Personality on Ad Processing and Persuasion: A Preliminary Analysis," *Marketing Letters*, 6, 211-220.

CONFERENCE PRESENTATIONS

"The Art and Craft of Discussion Leadership," Attended a seminar on participant-centered learning of case method, hosted by the Harvard Business School, Cambridge, MA, June 2007.

"Leading Change in Science and Technology," Attended the second Princeton University conference for Black Alumni Engineers and Scientists, April 2007.

"Coming Back and Looking Forward," Attended the first-ever Princeton University conference for Black Alumni, September 2006.

"Measuring Consumer Entitlement," Presented to the Midwest Marketing Camp at the University of Wisconsin, School of Business, Madison, WI, June 2000.

"Development of the Consumer Entitlement Inventory," Presented to the Marketing Department at the University of Wisconsin, School of Business, Madison, WI, February 1998.

CONFERENCE PRESENTATIONS (Continued)

“Dynamic Teaching: The Varsity Sport of the Mind,” Presented as a panelist at the PhD Project Doctoral Students Association sponsored by KPMG Peat Marwick in Chicago, IL, July 1997.

“Research Issues in Social Marketing & Public Policy,” Presented as a panelist at the 26th Annual Haring Symposium at Indiana University, School of Business, Bloomington, IN, March 1996.

INVITED PRESENTATIONS

- ❖ University of International Business & Economics (UIBE), Beijing, 2006
- ❖ University of Maryland, College Park, MD, 2005
- ❖ Hood College, Fredrick, MD, 2005
- ❖ Saint Joseph’s University, Philadelphia, PA, 2005
- ❖ Ecole de Management de Normandie, Le Havre, France, 1998
- ❖ Loyola College, Baltimore, MD, 1998
- ❖ Princeton University, Princeton, NJ, 1996
- ❖ University of Wisconsin, Madison, WI, 1994
- ❖ University of Virginia, Charlottesville, VA, 1994
- ❖ University at Buffalo, The State University of New York, 1994
- ❖ San Francisco State University, San Francisco, CA, 1994
- ❖ Georgetown University, Washington, DC, 1994
- ❖ John Carroll University, Cleveland, OH, 1994
- ❖ University of North Carolina, Chapel Hill, NC, 1993

EXPERT WITNESS EXPERIENCE

Cottonwood Financial Management, Inc. v. Jennifer Foley and Cash on the Spot, LLC:
Submitted expert witness report; matter settled before trial, May 2004.

TEACHING EXPERIENCE

University of Maryland, Smith School of Business – Cape Town, Johannesburg
Doing Business in South Africa (MBA)

University of Maryland, Smith School of Business – SAIC Campus, McLean, VA
Marketing Strategy (Executive)

University of Maryland, Smith School of Business – UIBE Campus, Beijing
Marketing Strategy (Executive)

University of Maryland, Smith School of Business – Baltimore Campus
Marketing Strategy (MBA)

University of Maryland, Smith School of Business – College Park Campus
Telecommunications (MS)
Marketing Strategy
Marketing Management
Sales Management

University of Wisconsin-Madison, School of Business
Marketing Management

North Carolina Central University, School of Business
Principles of Marketing
Promotion
Marketing Research
Marketing Seminar
Marketing Ethics

* To date, I have taught over 12,500 students the intricacies of marketing theory and practice.

UNIVERSITY ADMINISTRATION

Faculty Council: Elected by the Smith School faculty to serve on this internal committee responsible for faculty governance, promotion & tenure issues, teaching effectiveness, and doctoral student assessment, September 2008.

Academic Director, Black and Decker TOBE Program: Designed curriculum, coordinated logistics, and assessed faculty teaching effectiveness, August 2008.

Undergraduate Marketing Website: Revamped the Department's website so that it is more appealing to undergraduate business majors with insight from Dr. Diane Whitney and Dr. Roxanne Lefkoff, November 2006.

UNIVERSITY ADMINISTRATION (Continued)

Ike Leggett for Montgomery County Executive: Worked as a volunteer on Ike Leggett's successful campaign to become the first African-American to win this influential seat, August 2006.

12th Wisconsin Idea Seminar, University of Wisconsin-Madison: Participated in a 5-day bus tour of Wisconsin, talked with citizens from all walks of life, and visited industrial and educational centers, May 1996.

Black Business Students Association, Co-Founder, University of California, Berkeley: Established the organization, handled finances, and coordinated speaker schedule, September 1987.

