

Henry Clifford Boyd III

(February 2021)

OFFICE ADDRESS

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Robert H. Smith School of Business
University of Maryland
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ACADEMIC POSITIONS

Clinical Full Professor, Department of Marketing
Robert H. Smith School of Business, University of Maryland (2015-Present)

Clinical Associate Professor, Department of Marketing
Robert H. Smith School of Business, University of Maryland (2005-2015)

Associate Chair, Department of Marketing
Robert H. Smith School of Business, University of Maryland (2010-2014)

Academic Director, Stanley Black & Decker TOBE Program
Robert H. Smith School of Business, University of Maryland (2007-2010)

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

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

EDUCATION

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

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

Dr. Hank Boyd, Esq.

EDUCATION (Continued)

Dissertation: "Elements of Persuasion: Effects of Verisimilitude, Connectivity, and Indebtedness on Consumer Evaluations of Drama Ads"

(co-chairs Richard Staelin and Wanda T. Wallace)

Master of Business Administration (Marketing)

Haas School of Business, University of California Berkeley

UC Regents Fellow, 1986-1988

Master's Thesis: "All About Travel: A Marketing & Strategic Analysis"
(advisor C. West Churchman)

Bachelor of Arts (Chemistry)

Princeton University

Mellon Fellow, 1982-1986

Senior Thesis: "Resonance Raman Studies of the Calcium Ion and ATP Effects in Reduced Mitochondrial Cytochrome c Oxidase"
(advisors Thomas G. Spiro and Robert A. Copeland)

HONORS

Banneker/Key Scholarship Selection Committee, University of Maryland, 2018-2020

Leadership Fellow, ADVANCE Program, University of Maryland, 2016-2017

Academic Director, "NFL Consumer Products Boot Camp" – Houston, 2015

Academic Director, "NFL Consumer Products Boot Camp" – Baltimore, 2014

Lecturer, "An African Entry Strategy" – Cape Town, Johannesburg, 2014

Academic Coordinator, LEAD Program – Robert H. Smith School of Business, 2014

Diversity Officer, Robert H. Smith School of Business, 2013

Academic Coordinator, LEAD Program – Robert H. Smith School of Business, 2013

Lecturer, "Economic Aftermath of the World Cup" – Cape Town, Johannesburg, 2011

Lecturer, "Sports Marketing & the World Cup" – Cape Town, Johannesburg, 2010

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

Dr. Hank Boyd, Esq.

HONORS (Continued)

Lecturer, *“Doing Business in South Africa”* – 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

Dr. Hank Boyd, Esq.

GRANTS & FELLOWSHIPS

Teaching Innovation Grant, University of Maryland, 2020

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

"Thrive: Empowering & Celebrating Princeton's Black Alumni," Attended the fourth Princeton University conference for Black Alumni, October 2019.

"USASBE Conference on Civic Engagement and Innovation," Participated in this workshop for small business and entrepreneurship, hosted by the Johns Hopkins Carey Business School at the East Harbor campus, February 2019.

"Black Alumni Conference Focus Group Dinner," Participated in the strategic planning session for Thrive, hosted by Princeton University Office of Alumni Affairs at Hotel Monaco in Washington, DC, December 2018.

Dr. Hank Boyd, Esq.

CONFERENCE PRESENTATIONS (Continued)

“Campus Diversity & Inclusiveness Roundtable,” Participated in the 7th annual conference, hosted by the Ernest & Young Foundation at the Grand Hyatt Hotel in New York City, January 2015.

“Coming Back: Reconnecting Princeton’s Black Alumni,” Attended the third Princeton University conference for Black Alumni, October 2014.

“Coming Back and Moving Forward,” Attended the second Princeton University conference for Black Alumni, October 2009.

“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 first-ever 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 UW-Madison, School of Business, Madison, WI, February 1998.

“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.

Dr. Hank Boyd, Esq.

INVITED ACADEMIC PRESENTATIONS

- ❖ Universidade Eduardo Mondlane (UEM), Maputo, Mozambique 2018
- ❖ 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.

Dr. Hank Boyd, Esq.

TEACHING EXPERIENCE



Robert H. Smith School of Business – College Park Campus

Telecommunications (MS) | Marketing Strategy (UG) | Consumer Behavior (UG)
Marketing Management (UG) | Sales Management (UG) | Marketing Foundations (UG)
Marketing Strategy (OMBA)

Robert H. Smith School of Business – Shady Grove Campus

Market-Based Management (MS) | Marketing Strategy (MBA)
Marketing Management (UG)

Robert H. Smith School of Business – Washington, DC Campus

Marketing Strategy (MBA) | Marketing Management (MBA)

Robert H. Smith School of Business – Baltimore Campus

Marketing Strategy (MBA) | Marketing Management (MBA)

Dr. Hank Boyd, Esq.



