

Judy K. Frels, Ph.D.
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EXPERIENCED ACADEMIC ADMINISTRATOR

- Experience as academic director and assistant dean of highly-ranked online MBA program at a research-oriented institution.
- Experience designing, launching and managing online MS programs.
- Proven track-record designing, developing, and managing executive education programs for Fortune 500 companies.
- Experience as executive director of marketing and communication for business school.
- Significant international academic experience, including four years as a professor of marketing and research lead at a French grande école.
- Former tenure-track faculty member with continued publishing success, able to collaborate successfully across a varied population ranging from senior tenured faculty to clinical faculty and working adjunct faculty.

ACADEMIC EXPERIENCE

- July 2016 – Assistant Dean, Online Programs
Present Clinical Professor, Marketing
Robert H. Smith School of Business, University of Maryland, College Park
- All duties under academic director, below, along with overseeing a staff to deliver current programs.
 - Manage the relationship with Smith's online program management partner to include appropriate staffing at partner, oversee marketing and recruiting functions, course development, quality assurance, help desk functions.
 - Redesigned curriculum to enhance the pedagogical rigor of the program and to align it with on-site working professionals program to provide increased flexibility for both target markets.
 - Developed budget and curriculum strategy and launched new online masters program in business analytics.
 - Launched the first MicroMasters on the edX platform for the MBA degree. This initiative will take advantage of recent developments in online learning to reach a broad international audience with our content and our brand.
- Aug 2014 – Academic Director, Online MBA
June 2016 Clinical Professor, Marketing
Robert H. Smith School of Business, University of Maryland, College Park
- Oversee all academic aspects of program including course development, curriculum, faculty staffing, academic integrity, appropriate academic onboarding, transfer applications, admissions review.

- Recruit faculty (current tenured and clinical and outside adjuncts) for online MBA teaching.
- Develop and deliver residency courses at both the opening and the closing of the program, multiple times per year.

- 2010 - 2014 Associate Professor of Marketing
Axis Head, Consumer Behavior and Marketing Strategy Research Axis
Audencia Nantes School of Management
- Conducted research with colleagues in the US and Italy, resulting in two publications in journals on the “Financial Times” list of 40 journals.
 - Acted as head of the marketing research axis; focus was to help develop a culture of research at up-and-coming French business school.
 - Taught marketing courses to French and other international students in English.
- Spring 2014 Visiting Professor, Marketing Department
Imperial College London Business School
- Recruited to teach the marketing core course to two years of full-time MBA students at SDA Bocconi, a highly ranked MBA program.
- 2011 - 2013 Visiting Professor, Marketing Department
SDA Bocconi School of Management, Milan
- Taught the marketing core course to two years of full-time MBA students at SDA Bocconi, a highly ranked MBA program.
 - Developed successful research relationship with faculty at institution.
 - Developed and taught two-day executive education sessions to Prysmian S.p.A. over two years on marketing strategy and pricing.
- 2008 - 2010 Executive Director, Marketing Communications
Robert H. Smith School of Business, University of Maryland, College Park
- Managed all branding, communication and marketing efforts for the Robert H. Smith School of Business.
 - Initiated and led a strategy and brand development effort for the Robert H. Smith School of Business to establish a school strategy and a brand promise that is authentic, credible and relevant.
 - Managed staff of 10 who were responsible for extensive web site, two print publications (published twice and thrice yearly), marketing collateral and advertising for all of Smith’s degree and non-degree marketing efforts. Also responsible for support of academic departments’ marketing efforts, alumni and development marketing efforts, and research center marketing needs.
 - Managed interactions with a full service advertising agency and a budget of over \$2m.
 - Continued to teach Marketing Strategy in Smith’s Executive MBA program.

