

KATE THORNTON

College of Human Sciences
Hunger Solutions Institute
Auburn University
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EDUCATION

Auburn University

Ph.D. Integrated Textiles and Apparel Science
Emphasis: Interactive Marketing and Sustainability

Auburn, AL
May 2007–Aug 2010

Master of Business Administration
Emphasis: Marketing

August 2005–May 2007

Master of Science in Consumer Affairs
Emphasis: Consumer Decision Making, Consumer Segmentation, Fashion Design

Jan 2005–May 2007

Clemson University, Calhoun Honors College (*Summa Cum Laude*)
Bachelor of Fine Arts in Visual Arts (*General Honors*)
Bachelor of Science in Biochemistry (*Departmental Honors*)

Clemson, SC
Aug 1999–May 2003

PROFESSIONAL EXPERIENCE

Auburn University

Director of Hunger and Sustainability Initiatives
Visiting Assistant Professor, Consumer and Design Sciences

Auburn, AL
Jan 2012–Present

Teach Introduction to Hunger Studies as well as Hunger Studies Capstone courses. Also teach Global Consumer Culture as needed and a Hunger Awareness Certificate Program. As a part of this role I also liaise with various Humanitarian organizations and UN Agencies to further the goals of Universities Fighting World Hunger, the Hunger Solutions Institute, and the Auburn Hunger Studies Program. Serve as the co-lead advisor to the Committee of 19 and the Auburn Real Food Challenge. Serve as lead advisor to the Auburn Chapter of the ONE Campaign. Launched and manage Global Challenge Fellows Program as well as develop and run innovative study abroad experiences for students in the College of Human Sciences and Hunger Studies Minor.

Post-Doctorate, Hunger Studies

Jan 2011–Dec 2012

Course Titles: Hunger: Causes, Consequences, & Responses and Hunger Studies Capstone

Taught Introduction to Hunger Studies as well as Hunger Studies Capstone courses. As a part of this role I also worked with WFP Diplomat in Residence, Douglass Coutts to develop and implement a distance learning Hunger: Causes, Consequences, Responses course which launched Spring 2012. In conjunction with the distance education work, we partnered with the WFP and ONE Campaign to include Auburn University's Hunger Studies Initiatives in an abbreviated advocacy-based griot which launched in Fall 2011.

Interim Director, MBA Admissions and Operations
MBA Programs (On Campus & Outreach)

Dec 2007–Dec 2012

Met target admissions, recruiting, and marketing goals. Managed intra-program activities including portions of the Blue Ridge Ethics and Leadership Conference, international educational travel to destinations all over the Globe (e.g. Malaysia/Singapore, France/Morocco, South Africa, Eastern & Western Europe), and MBA program orientation activities. Managed 50+ MBA Graduate Research and Teaching Assistants. Managed the online and physical brand presence of the On Campus & Distance MBA Programs through banners, brochures, online advertising campaigns, website, & social media outlets. Managed all reporting for major program surveys and rankings such as U.S. News and Forbes.

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PROFESSIONAL EXPERIENCE (CONTINUED)

Visiting Lecturer

On Campus & Distance MBA Program

Jan 2011—Dec 2012

Course Title: Quality and Sustainability: The Triple Bottom Line

Co-developed and taught an On Campus and Distance MBA course with Ann Beth Presley, Ph.D. Topics included: quality control definitions and metrics, sustainable manufacturing solutions, the intersection of quality & sustainability, quality & sustainability within government systems, and management of the triple bottom line. This case-based course was also cross-listed with the M.S. and Ph.D. Programs available in the Consumer and Design Sciences Department.

Visiting Lecturer

Executive MBA Program

Aug 2010—Dec 2012

Course Title: Sustainability and the Triple Bottom Line

Co-developed and taught EMBA course with Nobel Peace Prize Laureate, Woodrow W. Clark. Topics included: strategic sustainability metrics, the Third Industrial Revolution, sustainable communities, and management of the triple bottom line.

Instructor of Record

Aug 2007—Aug 2010, Aug—Dec 2012

Department of Consumer and Design Sciences

Course Title: Global Consumer Culture

Developed and taught an integrated course focused on marketing and consumer behavior in a global context. Topics included: globalization, brand, and consumer behavior in a cultural context. Because of the success of this course, I was asked to establish a special honors course for the Honors College that is more interactive and oriented towards community involvement and service learning. This course was also chosen by the curriculum committee to be included in Auburn's sustainability and hunger minors as well as potentially become a component of Auburn's distance education program.

