

**CURRICULUM VITAE**  
**2021-22**  
**Christine Wright-Isak, Ph.D.**  
**Assistant Professor of Marketing**  
**Marketing Department – Florida Gulf Coast University**

**EDUCATION**

- 1985      Ph.D. in Sociology, University of Chicago  
            Dissertation: *The Defended Community: The Power of Imagery in Community Survival*
- 1981      M.A. in Sociology, University of Chicago  
            Thesis: *The Ethos of Science: Integrating Work Cultures in the Manhattan Project*
- 1978      B.A. in Sociology, Rutgers University, magna cum laude

**EXPERIENCE**

**2004-2022      Assistant Professor, Lutgert College of Business, Florida Gulf Coast University**

Teach Product and Brand Management, Media Planning, Principles of Advertising, Integrated Marketing Communications and Public Relations Management courses in the College of Business among other subjects, depending on particular semester. Serve on the University's Faculty Affairs Team, currently as Co-Chair for 2021-22. Serve on the Undergraduate Program Committee of the LCOB.

**NON-ACADEMIC EXPERIENCE**

**1998- 2008      President, Northlight Marketing Inc.**

Created and ran Northlight Marketing, a Strategy and Marketing Communications practice. Specialist in designing research and applying results to new idea and product development, brand positionings, restoring and creating brands, and measuring advertising effectiveness.

Clients included Hanesbrands, The Bonita Bay Group, DuPont, Colgate-Palmolive, Coca Cola, Microban International, CIBA Specialty Chemicals, Young & Rubicam, USA Today, Lycra®, Invitrogen, Life Technologies, and Ralph Lauren.

## ARTICLES, PAPERS AND PUBLISHED PRESENTATIONS

### Peer reviewed journal publications

- Wright-Isak, Christine, (2017) “Expanding Benefits Perceptions of the Value of Military Service: A Cross-Generational Perspective.” *Res Militaris*, Issue No. 4, July 2017) pp. 1-13. [Published in English and French] (Scholarly)
- Wright-Isak, Christine, and Mushfiq Swaleheen (2017) “Benefits of Military Service: Testing a More Complete Spectrum.” in *Academy of Business Disciplines Journal*, Online Fall 2017 Edition Pp. 1-11. (Scholarly)
- Wright-Isak, Christine, and Mushfiq Swaleheen (2013) “Naturally Occurring Brands: A Preliminary Test of Validity.” *ABD Journal*, Vol. 5 No. 1 (May) pp. 1-18. (Scholarly)
- Placid, Raymond, Daniel Fernandez and Christine Wright-Isak (2013), “The Folklore of Academic Freedom in a Public University”. *Mustang Journal* Volume 5 (October). (Scholarly)
- Wright-Isak, Christine (2012) “Community as Brand: An Exploratory Investigation”. *Journal of Business and Economics Research* 10 (3), 131-142. (Scholarly)
- Wright-Isak, Christine and Ron Sullivan, (2010) “Price Premium Profitability through Ingredient Branding” with Ron Sullivan in *ezonearticles.com* (cite is <http://ezonearticles.com/?Price-Premium-Profitability-Through-Ingredient-Branding&id=3511074>). (Applied.)
- Pacini, Carl J., Raymond Placid, and Christine Wright-Isak (2008). “Fighting Economic Espionage with State Trade Secret Laws,” *International Journal of Law and Management*, 50 (3) pp. 121-135. (Scholarly)

### Chapters

- 2019 “Toward a Social Ecology of Advertising,” Chapter 24 in *Advertising Theory*, 2<sup>nd</sup> Edition, pp. 407-422. Edited by Shelley Rodgers and Esther Thorson, Routledge, New York. (Scholarly) [Revised and refocused update with same title for this edition]
- 2017 “Game changer: Jacob Moreno” with David Knoke. *Sage Encyclopedia of Social Sciences*, Hannah Batston, ed. Sage Publishing: London, Los Angeles, New Delhi.
- 2012 “Toward a Social Ecology of Advertising,” Chapter 27 in *Advertising Theory*, edited by Shelley Rodgers and Esther Thorson, Routledge, New York. (Scholarly)

