

JERRY L. GRIMES, JR., PH.D.

Postdoctoral Scholar | Marketing
Rady School of Management | University of California, San Diego

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EDUCATION

- 2017 – 2022 **Doctor of Philosophy in Marketing (PhD)** | Grenoble School of Management, FR
Thesis: The Sweetest Taboos: Assessing Marketplace Implications of Stigma, Risk, and Vice Consumption
Honors: Highest Distinction
- 2014 – 2016 **Research Master in Marketing (MScRes)** | Tilburg University in Tilburg, NL
Thesis: Predicting Shopping Behavior for Risk-laden Goods by Controlling for Emotional Appraisals
Honors: Diploma with Distinction
- 2012 – 2013 **Project Management Certification** | Emory University in Atlanta, GA
- 2011 – 2012 **Principles of Marketing Research Certification** | University of Georgia in Athens, GA
- 2006 – 2011 **Bachelor in Management (BSc)** | Georgia Institute of Technology in Atlanta, GA
Concentration: Management & Marketing
Honors: Cooperative Plan Diploma; High Honor Graduate

RESEARCH DOMAINS

- Stigma, Stereotypes, and Social Influence
- (Biased) Risk Perceptions and Maladaptive Consumption
- Desire and Luxury Consumption

EXTERNAL FUNDING

- 2021 Association for Consumer Research (ACR)/Sheth Foundation Dissertation Award for Topics in Cross-Cultural and Public Purpose Consumer Research (\$1,500)
- 2019 Hanns Seidel Foundation Intercultural Summer School, Casablanca, Morocco (\$2,350)
- 2018 ACR Conference – Travel Grant (\$1,200)

HONORS & SCHOLARSHIPS

- ACR/Sheth Foundation Dissertation Award (2021; honorable mention)
- ACR Conference Doctoral Symposium (2018, 2019)
- Tilburg University Full Tuition Waiver (2014 - 2016)
- Infosurv “Innovation Award” (2013)
- Georgia Tech Dean’s List (2008 – 2011)
- Office of Minority Education & Development (OMED) Tower Award (2006 – 2008)
- Mills B. Lane Nations Bank Scholarship (2008)

MANUSCRIPTS UNDER REVIEW

- **The Undistilled Alcohol Effect: How Drink Type Biases Judgements and Influences Consumption of Alcoholic Beverages**—1st author with Carolina O.C. Werle and Amanda P. Yamim
 - Revise and resubmit (round 1) at the *Journal of Marketing*

- **Consumption Stigma**—1st author with Robert Mai
 - Resubmitting to the *Journal of Consumer Research* in Spring 2023 (received reject and resubmit decision following round 1 of revisions)

- **MANUSCRIPTS IN PREPARATION**

- **Hidden Desires to Show-off: How Social Prominence Moderates Evaluations of Stigmatized Luxury Products**—1st author with Yan Meng
 - Target journal/submission date: *Journal of Consumer Psychology*/Spring 2023

- **WORKS IN PROGRESS**

- **How to Reduce Alcohol-Related Risk Behaviors? Proposition and Evaluation of a Label Indicating Alcohol Type Equivalence**—1st author with Carolina O.C. Werle and Amanda P. Yamim
 - Honorable Mention from 2021 ACR/Sheth Foundation Dissertation Award for Topics in Cross-Cultural and Public Purpose Consumer Research
 - Target journal/submission date: *Journal of Marketing*/Spring 2023
 - State: Collecting Data
- **“Trust Me, I’m Mentally Ill”: Mistrust as a Determinant of Discrimination against People with Mental Illness**
 - Target journal/submission date: *Journal of Consumer Research*/Fall 2023
 - State: Collecting Data
- **Gimme’ a Break! Determining How a Shopping Break Impacts Goal-directed Consumption in a Vice Context**—1st author with Robert Mai
 - Target journal/submission date: *Journal of Consumer Psychology*/Spring 2023
 - State: Data Analysis
- **The Joint Effects of the 2016 U.S. Presidential Election and COVID-19 on Ethnocentrism: A Perspective from Divergent Political Parties**—2nd author with Yan Meng and Jie Xiong
 - Target journal/submission date: *Journal of Business Research*/Spring 2023
 - State: Data Analysis
- **Fighting Temptations: Developing Predictive Measures for Stigma and Behavior in Vice Consumption**—1st author with Robert Mai
 - Target journal/submission date: *TBD*/ Fall 2023
 - State: Collecting Data
- **Laughing to Keep from Crying: How Consumers Use Stigmatized Escapism as a Means to Escape Stigmatized Self-Discrepancies**—2nd author with Kate Loveland
 - Target journal/submission date: *TBD*/Fall 2023
 - State: Collecting Data