Robert H. Smith School of Business – SAIC Campus, McLean, VA
Marketing Strategy (Executive)

Robert H. Smith School of Business – Stanley Black & Decker, Towson, MD
Marketing Strategy (Executive)

Robert H. Smith School of Business – Cape Town, Johannesburg
Doing Business in South Africa (MBA) | Sports Marketing & the World Cup (MBA)

Robert H. Smith School of Business – UIBE Campus, Beijing
Marketing Strategy (Executive)

Dr. Hank Boyd, Esq.



Robert H. Smith School of Business – NFL 2014 Consumer Products Boot Camp, Baltimore, MD
Marketing, Intellectual Property, Licensing (Executive)



Robert H. Smith School of Business – NFL 2015 Consumer Products Boot Camp, Houston, TX
Marketing, Intellectual Property, Licensing, Negotiations (Executive)

Dr. Hank Boyd, Esq.



University of Wisconsin-Madison, School of Business
Marketing Management (UG; taught over 9,500 students; 40 sections; 4.65/5.0)

Dr. Hank Boyd, Esq.



North Carolina Central University, School of Business

Principles (UG; 2 sections; 4.68/5.0) | Promotion (UG; 2 sections; 4.68/5.0)

Research (UG; 2 sections; 4.92/5.0) | Marketing Seminar (UG; 2 sections; 4.92/5.0)

Marketing Ethics (UG; 1 section)

* In 25 years of collegiate teaching, I have had the privilege and honor to have taught over 17,500 students the intricacies of marketing theory and practice.

Dr. Hank Boyd, Esq.

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, Stanley Black & Decker TOBE Program: Designed curriculum, coordinated logistics, and assessed faculty teaching effectiveness, August 2007.

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.

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

Master Coordinator: Appointed to serve on this undergraduate committee tasked with assessing learning outcomes for marketing curricula, January 2018.

Salary & Merit Review Committee (SRC2): Elected to serve on this committee which was tasked with determining salary raises for the Professional Track faculty; I served as Co-Chair with Dr. David Kass, February 2016.

Departmentalization Task Force: Appointed by Dean Anand to serve on this committee which has been charged with the task of "restructuring the Smith School in terms of budget, APT decisions, MS programs administration, UG and MBA resource allocation, and department structure," September 2012.

Dr. Hank Boyd, Esq.

COMMITTEE SERVICE (Continued)

Office of Career Services Director Search Committee, Robert H. Smith School of Business: Screened applicants and conducted personal interviews with finalists, February 2010.

UG Marketing Task Force: Appointed by Chair Dr. P.K. Kannan, to serve on this committee which has been charged with the task of “putting processes in place to strengthen the undergraduate marketing program at the Smith School,” February 2010.

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 Chair 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.

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.

Dr. Hank Boyd, Esq.

COMMITTEE SERVICE (Continued)

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

ADVISING

"4-H 21st Century Branding," invited keynote speaker at the 2019 Maryland 4-H Congress held at the Robert H. Smith School of Business, June 2019.

"3 Bad Acts in the Land of Biotech: Puffery, Fraud & Corporate Malfeasance," invited keynote speaker at the College Park Scholars – Life Sciences held at Plant Life Sciences Building, College Park, MD, February 2019.

"Clicking & Buying: Consumption in the Digital Age," invited speaker at the Rotary Club of Columbia held at 6010 University Boulevard, Ellicott City, MD, November 2017.

"The Otherness," invited keynote speaker at the Culture of Excellence for *Alpha Phi Alpha* Fraternity at Grand Ballroom in Adele H. Stamp Student Union, College Park, MD, February 2016.

"Black Men, Stand Up," invited panelist at the Inclusiveness Workshop for *Kappa Alpha Psi* Fraternity at Prince George's Room in Adele H. Stamp Student Union, College Park, MD, February 2016.

"Acting on the Board: The New Voices of Corporate America," moderated the Second Diversity Fireside Chat featuring John W. Rogers Jr., CEO and Chief Investment Officer for Ariel Investments. This event was held at the Robert H. Smith School of Business, October 2015.

"What Diversity Means in a Time of Highly Charged Racial Tensions," featured facilitator at the Annual Black History Month Celebration hosted by the Smith Black MBA Association, March 2015.