**Peer reviewed proceedings. (Scholarly)**

- 2016 Wright-Isak, Christine, “Perceptions of the Value of Military Service – A Cross Generational Perspective” paper presented to the *European Research Group on Military and Society*, July 2016, Zurich, Switzerland.
- 2015 Wright-Isak, Christine, “Multigenerational Benefits of Military Service– Toward a More Complete Spectrum” paper presented to the *Inter University Seminar on Armed Forces and Society Biannual Conference*, October 2015, Chicago. IL.
- 2015 “Naturally Occurring Brands: The Case of Military Service” [forthcoming] in *Proceedings of the 2015 Association AABRI Conference, Savannah, GA: AABRI*.
- 2013 Wright-Isak, Christine, “Perceived Value of Volunteer Military Service: Comparing Perceptions of Civilian and Military Millennials” in *Proceedings of the Academy of Business Disciplines 2013 Conference*, Fort Myers Beach, FL
- 2013 Wright-Isak, Christine, Mushfiq Swaleheen and Christopher Guy, “Benefits of Military Service in the U.S. All-Volunteer Forces: Toward a More Complete Spectrum,” paper presented to the Inter University Seminar on Armed Forces and Society Biannual Conference, October 2013, Chicago. IL.
- 2012 Wright-Isak, Christine, and Jonathan Riner “Benefits of Military Service – Toward a Complete Spectrum” in *Proceedings of the Academy of Business Disciplines 2012 Conference*, Fort Myers Beach FL. (Scholarly, Qualitative)
- 2011 Wright-Isak, Christine, “Brands as Symbol Constellations: Part Deux” in *Proceedings of the Academy of Business Disciplines 2011 Conference*, Fort Myers Beach FL. (Best Session Paper, Scholarly)
- 2011 Wright-Isak, Christine, “After Military Service: Value or Benefits?” paper presented to the *Inter University Seminar on Armed Forces and Society Biannual Conference*, October 2011, Chicago. IL. (Scholarly)
- 2010 Wright-Isak, Christine, “The Sociology of Professions: Advertising,” paper presented to the *Pre-Conference on Advertising Theory at the American Academy of Advertising Annual Conference, March 2010*, Minneapolis MN. (Scholarly)
- 2010 Wright-Isak, Christine, “Brands as Symbol Constellations: A Case of Cultural Transmission of Meaning” in *Proceedings of the Academy of Business Disciplines 2010 Conference*, Fort Myers Beach FL. (Best Session Paper; Scholarly)
- 2010 Wright-Isak, Christine, “Marketing the Military: Tangible vs. Intangible Benefits of Service” in *Proceedings of the Academic and Business Research Institute 2010 Conference*, Orlando FL. (Scholarly)

- 2009 “Naturally Occurring Brands,” in *Proceedings of the 2009 Association for Consumer Research Conference*, Pittsburgh, PA: Association for Consumer Research. (Scholarly)
- 2009 “Branding a Business School,” in *Proceedings of the 2009 Association AABRI Conference, Orlando FL*: AABRI. (Scholarly)
- 2008 “The Big Picture: Advertising Today as a Societal Institution,” in *Proceedings of the 2008 Conference of the American Academy of Advertising*, San Mateo, California: American Academy of Advertising. (Scholarly)

## **SERVICE**

### **FGCU Service**

- 2004-Present Co-Chairperson (2018-20), Member of the Faculty Affairs Team
- 2010-18 Faculty Founding Advisor to the RSO Students Who Served
- 2013-14 Member of the Brand Collaboration Committee
- 2011-13 Member of the Enrollment and Retention Committee
- 2009-10 Member of the Strategic Planning and Institutional Effectiveness Committee

### **LCOB Service**

- 2017-2021 Member of the LCOB Undergraduate Curriculum Committee
- 2015-2017 Member of the LCOB Branding Task Force
- 2016-2017 Member of the Instructional Resources Committee
- 2012-17 Member of the Leadership Advisory Council
- 2010-12 Member of the LCOB Undergraduate Curriculum Committee
- 2011 Industry Presentation: “Building Your Business Brand” for the Lutgert College of Business Small Business Development Center to Economic Development Commission & Chamber of Commerce sponsored symposium Punta Gorda Florida, March 2011.
- 2010 Industry Presentation: “The Price x Brand Relationship in Small Business” for the Lutgert College of Business Small Business Development Center Pricing Symposium Fort Myers April 2010.