- **RESEARCH SKILLS**

- **Methods.** Experimental Design, Eye-tracking, Quantitative & Qualitative Survey Design, Market Segmentation

- **Analysis.** Univariate and Multivariate Statistics, Marketing Mix Modeling, Econometrics, Structural Equation Modeling, Time Series & Panel Data Analysis, Social Media Analytics

PEER-REVIEWED CONFERENCE PAPERS & PRESENTATIONS

- 2021 Society for Consumer Psychology Annual Winter Conference, Virtual
 - Working Paper: “Consumption Stigma”
- 2020 European Marketing Academy Conference, Budapest, Hungary
 - Working Paper: “The Undistilled Alcohol Effect: How Stigma Biases Judgements for Alcoholic Drinks”
- 2019 Association for Consumer Research Conference, Atlanta, Georgia, USA
 - Working Paper: “Gimme’ a Break! Determining When a Shopping Break Leads to the Most Optimal Goal-directed Consumption Behavior”
- 2018 Association for Consumer Research Conference, Dallas, Texas, USA
 - Working Paper: “Too Risky to Be Luxurious: When Risky Product Attributes Undermine or Augment Social Stigma to Determine Luxury Consumption”
- 2018 China Marketing International Conference, Shanghai, China
 - Working Paper: “Too Risky to Be Luxurious: When Risky Product Attributes Undermine or Augment Social Stigma to Determine Luxury Consumption”
- 2017 Association for Consumer Research Conference, San Diego, California, USA
 - Working Paper: “Mixed Emotions Taking Me Over: How Anticipatory Emotions and Civic Risk Determine Choices for Stigmatized Products”
- 2017 University of Grenoble-Alpes Publishing and Research Workshop, Grenoble, France
 - Theme “Harnessing the Power of Social Media for Social Marketing”

LEADERSHIP & COMMUNITY ACTIVITIES

- Georgia Tech H.E.R.O.s Community Service Organization: Director of Operations
- Honorary Accounting Organization: Undergraduate Director
- The Briaerean Co-op Honor Society
- Gamma Beta Phi National Honor & Service Organization
- Georgia Tech Society for Black Engineers: Public Relations Committee
- African-American Student Union: Black History Committee Finance Chair
- B.O.P.S.O.P. Community Service Organization
- Toastmasters International: Northwest Perimeter (Georgia)

TEACHING EXPERIENCE

2022 – Present **Lecturer**, University of California, San Diego, USA

- **“Social Media Marketing” (60 hrs)** (*Fall 2022-Spring 2023 – MBA*)

2017 – 2022 **Lecturer**, Grenoble School of Management, FR

- **“Marketing Research” (60 hrs)** (*Spring 2020-2022 – Bachelors*)
 - Average student assessment = **4.3/5**
- **“Advances in Consumer Psychology” and “Consumer Psychology and Persuasion” (51 hrs)** (*Fall 2018-2022 – Masters*):
 - How Emotions Drive Consumer Behavior
 - The Social Determinants of Luxury Consumption
- **“The Science of Attention and Persuasion” (6 hrs)** (*Spring 2019 – Bachelors*):
 - Concreteness and Emotions

- Ethics of Persuasion
- **“Social Marketing” (6 hrs)** (*Spring 2019 – Bachelors*):
 - Stigma in Consumption
- Evaluated exams, reports, and presentations for Advances in Consumer Psychology, International Marketing, Marketing Research, and The Science of Attention and Persuasion

2019 – 2021 **Lecturer**, University of Grenoble-Alpes, FR

- **“International Marketing” (55 hrs)** (*Spring 2020-2022 – Bachelors*)
- **“Marketing Fundamentals” (27.5 hrs)** (*Fall 2019 – Bachelors*)

SUPERVISION EXPERIENCE

- MSc Management in International Business Thesis Supervisor (2020 – 2022)

EDITORIAL & PEER-REVIEWING EXPERIENCE

- Society for Consumer Psychology Conference (2020 & 2021)
- Journal of the Association for Consumer Research (Risky Consumption Special Issue; 2018)

SEMINAR & WORKSHOP PARTICIPATION

- 2022 Marketing Doctoral Student Association Conference | The Ph.D. Project
 - Theme “Family (Re)Union”
- 2020-2021 Grenoble School of Management PhD “Jam Sessions”
 - Co-organized monthly Doctoral Symposia
- 2019 Hanns Seidel Foundation Intercultural Summer School, Casablabca, Morocco
 - Theme “Identity in Transition”
- 2019 Association for Consumer Research Conference, Atlanta, Georgia, USA
 - Doctoral Symposium
- 2018 Association for Consumer Research Conference, Dallas, Texas, USA
 - Doctoral Symposium