College Bowl, President, Princeton University: Organized, prepared and coached the Runner-Up National Championship Varsity Squad, September 1985.

COMMITTEE SERVICE

Non-Degree Programs Director Search Committee, Robert H. Smith School of Business: Screened applicants and conducted personal interviews with finalists, April 2009.

Infrastructure Technology Task Force: Appointed by the Chairman of the Marketing Department, Dr. Roland Rust to serve on this committee which has been charged with the task of "assessing the use of technology at the Smith School by all key stakeholders," September 2007.

ELMS Planning Committee (university-wide): Nominated by Dean Howard Frank of the Smith School to serve on this important committee pertaining to Blackboard Academic Suite infrastructure, November 2006.

Tyser Teaching Fellows Task Force: Appointed by the Senior Associate Dean, Dr. Arjang Assad to serve on this committee which has been charged with the task of "examining and clarifying the governance participation of teaching fellows (TFs) in the Smith School making it more consistent with the strategic role the TFs play in the School and more consistent across different academic departments," October 2006.

Undergraduate Committee, University of Wisconsin-Madison, School of Business: Oversaw and improved all aspects of the Undergraduate Program including curriculum, advising, assessment and the Honors Program, August 2000.

Teaching Committee, University of Wisconsin-Madison, School of Business: Developed and evaluated pedagogical techniques and practices, August 1999-July 2001.

News & Public Affairs Coordinator Search Committee, University of Wisconsin-Madison: Invited by Chancellor David Ward to screen applicants, January 1999.

COMMITTEE SERVICE (Continued)

Wisconsin Alumni Association Task Force, University of Wisconsin-Madison: Invited by Chancellor David Ward to evaluate and redesign *ON WISCONSIN* magazine, September 1997.

American Indian Student Services Coordinator Search Committee, University of Wisconsin-Madison: Screened applicants and conducted personal interviews with finalists, March 1997.

Graduate Minority Steering Committee, University of California, Berkeley: Assisted in the recruitment of minority faculty, January 1987.

ADVISING

"Emerging Business Trends & Opportunities in South Africa," invited speaker at the 2009 Africa Forum held at the Robert H. Smith School of Business, February 2009.

Diversity at Smith: Conducted a lecture for prospective MBA students, November 2008.

Terp AMA: Served as a panelist for this open house event held at the Robert H. Smith School of Business, October 2008.

SUSA Business Week: Served as a marketing career advisor at the Major Exploration Event held at the Robert H. Smith School of Business, September 2008.

QUEST Honors Fellows Program: Served as a faculty advisor for a team of seniors who worked for University of Maryland Small Procurement. The scope of the consulting project consisted of (1) improving the navigability of the Small Business Reserve website, and (2) determining why existing procurements failed to meet the State's 10% small business mandate, August 2008.

Black MBA Association (BMBAA), University of Maryland, Smith School of Business, College Park, MD: Serve as a faculty advisor for this student organization, July 2008.

U.S. Embassy, South Africa: Gave remarks at Ambassador Eric. M. Bost's private residence in Pretoria concerning economic development and cultural outreach, June 2008.

Phi Chi Theta (Business Fraternity), University of Maryland, Smith School of Business, College Park, MD: Assist this student organization as a faculty advisor, July 2006.

Black MBA Association (BMBAA), University of Maryland, Smith School of Business, College Park, MD: Assist this student organization as a faculty advisor, July 2006.

ADVISING (Continued)

"Handle Your Responsibilities," invited speaker at the Scholarship Banquet for Alpha Omicron Pi Sorority at 4517 College Ave., College Park, MD, April 2006.

ON WISCONSIN's Editorial Advisory Board, University of Wisconsin-Madison: Explored strategies for improving story mix and content, cover designs, and marketing efforts, February 1999-December 2001.

Chancellor's Scholarship Program, University of Wisconsin-Madison: Mentored and advised academically talented students of color as they progress through studies at UW-Madison, August 2000-May 2005.

Mu Kappa Tau (Marketing Society), University of Wisconsin-Madison: Assisted this student organization as a faculty advisor, January 1999.

Mentor Program, University of Wisconsin-Madison: Advised students of color so that they could successfully complete work at the UW-Madison. Since its inception in 1988, this program has been concerned with increasing diversity among the undergraduate population, September 1997.