Teaching Assistant

Aug 2007—Dec 2007

MBA Programs (On Campus & Outreach)

Course Title: Strategic Analysis and the Competitive Environment

Assisted in a course covering business strategy and economic theory in a global context. Helped the Executive Director of the MBA Program manage both the on campus and distance education components of this course.

Teaching Assistant

Aug 2006—May 2007

Department of Marketing

Course Title: Marketing on the Internet

Assisted in an advanced undergraduate course covering marketing principles as they apply in an online context. Lectured on topics such as: consumer demographic and psychographic identification, motivations, share-of-wallet, and consumer subcultures. Also involved in evaluating case studies on enculturation through product consumption and understanding the effects of nostalgia on brand and market management.

Research Assistant

Jan 2005—Aug 2007

Department of Consumer Affairs

Utilized both qualitative and quantitative analysis techniques to understand and classify niche markets of adolescent consumer groups. The goal of this research was to discern the size, economic power, and consumer decision-making capability of these consumers.

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PROFESSIONAL EXPERIENCE (CONTINUED)

Green Industry Emergency Plan Developer
Auburn University Extension Office

Sept 2005—Feb 2006

Developed a tool for the Green Industry to help market and distribute emergency plan information in a timely manner. This initiative was developed after Hurricane Katrina, and is being used by the Green Industry to disseminate emergency information, coordinate emergency logistics, and educate the industry about resources and assistance during times of disaster.

Battelle Memorial Institute (Technology & Consulting firm)

Nov 2003—Dec 2004

Research Associate

Arlington, VA

Chemical, Biological, Radioactive, Nuclear, and High Explosives Analyst

Embedded as a consultant in a Navy programming office in charge of allocating 16.8B in funds for Public Safety according to a risk-based investment strategy. Performed capability and gap analysis for various programs within the Joint Staff to assess strengths and weaknesses within the programs. Through this work, I was able to make strategic recommendations for budgeting and procurement. Other responsibilities included preparing an Anti-Terrorism/Force Protection Vision Brief for the Secretary of Defense and senior Navy Admirals.

The British Council USA, The British Embassy

Aug 2003—Sept 2003

Intern

Washington, D.C.

Assisted in the coordination of events for the 2003 Marshall Scholars (prestigious national scholarship for study in the UK), which involved facilitating meetings with various international dignitaries. These included: Sir David Manning KCMG (British Ambassador to the US), Richard Armitage (Former Deputy Secretary of State), The Honorable Bruce Babbitt (Former Secretary of the Interior & Governor of Arizona), and Thomas Friedman (Three time Pulitzer Prize Winner).

RESEARCH HONORS

Graduate Student Council Research Forum-First Place for Proposal Presentations	2008
Graduate Student Council Research Forum-First Place for Oral Presentations	2007
National Textile Center* (NTC) Research Forum—Second Place for Systems Projects	2007
NTC Research Forum—First Place for Systems Projects	2006
NTC Research Forum—Best Conference Poster	2003

** NTC is a research consortium funded by the U.S. Department of Commerce. It consists of eight universities (Auburn University, Clemson University, Cornell, Georgia Tech, Philadelphia University, UC Davis, and UMass-Dartmouth) that do collaborative research in global competitiveness.*

AWARDS

Ambassador to the International Quality of Life Awards at the United Nations	2005, 2007
Algernon Sydney Sullivan Award (Clemson University service & leadership award given to two graduating Seniors per year)	2003
Phi Kappa Phi Merit Award	2003
Rhodes Scholar, State Finalist	2002
Marshall Scholar, National Finalist	2002
Omicron Delta Kappa National Leadership Honor Society (Province VI: Student Director, Clemson: President and Vice President)	2000-2003
Junior Fellow, Joseph E. and Caroline G. Dixon Fellows Program	1999-2003
Radio Shack Tandy Scholar (GPA 4.0)	1999

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ACADEMIC SCHOLARSHIPS

Graduate Research Fellowship	2005-2010
Harry Merriwether Fellowship (1 of 4 given to top Ph.D. students at Auburn University each year)	2008-2009
Omicron Delta Kappa Foundation Scholar: Chellgren Family Scholar	2008-2009
Jeanne M. Priester Scholarship	2006, 2008
MBA Advisory Board Scholarship	2006-2007
William Carter Company Scholarship	2006-2007
Tiger Rags Scholarship	2006-2007
Omicron Delta Kappa Foundation Scholarship	2005
Departmental Honors Research Grants (Funding for 3 Semesters of Research for Biochemistry Honors Degree)	2002-2003
Palmetto Fellow (4 Year Full Tuition Scholarship)	1999-2003
JB & CG Grant Scholarship Recipient	1999-2003
Robert C. Byrd Honors Scholarship Recipient (\$6,000 All State Academic Team Scholarship)	1999-2003
Clemson Coca-Cola Scholar (\$10,000 Valedictorian Scholarship)	1999-2003
NASSP Scholarship Recipient (National Honor Society Scholarship)	1999