- 2005 - 2008 Senior Director, Custom Programs, Executive Education
Robert H. Smith School of Business, University of Maryland
- Managed all non-degree programs for business school. Clients included Lockheed Martin, Black and Decker, Home Depot, Hughes Network Systems, Spring Nextel, Astra-Zeneca, GE, and many others, ranging from Fortune 100 companies to small area-based firms. Programs were developed based on customer needs in areas including finance, leadership, essentials of management, systems thinking and services marketing. International clients were served both in the US and overseas (e.g., Shanghai, Cairo). Business area revenues were approximately \$2 million per year.
 - Executed on Smith's competitive advantage which is significant customization of content to the client's needs and situation, requiring an investment in understanding those needs and working with faculty to assist in customizing sessions.
 - Responsibilities included participating in sales process for all programs, leading sales process when appropriate, design of program with faculty, recruitment and integration of faculty, managing the customer relationship, budgeting, financial reporting, contracting and managing the delivery of the program.
 - Established and standardized processes for program delivery, expense tracking, budgeting, contracting and invoicing.
 - Led an effort to design, develop curricula, launch and teach in an open enrollment program in a unique collaboration with the Clark School of Engineering at University of Maryland for a Certificate in Innovation Management.
 - Led the Smith effort to collaborate with University of Maryland's Office of Extended Studies to develop Smith Business Edge, Smith's first certificate of business fundamentals offered to non-business majors.
 - Led the Smith effort to win the opportunity to partner with MedChi, the Maryland State Medical Society, to develop and launch "The Business of Practicing Medicine," an open enrollment program of business fundamentals for physicians.
 - Worked with WMACCA (Washington Metropolitan Area Chapter of the Association of Corporate Counsel) to develop non-degree programming for lawyers; additional opportunities under exploration.

- 2005 - 2008 Lecturer, Department of Marketing
Executive Education Senior Fellow
Robert H. Smith School of Business, University of Maryland
- Cohort Director, Executive MBA Cohorts 4, 7 and 8, College Park, MD
 - Academic Director, Otis Elevators Custom EMBA, Tianjin, China
 - Acted as academic focal point for four cohorts of EMBA students (ranging from 16 to 39 students) from admission interviews and orientation through graduation. Provide continuous interface for students regarding academic questions and challenges and provide academic counseling.

- Provided an introduction to faculty to the unique nature of each cohort and ensure integration of each class into the program as a whole. Assist faculty in delivering an integrative course that builds on delivered curriculum.
- Led cohort sessions on integration, building a more systemic approach to the educational experience.
- Assisted faculty in adapting to “blended learning” tools and philosophy for synchronous and asynchronous computer-mediated instruction as Academic Director for Otis Elevator in Tianjin, China. Launched program in China and taught “Marketing Strategy” at program mid-point.
- Teaching
 - Marketing Strategy in EMBA, College Park and Tianjin, Beijing
 - Marketing High Technology Products and Services in MBA Program, College Park and Horgen, Switzerland

1999 - 2005 Assistant Professor, Department of Marketing
Robert H. Smith School of Business, University of Maryland

EDUCATION

1999 The University of Texas at Austin, Graduate School of Business
Doctorate of Philosophy in Marketing
Dissertation: “Explaining Adoption in Network Markets: The Product Ecology Framework”
AMA Doctoral Consortium Representative, 1997

1988 The University of Texas at Austin, Graduate School of Business
Master of Business Administration
Concentration: Information systems management
Thesis: “Time-Based Competition”

1984 The University of Texas at Austin, College of Natural Sciences
Bachelor of Arts
Major: Computer Sciences

RESEARCH AND SCHOLARLY ACTIVITIES

Refereed Journal Publications

- 2015 Gershoff, Andrew D. and **Judy K. Frels**, “What Makes It Green? The Role of Centrality of Green Attributes in Evaluations of the Greenness of Products,” *Journal of Marketing*, January 2015.
- 2014 Fabio Ancarani, **Judy K. Frels**, Joanne Miller, Chiara Saibene and Massimo Barberio “Winning in Rural Emerging Markets: General Electric’s Research Approach and Findings,” *California Management Review*, Summer 2014.
- 2006 **Judy K. Frels**, Debra Heisler, James A. Reggia, and Hans-Joachim Schuetze, “Modeling the Impact of Consumer Interactions in Technology Markets” *Journal of Cellular Automata*, June, 2006
- 2003 **Judy K. Frels**, Tasadduq Shervani, and Rajendra K. Srivastava, “The Integrated Networks Model: Explaining Resource Allocations in Networked Business Markets,” *Journal of Marketing*, Jan 2003.
- 2003 Thomas A. Burnham, **Judy K. Frels**, Vijay Mahajan, “Consumer Switching Costs: A Typology, Antecedents, and Consequences,” *Journal of the Academy of Marketing Science*, Spring, 2003.
Received the Sheth Foundation Best Paper Award for 2003.