UPDATE's Editorial Board, University of Wisconsin-Madison: Advised magazine staff writers on matters of content, format, and style, August 1996.

PROFESSIONAL SERVICE

Social Sciences and Humanities Research Council of Canada, Ottawa, Ontario: Served as an external reviewer for this federal agency which promotes university-based research and training through grants and fellowships, January 2008.

Journal of Marketing Research, Fuqua School of Business, Duke University, NC: Served as ad-hoc reviewer for this premier marketing journal, January 2007.

Burrston House, LTD., Publishing Services: Participated in a half-day focus group with other marketing educators from George Washington University, American University, Loyola, and George Mason University. Held a discussion on the merits of the textbook entitled *Marketing: Real People, Real Choices*. Spoke with the lead author (Dr. Michael Solomon) about pedagogical issues pertaining to his latest textbook, October 2006.

Thomson/South-Western Publishing: Attended the Principles of Marketing Teaching Seminar in Philadelphia. Spoke with Dr. Ward Hanson of Stanford University about the power of Blogs & Podcasts, March 2006.

PROFESSIONAL SERVICE (Continued)

Journal of Consumer Research Managing Editor Search Committee, University of Wisconsin, Madison, WI: Invited by the Editor to screen applicants, March 1999.

Prentice-Hall, Inc., Simon & Schuster Education Group, Business Publishing Division/4H, Upper Saddle River, NJ: Reviewed marketing textbooks, September 1995.

PROFESSIONAL AFFILIATIONS

American Chemical Society
American Marketing Association
Association for Consumer Research
Marketing Science Institute
Marketing Educators' Association
American Bar Association
National Bar Association
Wisconsin State Bar Association
Princeton Club of Washington

BAR ADMISSIONS

Wisconsin
U.S. District Court, Western District of Wisconsin

INDUSTRY EXPERIENCE

Consumer Law Litigation Clinic, Madison, WI, Summer Intern
Represented and protected the rights of low-income Wisconsin consumers.
Interviewed clients, conducted legal research, wrote complaints and demand letters, 2004.

Heller Ehrman White & McAuliffe, LLP, Madison, WI, Summer Associate
Conducted legal research and wrote memoranda regarding intellectual property litigation matters for partners, 2003.

TEM Associates, Inc., Washington, DC, Strategic Consultant
Redesigned procurement and marketing operations for all federal contracts as a summer project prior to entering the Ph.D. program, 1990.

Merck & Co., Palo Alto, CA, Professional Hospital Representative
Developed marketing strategies for antibiotics and promoted sales of flagship products to the medical community of Stanford, 1988-1990.

INDUSTRY EXPERIENCE (Continued)

TEM Associates, Inc., Emeryville, CA, Marketing Consultant

Designed technical brochures and implemented conference strategy on a part-time basis, 1987-1988.

IBM, Washington, DC Economic Forecaster

Created, altered, and implemented database structures of proprietary information, 1987.

Washington Suburban Sanitary Commission, Hyattsville, MD, Administrative Assistant

Aided in the implementation and enforcement of minority-owned business participation in the Commission's awarding of contracts greater than \$100,000, 1986.

DISSERTATION COMMITTEES

Jon R. Austin, "The Power of Pictorial Images When Ad Processing Involvement Is Low and Subsequent Brand Evaluations Are Memory-Based," Committee Member, Defended July 23, 1997.

Elizabeth Elam, "Student Beliefs about Market Mechanisms: Development of a Conceptual Model and Research Hypotheses," Committee Member, Defended December 3, 1997.

Diana Haytko, "Interpersonal Relationship Management in an Inter-Organizational Environment," Committee Member, Defended July 28, 1997.

Jan Owens, "Intelligence Gathering and Dissemination in Hyper-Competitive Markets," Committee Member, Defended December 12, 1997.

Janice Payan, "Influence Strategy Content: The Association of the Inducement and the Request with Influence Outcomes," Committee Member, Defended July 19, 2000.

Haksin Chan, "Adaptive Word-of-Mouth Behavior: A Conceptual Framework and Empirical Tests," Committee Member, Defended August 21, 2000.

CONSULTING PROJECTS

3cLogic, Rockville, MD: Serve on the Marketing Advisory Board for this high-tech start-up, Feb 2007.

Ocean Tomo (Intellectual Capital Merchant Banc), Chicago, IL: Conducted strategic marketing analysis for Fortune 500 clients, Oct 2006.