"What's in a Name: The Power of Branding," invited speaker at the Rotary Club of Columbia held at 6010 University Boulevard, Ellicott City, MD, November 2014.

"Rising Tide: The New American Workplace," moderated the Inaugural Diversity Fireside Chat featuring Veronica E. Villalobos, Esq., Director, Office of Diversity and Inclusion, U.S. Office of Personnel Management. This event was held at the Robert H. Smith School of Business, October 2014.

Dr. Hank Boyd, Esq.

ADVISING (Continued)

“Creating an Effective Sales Strategy and Team,” invited speaker at the Montgomery County Chamber of Commerce held at 51 Monroe Street, Suite 1800, Rockville, MD, September 2013.

“Marketing, Social Media & Other Sundry Topics,” invited speaker at the MBA Admitted Students Weekend held at the Robert H. Smith School of Business, March 2013.

“Driving the Lane: How to Establish Sustainable Competitive Advantage,” invited speaker at the Nike/Jordan Brand workshop held at the Robert H. Smith School of Business, July 2012.

“Reginald F. Lewis Tribute,” invited speaker at the Induction Ceremony for the Black Business Association held at the Robert H. Smith School of Business, May 2012.

Smith Luncheon: Selected by Dean Anand to attend this private luncheon with the widow of the school’s namesake and benefactor Robert H. Smith. At this event, we apprised Michelle Smith about the school’s strategic initiatives, February 2012.

“I Want the Job,” invited speaker at the Career Strategies Workshop for *Iota Nu Delta* Fraternity at Charles Carroll Room in Stamp Student Union, College Park, MD, January 2012.

Teaching Well at Smith: Shared pedagogical insights with new faculty, August 2011.

Stanley Black & Decker’s University Partner Roundtable: Explored the various leadership paths available to Smith students at this Fortune 500 company, after its recent merger, June 2011.

Diversity at Smith: Conducted a lecture for prospective MBA students, November 2010.

Teaching Well at Smith: Shared pedagogical insights with new faculty, August 2010.

Bob & Michelle Smith Luncheon: Selected by Dean Anand to attend this private luncheon with the school’s namesake and benefactor Robert H. Smith. At this event, we apprised Mr. Smith about the school’s strategic initiatives, December 2009.

Diversity at Smith: Conducted a lecture for prospective MBA students, November 2009.

“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.

Dr. Hank Boyd, Esq.

ADVISING (Continued)

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

TerpAMA: 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.

"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.

Dr. Hank Boyd, Esq.

ADVISING (Continued)

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, February 2015.

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, December 2009.

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.

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.

Dr. Hank Boyd, Esq.

PROFESSIONAL AFFILIATIONS

American Bar Association
American Chemical Society
American Marketing Association
Marketing Educators' Association
Maryland State Bar Association
Wisconsin State Bar Association
Howard County Bar Association
Princeton Club of Washington
The Maryland 100

BAR ADMISSIONS

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

INDUSTRY EXPERIENCE

RepItSocial, LLC Ashton, MD, Chief Marketing Officer & General Counsel
Handle all aspects of marketing and legal concerns for this startup social media company based in Delaware. 2020-Present.

Boyd, Cooper & Associates, LLC, Fulton, MD, Partner
Represented clients in various aspects of corporate litigation and intellectual property rights. Founded jointly with Dayna Cooper, Esq., this law firm was based in Howard County, 2017-2019.

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.

Dr. Hank Boyd, Esq.

INDUSTRY EXPERIENCE (Continued)

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.

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

Howard University, Washington, DC 20059 – Communication, Culture & Media Studies
Marcus Antonio Hill "The Best or Nothing: African American Consumer Use of Automobile Advertisements in the Purchasing Decisions of the Cadillac and Mercedes-Benz Luxury Brand," External Examiner, Defended April 25, 2014.

Joanna Jenkins, "The Convergence Crisis: A Qualitative Analysis of the Impact of Convergence on Advertising," External Examiner, Defended April 15, 2013.

University of Wisconsin, Madison, WI 53706 – Wisconsin School of Business
Haksin Chan, "Adaptive Word-of-Mouth Behavior: A Conceptual Framework and Empirical Tests," Committee Member, Defended August 21, 2000.

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

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

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

Dr. Hank Boyd, Esq.

DISSERTATION COMMITTEES (Continued)

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

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.

CONSULTING PROJECTS

Progressive Insurance: Worked in conjunction with Allison + Partners to identify trends that have impacted Super Bowl advertising over the last 50 years. Selected themes were incorporated in Progressive's Super Dupe Bingo app, February 2016.