Book Chapters

- 2008 **Judy K. Frels**, Debra Heisler, James A. Reggia and Hans-Joachim Schuetze, “Predicting the Effects of Alternative Pricing Strategies in an Artificial Society Undergoing Technology Adoption,” chapter in *Soft Computing Applications in Business*, edited by Bhanu Prasad, forthcoming 2008.

Reports, Conference Proceedings, and Journalistic Outlets

- 2011 **Judy K. Frels** and Olga Kapitskaia, “Beyond Green Regulations: Achieving True Sustainability through Engagement in a Forced Adoption Context,” in the *Proceedings of AMA Marketing and Public Policy Conference*, Washington, D.C.
- 2011 **Judy K. Frels**, and Olga Kapitskaia, “Beyond Green Regulations: Achieving True Sustainability through Engagement in a Forced Adoption Context,” in the *Proceedings of the AMA Summer Educator’s Conference*, San Francisco, CA.
- 2010 **Judy K. Frels**, “Career Coach: Creating Unforgettable Experiences for your Customers and Employees,” October 4, 2010, *The Washington Post*, Capital Business section, 17.
- 2005 **Judy K. Frels**, James A. Reggia, and Debra Heisler, “Standard-Scape: An agent-based model of competition, in Markets with Network Externalities,” *Marketing Science Institute Reports*, No. 05-105, 2005, 3-19.

- 2005 **Judy K. Frels**, Debra Heisler, James A. Reggia, Hans-Joachim Shuetze, “A cellular automata model of competition in technology markets with network externalities,” *Lecture Notes in Computer Science*, Vol. 3515, V. Sunderam, G. van Albada, P. Sloot et al (eds.), (Proc. Intl. Conf. on Computational Science), 2005, 378-385.
- 2003 **Judy K. Frels**, Debra Heisler, James A. Reggia, “Standard-Scape: An Agent-Based Model of Adoption with Incomplete Information and Network Externalities,” *Proceedings of The Third International Workshop on Computational Intelligence in Economics and Finance*, The 7th Joint Conference on Information Sciences, Cary, North Carolina, September, 2003.
- 1996 Linda L. Golden, **Judy K. Frels**, Vern C. Vincent, and Gilberto de los Santos (1996), “Ecological Information Receptivity of Hispanic and Anglo Americans,” in *Advances in Consumer Research*, Volume 23, Kim P. Corfman and John G. Lynch, editors.

Selected Presentations

- 2013 Andrew D. Gershoff and **Judy K. Frels**, “The Role of Centrality of Green Attributes in Green Product Evaluation,” Marketing and Public Policy Conference, Washington, DC, May 31, 2013.
- 2012 **Judy K. Frels** and Olga Kaptiskaia, “Psychological Reactance to Forced Adoption of Green Behaviors: Attitudes and Compliance,” 34th ISMS Marketing Science Conference, Boston, MA, June 7, 2012.
- 2009 Gaurav Bhalla and **Judy K. Frels**, “Web 2.0 Customer Intelligence: Improving Actual and Perceived Student Experience by Listening to Web-based Conversations,” at American Marketing Association’s Symposium for the Marketing of Higher Education, Boston, Massachusetts, November 16, 2009.
- 2009 James Green and **Judy K. Frels**, “A Call for Cross-Campus Collaboration in Executive Education: Reflections on the Certificate in Innovation Management Program at the University of Maryland,” American Society for Engineering Education, Austin, Texas, June, 2009.
- 2005 “Standard-Scape: An Artificial Society Undergoing Technology Adoption,” presented to the Brookings Institute Center on Social and Economic Dynamics, May 19, 2005.
- 2003 “Standard-Scape: An Agent-Based Model of Adoption with Incomplete Information and Network Externalities,” Third International Workshop on Computational Intelligence in Economics and Finance, Cary, North Carolina, September 27, 2003.