CONSULTING PROJECTS (Continued)

Verizon, Alpharetta, GA: Created a total cost of ownership (TCO) tool for sales force, Jan 2005.

Republic of Mozambique: Edited translation of bio-safety regulations for genetically-modified organisms under the auspices of the Ministry of Agriculture and Rural Development, July 2004.

Verizon, Coppel, TX: Conducted diagnostic testing of computer simulation software, April 2004.

Amgen, Oakland, CA: Analyzed fiscal projections for Epogen sales in the Northern California sales territories, December 1996.

PRO BONO

Math Camp Instructor: Taught a 2-week course dedicated to Algebra I for African-American students (11-15 years of age) at the Olive Branch Community Baptist Church, August 2009.

TELEVISION

State Circle (2008), "The Art of Selling a Candidate," live studio interview with Levi Rabinowitz and Jeff Salkin (September).

Your Money & Business (2008), "What's the Marketing Strategy behind Political Advertising," live studio interview with Jeff Salkin (January).

WRC NBC 4 News (2007), "Our Caffeine Nation," live interview with Eun Yang concerning consumer consumption of high-energy drinks (December).

Your Money & Business (2006), "What Matters Most in Advertising - Message or Delivery," live interview with Mindy Mintz (April).

WMTV Channel 15 News (2005), "Web Site Has Day-after-Thanksgiving Sales Listed," telephone interview concerning buyer behavior and retailing strategies (November).

WISC-TV Channel 3 News (2002), "Ad Meter Winners," live interview concerning the best-liked TV commercials from Super Bowl XXXVI (February).

WISC-TV Channel 3 News (1997), "Packer Mania," live interview concerning the commercial appeal of the Green Bay Packers (September).

RADIO

NEWS/TALK 1310 WIBA RADIO (2006), "Madison in the Morning," live interview with Joshua Wescott concerning the best-liked TV commercials from Super Bowl XL (February).

MAGAZINE

Evans, Sara (2008), "Can We Still Call It Political Advertising?" interview concerning new media in the U.S. Presidential race in *Smith Business* (September).

Hollenback, Christopher (2006), "The Biz of Birthdays," interview concerning consumer behavior in *Madison Magazine* (April).

NEWSPAPER

Barnhardt, Laura (2007), "It's Cool to Take Plunge for Charity," interview concerning consumer behavior in *Baltimore Sun* (March).

Leaf, Nathan (2006), "Foreheads for Sale," interview concerning advertising effects in *Wisconsin State Journal* (February).

Romell, Rick (2006), "Super Bowl XL Advertising," interview concerning advertising reach in *Milwaukee Journal Sentinel* (January).

Ramstack, Tom (2005), "Business Targets Boomers' Money; Big Generation Will Spend a Lot," interview concerning generational marketing in *The Washington Times* (December).

Bishop, Tricia (2005), "Advertisers Raise Ante on Marketing to Children," interview concerning consumer behavior in *Baltimore Sun* (December).

Pazuniak, Andriy (2005), "Lennon Artwork Garners Discussion," interview concerning copyright law and deceptive advertising in *Badger Herald* (November).

Block, Ben (2005), "A Trend to Quench the Thirst," interview concerning consumer behavior in *Diamondback* (August).

Milcetic, Jess (2005), "Renters Decry Subpar U. View Amenities," interview concerning deceptive advertising in *Diamondback* (August).

Sargent, Nick (2005), "Kick Back, Relax and Go Banking," interview concerning retail banking practices in *Wausau Daily Herald* (March).

Anana, Milele (2002), "People Worth Watching," biographical profile appeared in *UMOJA* (September).

NEWSPAPER (Continued)

Richgels, Jeff (2001), "Dress to Succeed," interview concerning business attire in *The Capital Times* (September).

Kurtzman, Lori and Brenda Ingersoll (2001), "These Shoes Didn't End up Gathering Dust on Shoe Store Shelves," interview concerning consumer behavior in *Wisconsin State Journal* (March).

Mutunhu, Sekai (1996), "First African-American Faculty Member at UW School of Business," biographical article appeared in *The Madison Times* (October).

Iseminger, Jeff (1995), "He's Academic," biographical profile appeared in *Wisconsin Week* (December).

ONLINE

Martel, Judy (2009), "The Upside of the Down Economy," interview concerning consumer behavior at *Bankrate.com* (April).