PROFESSIONAL EXPERIENCE

- 2017 – 2022 **Postdoctoral Scholar** / University of California, San Diego, USA
- Working under the supervision of Prof. Ayelet Gneezy.
 - Research activities focus on contributing to a deeper understanding of how unobservable and unconsciously controlled perceptions around stigma and risk affect the modern marketplace (for both brands and consumers).
- 2017 – 2022 **Graduate Research & Teaching Assistant** / Grenoble School of Management, FR
- Administer academic studies for senior faculty in the GEM behavioral lab as well as perform data analysis for research projects and provide (under)graduate pedagogical support.
- 2015 – 2016 **Graduate Research Assistant** | Tilburg University in Tilburg, NL
- Empirically studied the primary drivers for utility arrears in Europe and the Netherlands apart of the TIAS Energy Research Team (under Prof. Dirk Brounen).
- 2014 – 2016 **Marketing Consultant** | Together Abroad in Den Haag, NL
- Worked collaboratively with co-founders to assess and re-design website

- Wrote business news articles for website and HR Magazine

2013 – 2014

Marketing Research Project Manager | Infosurv, Inc. in Atlanta, GA

- Administered survey programs to 500,000+ respondents incl. Infosurv's largest client
- Average 9.4 out of 10 Client Satisfaction ratings
- Delivered detailed prediction market and survey analysis driving product and marketing development as well as customer and engagement strategies.
- Managed project administration, fieldwork, sampling, vendors, timelines, and budgets to proficiently deliver data and insights to clients from over 10 different industries including Coca-Cola Enterprises, Signature Brands, and Emerson Corporation

2011 –2013

Assoc. Marketing Research Project Manager | Infosurv, Inc. in Atlanta, GA

- Average 9.5 out of 10 Client Satisfaction ratings
- Developed an Emotional Driver Measurement tool for Infosurv concept tests
- Awarded the Innovation Award for a unique interception method in survey fielding
- Regularly contributed original material for the Infosurv Insider Blog on marketing research trends and topics → increased page visits by 40%
- Developed and launched marketing programs including email marketing, social media, case studies, white papers, lead nurturing, client database management, and the Infosurv Insider Email Newsletter (3,000 + contacts quarterly) → increased overall website traffic by 5%

2008 – 2011

Cooperative Education Student/Intern | Infosurv, Inc. in Atlanta, GA

- Coordinated workplace operations and managed internal cost savings
- Administered feedback intelligence reports for most profitable client (\$250,000 contract value)
- Utilized Google Analytics to analyze and monitor website traffic and conversion rates
- Managed logistics and exhibits for national research conferences (500+ attendees)
- Supported President in lead generation and product development for new prediction markets product offering estimated to gross \$200,000/yr
 - o Tasked by President to maintain prediction markets website
 - o Produced marketing literature on new product development reaching over 500 leads

2007 – 2009

Research Assistant | Georgia Institute of Technology Office of Assessment

- Facilitated research of institutional initiatives for the Cooperative Institutional Research Program (CIRP) and the Accreditation Board for Engineering and Technology (ABET)

RELEVANT POST-GRADUATE COURSEWORK

- **Research Master | Tilburg University, Netherlands**

- Behavioral Foundations of Strategy and Organization
- Consumer Behavior
- Market Assessment; Empirical Industrial Organization
- Emotion and Motivation
- Experimental Research; Meta Analysis
- Marketing Models
- Panel Data Analysis of Microeconomic Decisions
- Quantitative Models in Marketing
- Research in Social Media
- Structural Equation Modeling; Survey Methodology

Tal Simons
Elain Chan
Bart Bronnenberg
Marielle Stel
Marcel Zeelenberg
Marnik Dekimpe
Arthur van Soest
Els Gijbrecchts
Hannes Datta
Rik Pieters

- **PhD | Grenoble School of Management, France**

- Advanced Seminar in Marketing
- Econometrics
- Experimental Design and Analysis
- Multivariate Descriptive Statistics
- Pedagogy
- Quantitative Design
- Qualitative Design

Joachim Schleich
Carolina Werle & Olivier Trendel
Daniel Ray

Christophe Haon
Gazi Islam

REFERENCES

- Robert Mai, PhD Advisor
 Full Professor of Marketing
 Consumer Behavior Team Leader
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