- 2002 “Technology Readiness and Consumers’ Ability to Cope with Technology” with Charles Colby, Center for E-Service Partnership Forum, University of Maryland, April 26, 2002.
- 2001 “Consumers’ Privacy and Security Risk Perceptions in the E-Channel: An Experimental Investigation” with P.K. Kannan. Frontiers in Services Conference, Oct 27, 2001.
- 2000 “Pricing of Internet Security Products: The Implication of Network Effects” with P. K. Kannan. INFORMS, November 5-8, 2000.
- 1997 “Dimensions and Types of Network Externalities: A Framework for Analysis and Empirical Research.” Presented at The University of Houston Doctoral Symposium.
- 1995 “Ecological Information Receptivity of Hispanic and Anglo-Americans” with Linda L. Golden, Vern C. Vincent, and Gilberto de los Santos. Presented at the Association for Consumer Research Conference, Minneapolis, Minnesota, Competitive Paper Session.
- 1988 “Time-Based Competition.” Master’s Thesis published as IBM Technical Report and presented at the IBM Technology Symposium, IBM Austin.

HONORS, AWARDS, FELLOWSHIPS AND GRANTS – RESEARCH & SCHOLARSHIP

- 2004 Sheth Foundation Best Paper Award for Volume 31 (2003) of the *Journal of the Academy of Marketing Science*. The paper “Consumer Switching Costs: A Typology of Antecedents and Consequences,” was chosen for the award by a vote of the members of the Editorial Review Board.
- 2003 Grant to support *Standard-Scape* research from the Marketing Science Institute, Boston, Massachusetts.
- 1998 Research grant from the Center for Customer Insight, University of Texas at Austin for research on Network Markets.
- 1997 AMA Doctoral Consortium Representative.
- 1997 The University of Texas Continuing Graduate Fellowship
A university-wide competitive academic fellowship of a stipend plus tuition granted on the basis of academic contributions and achievement.
- 1995 Research support from the Eugene and Dora Bonham Fund at the University of Texas.
- 1994 Cooper Fellowship - Department of Marketing, University of Texas at Austin.
- 1988 Dean’s Award for Academic Excellence, University of Texas at Austin.

- 1987 Phi Kappa Phi Honor Society, University of Texas at Austin.
- 1987 Sord Scholar- MBA Program, University of Texas at Austin.
- 1987-88 Resident Study Program, International Business Machines
Full-time graduate study with full salary and tuition paid, based on performance potential at IBM.
- 1985-88 Information Systems Management Fellowship, University of Texas at Austin.

INDUSTRY EXPERIENCE

- 1997-98 Independent Consultant
Input/Output, Inc., Houston, Texas
Bay Networks, Inc., Santa Clara, California
- 1993-94 International Business Machines, Austin, Texas and Yamato, Japan
and 1983-89 Software Engineer / Special Bids Analyst
- 1989-93 Unison-Tymlabs Corporation, Austin, Texas
Business Unit Manager

TEACHING AWARDS

- 2015-2016 Distinguished Teaching Award, Robert H. Smith School of Business
- 2014-2015 Top 15% Teaching Award, Robert H. Smith School of Business
- 2011 EMBA Marketing Strategy course acknowledged with "A" rating in Businessweek EMBA Rankings
- 2010 Top 15% Teaching Award, Robert H. Smith School of Business
- 2008 Top 15% Teaching Award, Robert H. Smith School of Business
- 2007 Best Living Case Award for "BMW" Living Case, Robert H. Smith and the Graduate School of Business Administration, Zurich
- 2005 Winner, Krowe / Legg Mason Award for Teaching Excellence, Robert H. Smith School of Business
- 2005 Top 15% Teaching Award, Robert H. Smith School of Business.
- 2004 Top 15% Teaching Award, Robert H. Smith School of Business.
- 2004 Finalist, Krowe / Legg Mason Award for Teaching Excellence, Robert H. Smith School of Business.