

BRODERICK TURNER

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CURRENT POSITIONS

ASSISTANT PROFESSOR OF MARKETING, PAMPLIN COLLEGE OF BUSINESS, VIRGINIA TECH, 2020 – PRESENT

BUSINESS IN GLOBAL SOCIETY FELLOW, HARVARD BUSINESS SCHOOL, 2022 – PRESENT

CO-FOUNDER, TECHNOLOGY, RACE AND PREJUDICE (T.R.A.P.) LAB, 2020-PRESENT

EDUCATION

KELLOGG SCHOOL OF MANAGEMENT, NORTHWESTERN UNIVERSITY, 2016 – 2020

M.S. in Marketing (December, 2018).

Ph.D. in Marketing (July, 2020).

FLORIDA INTERNATIONAL UNIVERSITY, 2014-2016

Ph.D. Coursework in Marketing.

GOIZUETA BUSINESS SCHOOL, EMORY UNIVERSITY, 2000 – 2004

B.B.A in Finance (May, 2004), *Class Speaker*.

PEER REVIEWED RESEARCH

Turner, B. L., Caruso, E. M., Dilich, M. A., & Roese, N. J. (2019). Body camera footage leads to lower judgments of intent than dash camera footage. *Proceedings of the National Academy of Sciences*, 116(4), 1201-1206.

Kidwell, B., Hasford, J., Turner, B. L., Hardesty, D. & Zablah, A. (2021). Emotional Calibration and Salesperson Performance, *Journal of Marketing*

* Ukanwa, K., Jones, A., & Turner, B. L. (2022), School choice increases racial segregation even when parents do not care about race. *Proceedings of the National Academy of Sciences*.

WORKING PAPERS

*Indicates T.R.A.P. Lab Affiliated Research

* Turner, B. L., Lu, Y., & Huessein, E., Algorithmic Emotional Expression Selection (Reject and Resubmit at *Marketing Science*).

*Turner, B. L., & Uduehi, E., Racial Privilege and Racial Justice Branding. (Invited for revision at *Journal of Marketing*).

De La Rosa, W., ... Turner, B. L., et al. Megastudy Interventions to increase uptake of EITC. (Under Review at *Nature*).

*Turner, B. L., Caruso, E. M., & Roese, N. J. The Hierarchical Impact of Visual Perspective on Intentionality Judgments (Under Review at *OBHDP*).

*Davis, N., Turner, B. L., & Uduehi, E., Anti-Bias Training and Intervening Tradeoffs in Healthcare Choices.

*Christensen, K., Turner, B. L., & Bagchi, R., The Political Ideology Gap in Perceptions of Racial Representation on Television.

*Turner, B. L., Christensen, K., & Dobson, K., Police Training Reduces Growth Mindset and Community Integration.

* Jones, A., Turner, B. L. & Ukanwa, K., Motivations and Interventions for School Desegregation.

AWARDS, FELLOWSHIPS, AND GRANTS

- EEC Community Research Grant, \$1000
- Tackling Race and Prejudice Lab, Virginia Tech, \$32,000
- Haring Symposium Fellow, 2020
- Wheeler Institute Research Grant, London Business School, 2019, \$17,140
- Dr. Eli Jones, Promising Young Researcher Award, PhD Project, 2019, \$1,000
- Wheeler Institute Paper Award, London Business School, 2019, \$2,400
- Northwestern Conference Travel Grant, 2019, \$800
- Northwestern Conference Travel Grant, 2018, \$800
- 3-Minute Thesis Competition Winner, Summer AMA-MDSA, 2017
- Northwestern Graduate Fellowship, 2016-Present
- American Marketing Association Foundation Diversity Scholarship, 2015, \$2,000
- Stith Transition Grant, PhD Project, 2015, \$1000

SERVICE

- Dean Search Committee- Pamplin College of Business, Virginia Tech (2021-2023)
- Reviewer – Journal of Marketing (2021)
- Reviewer – Journal of Public Policy and Marketing (2023)
- Reviewer – Journal of Consumer Research (2021, 2022, 2023)
- Reviewer – Journal of the Academy of Marketing Science (2021)
- Reviewer – Journal of the Association of Consumer Research (2021)
- Reviewer – Psychological Science (2022)
- Trainee Reviewer- Journal of Consumer Research (2020)
- Reviewer- Journal of Advertising (2016)

- Past President, President, Vice-President, Communications Chair, PhD Project- Marketing Doctoral Student Association, 2015-2020
 - Planned a yearly 3-day doctoral student colloquium in conjunction with KPMG.
 - The last colloquium (2019) was attended by more than 65 doctoral students. 35 tenure-track marketing faculty lead workshops and panels to help the students improve their research, writing, idea generation, academic presentation, and teaching.
- University Representative for Kellogg School Management, Northwestern University to the PhD Project Conference- 2016, 2017, 2018
- University Representative for Florida International University to the PhD Project Conference- 2015
- Community Action Coalition Board Member, Axon Enterprise, 2021-Present
 - Provide research-backed recommendations to protect minority communities from harm for the largest law enforcement technology firm in the US.