PAST HONOR SOCIETY AFFILIATIONS

Phi Kappa Phi
Omicron Delta Kappa
Golden Key National Honor Society

PAST PROFESSIONAL AFFILIATIONS

International Textile and Apparel Association
American Marketing Association
Association for Consumer Research
American Psychological Association: Society for Consumer Psychology

PUBLICATIONS AND PROFESSIONAL PRESENTATIONS

Refereed Published Proceedings

Voorhees, C. M., Bourdeau, B. L., Cronin Jr., J., & Brock, M. K. (2008). Strategic innovation: Effects on consumers' evaluations of sports experiences. *Proceedings of the American Marketing Association Educators' Conference: Enhancing Knowledge Development in Marketing, USA*, 19 (1),

Journal Publication

Brock, M.K., Connell, L.J., & Ulrich, P. (2009). *Exploring apparel relationships of tween girls and their mothers through qualitative analysis of segmented focus groups*. *Clothing and Textiles Research Journal*, 28(2), 95-111.

Professional Presentations

Brock, M. K., Ulrich, P.V., & Connell, L. J. (2008, August). *Exploring effects of adolescent obesity on apparel consumption patterns*. Paper presented at the meeting of the American Psychological Association Society for Consumer Psychology, Boston, MA.

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PUBLICATIONS AND PROFESSIONAL PRESENTATIONS (CONTINUED)

Kwon, W., Solomon, M. R., Englis, B. G., Englis, P. D., *Goh, Y., *Biaek, N., *Brock, M. K., *Velentine, L., *Cole, A., *Dilliard, P., *Gay, K., & *Eberhardt, V. (2008, June). *Strategic sustainability and the triple bottom line*. Poster session presented at the annual meeting of the National Textile Center, Greenville, SC. (*=Graduate Student)

Brock, M. K., & Warfield, C. (2008, February). *Integrating traditional teaching with Facebook, CNN, and YouTube*. Round Table Discussion at the Biggio Center for the Enhancement of Teaching and Learning, Sharing Best Practices Forum, Auburn, AL.

Brock, M.K., Connell, L.J., & Ulrich, P. (2007, November). *Modeling tween girls' and their mothers' perceptions of body image satisfaction*. Poster session presented at the annual meeting of the International Textile and Apparel Association, Los Angeles, CA.

Brock, M.K., Ulrich P., & Connell, L.J. (2007, November). *Exploring apparel relationships of tween girls and their mothers through qualitative analysis of segmented focus groups*. Poster session presented at the annual meeting of the International Textile and Apparel Association, Los Angeles, CA.

Connell, L.J., Ulrich, P., Chattaraman, V., Pascoe, D., Simmons, K., Brock, M. K., Calabro, A., Helm, S., Majahan, A., Manuel, M., Sancheti, Y., & Skinner, H. (2007, February). *Apparel product development for the plus-sized tween and teen boys*. Poster session presented at the annual meeting of the National Textile Center, Hilton Head, SC.

Brock, M.K., Tuele, F., Palmer, J., Ellison, M., & Abbott, A. (2003, February). *Isolation and characterization of a putative silk gene from a primitive spider (Antrodiaetus unicolor)*. Poster session presented at the annual meeting of the National Textile Center, Hilton Head, SC.

Invited Talks

Brock, M.K. (2008, January). *Consumerism and climate change: A logical approach*. Talk given during the Focus the Nation meeting of the Auburn University Sustainability Initiative, Auburn, AL.

RECENT RESEARCH ACTIVITIES

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|--|-------------------|
| ▪ Qualitative study of WFP Emergency Operations 1999-2011 | Dec 2012-Present |
| ▪ Best practices for teaching hunger, sustainability & social responsibility | Aug 2011-Present |
| ▪ Development of effective interactive marketing campaigns | Jan 2008—Aug 2010 |
| ▪ Exploration of consumer segments within the sustainability market | May 2006—Aug 2010 |
| ▪ Longitudinal study examining how college students learn and process sustainability | Jan 2005—Aug 2010 |
| ▪ Exploration of market viability of niche markets for obese consumers | Jan 2005—Aug 2008 |

STATISTICS/METHODOLOGY

Experience and expertise in Business Statistics, Regression Analysis, Structure Equation Modeling, Confirmatory Factor Analysis, Qualitative Analysis Techniques, Clustering Analysis, Thematic Analysis, Grounded Theory Methodology, Content Analysis, and Data Visualization.