## **Invited Workshops and Lectures to Industry Groups and Businesses**

- 2018 Presentation to the Florida Gun Girls at the Alamo Range, Naples, “Women and Strength: Lessons learned from Combat.”
- 2016 “Report to MOAA, Lee Coast Regarding Veterans’ Support at FGCU and the Evolution of Blueprint to Mission United 2014-16,” to the December dinner meeting of the Military Officers Association of America, Lee Coast Chapter.
- 2015 “Capitalizing on Military Experience: Lessons from FGCU Transitioning Veterans” to Bonita Beach Rotary Club, June 24.
- 2015 “Report on Veterans’ Education and Employment to Military Officers Association of America, Lee Coast Chapter at LCOB, January.
- 2014 “Hiring Military Veterans” invited presentation for professional continuing education credit and information to Human Resources Management Association of SWFL, November.
- 2012 “How Well Do You Love Your Brand?” invited presentation to the Alliance Group executive women, Fort Myers, February 2012.
- 2011 “Branding a Professional PR Practice” invited presentation to the Florida Public Relations Association, March 2011.
- 2011 “Building Your Business Brand” for the Lutgert College of Business Small Business Development Center to Economic Development Commission & Chamber of Commerce sponsored symposium Punta Gorda Florida, March 2011.
- 2011 “Building Your Business Brand: What, Why, When and How” for the Lutgert College of Business Small Business Development Center to a Bank of America & Chamber of Commerce symposium in Lehigh Acres Florida, April 2011.
- 2010 “The Price x Brand Relationship in Small Business” for the Lutgert College of Business Small Business Development Center Pricing Symposium Fort Myers April 2010.
- 2009 “Branding the Law,” invited presentation to the Lee County Bar Association. Fort Myers June 2009
- 2009 “The Critical Importance of Branding for Business Identity,” invited presentation to the Fort Myers Chamber of Commerce. April 2009

## **Professional Service**

- 2019 Education Chairperson, board of Southwest Florida American Advertising Federation.

- 2017 Consultant to the New York Chapter of the American Marketing Association to develop strategy for re-branding their practitioner outreach group, MENG.
- 2009-17 Member of the Marketing Advisory Council of the Health Care Chaplaincy (the national organization that trains chaplains of all faiths for service in hospitals.) 2009-2012
- 2010-2011 Vice-President, Southwest Florida American Advertising Federation
- 2009-2010 Education Chairperson, Board of Southwest Florida American Advertising Federation

**Community Service**

- 2018-19 Consultant and marketing research provider to Hyde Park (Naples) Community Board regarding homeowner leisure facilities satisfaction. Follow up to similar consulting to this Board in 2012.
- 2018 Consultant and marketing research provider to West Bay (Estero) Community Board regarding homeowner leisure facilities satisfaction; assisted by Marketing Department Alumnus Robert Cates.
- 2018 Program presenter at “Spirit of ‘45” military commemorative celebration, Sanibel Island
- 2015-Present Honorary member of the Military Officers Association of America, Lee Coast Chapter.
- 2015-2018 Advisor and liaison to Bonita Bay Veterans Foundation – helped design and implement a scholarship program for military veteran students to “Close the Gap” between G.I. Bill benefits and undergraduate education completion. First \$5000 award was made in April 2017 and a total of \$10,000 in awards is planned for April 2018.
- 2015-2018 Member of the Foundation Board of the Military Officers Association of America, Lee Coast Chapter
- 2015- Present Member of the Mission United 211 Advisory Board of United Way, SWFL
- 2014-15 Chairperson of the Education and Employment Impact Group of the SWFL Blueprint Initiative
- 2013-Present Member of the Advisory Board of the Red Sox SWFL Home Base Program for Iraq & Afghanistan veterans [OEF & OIF].
- 2010 Member of the Fort Myers News-Press Citizens Advisory Board (July-December)

- 2009 “Branding the Law,” invited presentation to the Lee County Bar Association.
- 2009 “The Critical Importance of Branding for Business Identity,” invited presentation to the Fort Myers Chamber of Commerce.

### **Scholarly Service**

- 2021 Coeditor, Journal of Business Cases and Applications  
 – Present <http://www.aabri.com/jbca.html>
- 2017 Session Chairperson & Discussant for Conference Session: Panel 65: Recruiting the Force II at the Inter-University Seminar on Armed Forces & Society Biennial Conference (November). Reston, VA.
- 2015 Session Chairperson and Presenter for Conference Session on Society’s Views on the Use of Force at the Inter-University Seminar on Armed Forces & Society Biennial Conference (October). Chicago.
- 2013 Presenter for the Inter-University Seminar on Armed Forces & Society Biennial Conference Session on Transitioning personnel from Iraq and Afghanistan service.
- 2012 Reviewer for Journal of Armed Forces & Society
- 2009-2010 Education Chairperson, Board of Southwest Florida American Advertising Federation
- 2008-2010 Chairperson of the Industrial Relations Committee of the American Academy of Advertising
- 2000-2012 Member of the Board of Directors of the Journal of Interactive Advertising
- 1998-2010 Member of the Editorial Review Board of the Journal of Advertising
- 2009-10 Reviewer for Journal of Advertising
- 2009-10 Reviewer for American Academy of Advertising Annual Conference
- 2009 Reviewer for Association for Consumer Research Annual Conference
- 2008 Redesigned test bank for O’Guinn, Allen and Semenik, *Advertising & Integrated Brand Promotion*, published by Southwestern Publishing for Cengage Learning, Mason Ohio.