NFL Consumer Products Boot Camp, Houston, TX: Taught an intensive, 4-day "Consumer Products" workshop to current and former NFL players regarding licensing contracts and other relevant forms of intellectual property as it pertains to retail apparel, March 2015.

NFL Consumer Products Boot Camp, Baltimore, MD: Taught an intensive, 4-day "Consumer Products" workshop to current and former NFL players regarding licensing contracts and other relevant forms of intellectual property as it pertains to retail apparel, March 2014.

ExxonMobil, Thailand: Taught an intensive, 2-day "Marketing Essentials" workshop to executives representing the heavy duty lubricants divisions of Asia Pacific, May 2012.

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

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

Verizon, Alpharetta, GA: Created a total cost of ownership (TCO) tool for sales force, January 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, Coppell, TX: Conducted diagnostic testing of computer simulation software, April 2004.

Dr. Hank Boyd, Esq.

CONSULTING PROJECTS (Continued)

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

PRO BONO



Math Camp Instructor: I have had the honor and privilege to serve at the Olive Branch Community Church. Each summer, I have taught a 2-week course dedicated to Algebra I, Statistics, and Data Analysis for African-American youth (10-17 years of age). It is my fervent prayer that these children will pursue STEM-related careers in subsequent life (August 2009-Present).

The Maryland 100, Inc.: Co-founded and serve on the Board of Directors for this 501(c)(3) entity. It is a non-partisan, non-profit, public policy research and educational group, dedicated to broadening and elevating the influence of African Americans in the political, legislative and public policy arenas of Maryland, July 2012.

TELEVISION

Direct Connection (2018), "Political Advertising," live studio interview with Jeff Salkin <https://www.youtube.com/watch?v=KMselwsfTF8> (uploaded on November 5, 2018).

Your Money & Business (2015), "Diversity in Business," live studio interview with Jeff Salkin (September).

Dr. Hank Boyd, Esq.

TELEVISION (Continued)

Korean Broadcasting System, Washington Bureau (2014), "Customer Return Policies," live studio interview with Hyunjin Hong and Katherine Ahn (August).

Your Money & Business (2014), "NFL Entrepreneurial Boot Camp," live studio interview with Jeff Salkin (July).

Your Money & Business (2014), "Branding & the Sochi Winter Olympics," live studio interview with Jeff Salkin (February).

Your Money & Business (2012), "Campaign Branding," live studio interview with Jeff Salkin (October).

Research Matters (2012), "Election 2012," live studio interview at the University of Maryland with Don Kettl & Frances Lee (October).

Your Money & Business (2010), "World Cup Marketing - Insights from South Africa," live studio interview with Jeff Salkin (July).

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).

Dr. Hank Boyd, Esq.

PODCAST

Wright, Seneres (2019), "It Takes a Network to Make the Dream Work" interview on *Princeton Spark* <https://www.youtube.com/watch?v=XLt2eUjTltQ&t=440s> (uploaded on October 8, 2019).

Loney, Dan (2019), "Nike & The Betsy Ross Controversy" interview about crisis management on *Knowledge@Wharton* (on July 3, 2019).

Loney, Dan (2019), "Can Shaq Save the Papa John's Brand?" interview about branding on *Knowledge@Wharton* <https://knowledge.wharton.upenn.edu/article/new-face-papa-johns> (uploaded on April 2, 2019).

Loney, Dan (2019), "Goodbye, Greeters: Can Walmart Calm Its Latest Controversy?" interview about crisis management on *Knowledge@Wharton* <https://knowledge.wharton.upenn.edu/article/walmart-greeters> (uploaded on March 7, 2019).

Loney, Dan (2019), "Did Gillette Miss the Mark with Its Toxic Masculinity Ad?" interview about consumer behavior on *Knowledge@Wharton* <http://knowledge.wharton.upenn.edu/article/gillette-toxic-masculinity-ad> (uploaded on January 24, 2019).

Loney, Dan (2018), "IHOP to IHOB: Will the New Marketing Strategy Work?" interview about consumer behavior and corporate strategy on *Knowledge@Wharton* <http://knowledge.wharton.upenn.edu/article/ihop-to-ihob-will-the-new-marketing-strategy-work> (uploaded on June 25, 2018).

Loney, Dan (2018), "What Brands Can Learn from the Starbucks' Crisis Response" interview about consumer behavior and corporate strategy on *Knowledge@Wharton* <http://knowledge.wharton.upenn.edu/article/starbucks-arrest-response> (uploaded on April 20, 2018).

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