COMPUTER SKILLS

Experience and expertise in Microsoft Office Suite, SPSS, AMOS, Adobe Creative Suite, Canvas, Starlight, iMovie, Atlas.ti, and basic web design.

INTERNATIONAL EXPERIENCE

I have traveled extensively throughout Eastern & Southern Africa, Western & Eastern Europe, The United Kingdom, Caribbean, Central & South America, India, and Fiji. The trips to India, South Africa and South America were related to my role as Interim Director of MBA Admissions and the trip to Central America was related to my current role as the Director of Hunger and Sustainability Operations in the College of Human Sciences and Hunger Solutions Institute. A number of the other trips were related to academic pursuits, and I received several scholarships for this travel. These are listed below:

Dixon Fellows Educational Enrichment Grant (Southern Africa) <i>Studied international politics and trade</i>	2001
Mickel Grant (Southern Africa) <i>Studied international politics and trade</i>	2001
South Carolina Consortium Scholarship Recipient (Eastern Europe) <i>Studied pre- and post-Cold War socioeconomic conditions as well as met several revolutionary political figures in the Czech Republic</i>	2000

PROFESSIONAL DEVELOPMENT

The following seminars and workshops augmented my doctoral program by further preparing me to enter into a career in academia. These were designed to enhance expertise in key areas such as grantsmanship, classroom instruction, innovation in teaching, distance education/information technology, and software training.

Classroom Instruction

Auburn University Biggio Center for the Enhancement of Teaching and Learning Professional Development Seminar Series: “Diversity Issues in the Classroom,” 2008. (Focused on how to incorporate diversity into the curriculum and into the classroom).

Auburn University Biggio Center for the Enhancement of Teaching and Learning Professional Development Seminar Series: “Time Management for Maximum Learning,” 2008. (Focused on how to structure class time effectively and manage time both in and outside the classroom).

Innovation in Teaching

Auburn University Sustainability Initiative: “Sustainability in the Curriculum,” 2007. (Multi-day seminar to help professors from across the University to incorporate sustainability in their curriculum).

Auburn University Biggio Center for the Enhancement of Teaching and Learning Professional Development: “Convocation/Orientation for New Faculty and Graduate Teaching Assistants,” 2007. (Focused on how to prepare effective lectures, improve students’ critical thinking skills, and increase student classroom involvement).

Distance Education/Information Technology

Auburn University Distance Learning and Outreach Technology, 2008. This was a seminar to help professors develop distance education courses as well as increase use of technology in traditional course formats.

Auburn University Office of Information Technology, 2011. Received training on the use and implementation of iTunesU software in a distance learning course.

PROFESSIONAL DEVELOPMENT (CONTINUED)

Sustainability/AtKission ISIS Training Academy

Auburn University Office of Sustainability, 2011: Hands-on, multi-day training academy designed to help key players in Auburn’s Sustainability efforts establish key sustainability objectives for the University. The workshop focused on defining indicators and assessment metrics, systems thinking in regard to sustainability goals, development of change agent skills, sustainability process design, communication, planning, & evaluation.

Software Training

Auburn University Instructional Media Group Seminar: “Streaming Media,” 2008. (Hands-on training designed to help faculty and graduate students place digital audio, video, and multimedia presentations online for use in the classroom).

RECENT CONSULTING ACTIVITIES

Consult in the areas of data analysis, market research, branding, market analysis, statistical modeling of data, sustainability, and consumer segmentation. In the past, my consulting also included budgeting and finance for military programs (allocation of \$16.9 Billion), equipment and technology procurement, and international program strategy for joint military operations.

TEACHING INTERESTS

Hunger Studies	Green Marketing
Corporate Sustainability in a Global Environment	Corporate and Personal Social Responsibility
Strategic Sustainability	Philanthropy and the Environment
Transformative Consumer Research	Global Consumer Culture
Triple Bottom Line Metrics	

RESEARCH INTERESTS

Consumer Behavior & Learning
Sustainability and the Green Market
Historical View of Emergency Preparedness Operations within the WFP
Persuasion Cues & Attitude Change
Citizenship Engagement in Social Causes

REFERENCES

Available upon request.