- 2002-2008 Served on consulting board for content of three consecutive editions of O’Guinn, Allen and Semenik, *Advertising & Integrated Brand Promotion*, published by Southwestern Publishing for Cengage Learning, Mason Ohio. Revised Test Bank for current edition.
- 2000-2008 Reviewer for *Journal of Interactive Advertising*
- 1998-2008 Reviewer for the *Journal of Advertising*
- 2004-07 Served on consulting board for the content of 7<sup>th</sup> Edition of Wells, Burnett and Moriarty, *Advertising: Principles and Practice*, published by Prentice-Hall. Publication: Winter 2005.

**AWARDS AND HONORS [Including previous marketing-relevant industry awards]**

- 2018 FGCU Research Day LCOB 2<sup>nd</sup> Prize for Research Project with Kyrstin George, student
- 2016 Awarded Crystal Sculpture for Service Appreciation by the MOAA Lee Coast Chapter
- 2015 Awarded Certificate of Appreciation by the Small Business Development Corporation of SWFL for service to their Business Matchmaker lecture series.
- 2015 Awarded Challenge Coin by the Military Officers Association of America for service to military veterans.
- 2011 Finer Woman Award from FGCU Zeta Omega Beta Sorority for serving as an exemplary model for women’s success to African American women students.
- 2011 Best Paper of Session at Academy of Business Disciplines 2011 Conference for “Brands as Symbol Constellations: Part Deux Quantitative.”
- 2010 Best Paper of Session at Academy of Business Disciplines 2010 Conference for “Brands as Symbol Constellations: A Case of Cultural Transmission of Meaning.”
- 2010 Best Research Poster Session from Lutgert College of Business, stipend awarded by the Florida Gulf Coast University Annual Research Day Competition.
- 2009 Named a Fellow of the Inter-University Seminar on Armed Forces & Society.
- 1999 David Ogilvy Research Award – Gold Medallion – highest advertising research award by The Advertising Research Foundation for: Best Use of Marketing and Advertising Research for the launch of Colgate Total Toothpaste in the United States.



## EARLY CAREER PUBLICATIONS AND PRESENTATIONS

- 1999 “The Value of Creating a Brand for a Small Business,” invited presentation to the Manhattan Chamber of Commerce, June 1999.
- 1999 “Educating Creative Talent for the 21<sup>st</sup> Century,” panel conducted at American Academy of Advertising Annual Conference, March 1999.
- 1997 “Uses of Research to Measure Advertising Effectiveness: The Case of the United States,” talk presented to The second Annual Admap/Institute of Practitioners in Advertising Seminar for “How to Make Advertising Research Work Harder,” London, England, October 1997.
- 1997 “Consumer Research in the Ivory Tower and in the Marketplace,” talk presented in the AMA Consumer Behavior Special Interest Group Pre-Conference Session, Denver, Colorado, October 1997.
- 1997 “Beware of What You Ask For: Changing Gender Images in Advertising.” Invited lecture presented as the first Colloquium of the 1997 Douglass College Spring Lecture Series, to Douglass College and Rutgers University faculty, students, and alumni. Funded by the Elizabeth Rodman Voorhees Endowment. Open to the public. New Brunswick, New Jersey, February 1997.
- 1996 “The Influence of Sociocognitive Community Constructs in Buying a Home.” Paper presented at the Association for Consumer Research Annual Conference, Tucson, Arizona, October 1996.
- 1993-96 “Three Generations of Americans: Aftermaths of Social Change,” annual lecture presented to the U.S. Army War College, New York, New York.
- 1995 “Triangulating Methods to Study Community Phenomena,” paper presented at the Association for Consumer Research annual Meetings, Minneapolis, Minnesota, October 1995.
- 1995 “Social Customs Influences on Coffee Usage and Brand Loyalty,” invited presentation at Association for Consumer Research Association Annual Meeting Presidential Session, “Another Cup of Coffee,” Minneapolis, Minnesota, October 1995.
- 1993 “Multivariable Analysis and Conclusions for Brand Positioning,” invited presentation at IX Seminario Annual “Comunicación Integral,” Caracas, Venezuela. [An annual national day of marketing education sponsored by Y&R Caracas for Venezuelan executives.]