CONFERENCE PRESENTATIONS AND INVITED TALKS

CONFERENCE PRESENTATIONS

- Diversity, Equity, and Inclusion Panel, *Association of Consumer Research*, October 2020.
- M-Turk is Dying. Don't die with it. Knowledge Forum, *Association of Consumer Research*, October 2020.
- Should Alexa be Alex? Gender Presentation of Brand Voices impacts judgments of warmth and competence. Competitive Paper Session, *Association of Consumer Research*, October 2020.
- Reconsidering the formation and consequences of injustice in the marketplace, Session chair, *Association of Consumer Research*, October 2019.
- The nature and structure of consumer injustice, Session chair, *Marketing Science Institute Conference*, June 2019.
- Reframe healthy food as filling, *Trans-Atlantic Doctoral Conference*, May 2019.
- Reframe healthy food as filling, *Society of Consumer Psychology*, Conference, February, 2019.
- Body camera footage decreases perceived intentionality, *Behavioral Policy and Science Association Annual Conference*, June 2018.
- Empathy reduces donations to the needy, *Society of Consumer Psychology Conference*, February 2018.
- Reframe healthy food as filling, *Behavioral Policy and Science Association Annual Conference*, December 2017.
- Body camera footage decreases perceived intentionality, *Society of Experimental Social Psychology*, October 2017.
- Planned to miss: Two-method-missing-designs in consumer research, Competitive paper, *Association of Consumer Research*, October 2016.
- Emotional efficacy and sales performance, *Society of Marketing Advance Conference*, February 2015.
- Emotional efficacy and sales Performance, *Theory + Practice Conference*, June 2015.

INVITED TALKS

- Algorithms and Other Drugs, *University of Michigan*, 2023
- Algorithms and Other Drugs, *The Ohio State University*, 2023
- Algorithms and Other Drugs, *Columbia University*, 2023

- Algorithms and Other Drugs, *U Mass - Amherst*, 2023
- Algorithms and Other Drugs, *Harvard Business School (NOM & BiGS)*, 2023
- Algorithms and Other Drugs, AltCR, *Emory University*, 2022
- Algorithmic Emotional Expression Selection, *University of Texas, Rio Grande Valley*, 2022.
- Understanding Body Cam Benefits and Limitations, *City of Madison, WI*, 2022.
- Understanding Body Cam Benefits and Limitations, *AXON-Board Meeting, AZ*, 2022.
- Understanding Community and Race, *Southern Arizona Law Enforcement Academy*, 2021.
- Racialized School Choice, *Wharton*, 2021
- Video and judgments, *Harvard (NERD LAB)*, 2021.
- Racialized School Choice, *ASU*, 2021
- Video and judgments, *UCLA (Management)*, 2020.
- Video and judgments, *UT- Austin*, 2020.
- The Perspective Hierarchy. ISMS, 2020.
- Consequences, Rules, Interventions: A Research Framework. *UC- San Diego*, 2020.
- Consequences, Rules, Interventions: A Research Framework. *Princeton University*, 2019.
- Consequences, Rules, Interventions: A Research Framework. *Virginia Tech*, 2019.
- Consequences, Rules, Interventions: A Research Framework. *University of Alabama*, 2019.
- Video and judgments, *Emory University*, 2019.
- Video and judgments, *Rutgers University*, 2018.
- Body cams may reduce judgments of intent, *Northwestern University Police Department*, 2017.

TEACHING

INTRODUCTIONS TO SALES

- Average 5.3/6 instructor rating
- Teach an average of 40 students per section the basics of sales and salesforce management.

UNDERGRADUATE MARKETING RESEARCH SEMINAR

- Teach an average of 4 students per semester the basics of academic marketing research.

PAST EMPLOYMENT

DIRECTOR OF BUSINESS DEVELOPMENT, SHARON PARTNERS, 2012-2014

- Managed a boutique private-equity firm focused on leveraged buy-outs of multi-unit education businesses.
- Raised \$10.5 Million from investors.

High School Math Teach and Swim Coach, Midtown High School (nee Grady High School), 2009-2012

- Developed an judgement-free instructional system that helped students achieve highest improvement in math scores in APS (2011)
- Coach first swim team in school history to state championship meet (2010,2011,2012)

FOUNDER AND DIRECTOR OF MARKETING, TINYPROOF, LLC, 2007-2009

- Started and sold a child safety products business.
- Taught more than 500 people how to correctly install their car seat.

PROJECT MANAGER, WELLS FARGO, NORTH AMERICA, 2005-2007

- Managed a team of 4 developers and a \$1 Million budget.
- Launched the first text-message banking application in the US.

INSTRUCTOR

- *Buyer-Seller Relationships*, Virginia Tech University, 2021-Present
 - Teach 3 sections of the introduction to Sales Course.
- *Management Information Systems*; Baiyun Vocational Technical University, 2004-2005
 - Designed and taught a course for Chinese university students seeking to study in the UK.
- *Algebra, Pre-Algebra, Geometry, Statistics, Advanced Mathematical Decision Making*; Grady High School, 2009-2012
 - Instructed 6 classes per semester.
 - Average class size of 34 public high school students.
 - Created hands-on, student lead lessons.
 - Really, really, learned how to teach!

TEACHING ASSISTANT

- *Marketing Research, Marketing Research and Analytics, Strategic Brand Management, Marketing Management*; Kellogg School Management, Northwestern University, 2017-2020
- *Consumer Behavior, Brand Management*; Florida International University, 2015-2016