

CASSIE MOGILNER HOLMES

cassie.holmes@anderson.ucla.edu

EMPLOYMENT

UCLA Anderson School of Management	
<i>Bud Knapp Chaired Professorship in Marketing</i>	07/2023 – present
<i>Professor</i>	07/2020 – present
<i>Donnalisa '86 and Bill Barnum Endowed Term Chair in Management</i>	07/2018 – 06/2021
<i>Associate Professor</i>	04/2016 – 07/2020
Wharton, University of Pennsylvania	
<i>Associate Professor</i>	07/2015 – 03/2016
<i>Assistant Professor</i>	07/2009 – 06/2015

EDUCATION

Stanford University, Graduate School of Business, <i>Ph.D., Marketing</i>	06/2009
Columbia University, <i>B.A., Cum Laude, Psychology</i>	05/2002

AWARDS & RECOGNITION

Marketing Science Institute Scholar, 2023
 Favorite MBA Professors, Poets & Quants, 2020
 Most Forward-Thinking Business Courses, Poets & Quants, 2019
 Top 40 Business Professors Under 40, Poets & Quants, 2018
 Journal of Consumer Research Best Article Award, 2017
 Society of Consumer Psychology Early Career Award, 2017
 Association of Consumer Research Early Career Award, 2016
 Dorinda and Mark Winkelman Distinguished Scholar Award, 2014
 Journal of Consumer Research Outstanding Reviewer Award, 2014
 Marketing Science Institute Young Scholar, 2013
 Excellence in Teaching Award for Undergraduates, Wharton, 2011
 Ferber Award, Honorable Mention, 2010
 Dean's Research Grant, Wharton, "Time, Money, and Happiness," 2010, 2011, 2012, 2013, 2014
 AMA-Sheth Foundation Doctoral Consortium Fellow, 2008
 Jaedeke Award, Stanford GSB, 2004

BOOK

Holmes, Cassie (September 2022), *Happier Hour: How to Beat Distraction, Expand Time, and Focus on What Matters Most*, Gallery Books, Simon & Schuster.

- *Wall Street Journal* Bestseller
- Selected as an Amazon Best Book of 2022 in Business & Leadership
- Selected as a "Must-Read" by *Forbes*, *The Financial Times*, *The Washington Post*, *TIME*, *Library Journal*, *Next Big Idea Club*
- U.K. edition published by Penguin Life (January 2023)
- Licensed to be translated in 13 languages

JOURNAL PUBLICATIONS

*denotes equal author contribution

Joe Gladstone*, Emily Garbinsky*, and Cassie Mogilner (2022), "Pooling Finances and Relationship Satisfaction," *Journal of Personality and Social Psychology*, 123(6), 1293-1314. DOI: 10.1037/pspi0000388

Catapano, Rhia, Jordi Quoidbach, Cassie Mogilner, and Jennifer Aaker (2022), "Financial Resources Impact the Relationship between Meaning and Happiness," *Emotion*. DOI: 10.1037/emo0001090

Sharif, Marissa, Cassie Mogilner, and Hal Hershfield (2021), "Having Too Little or Too Much Time is Linked to Lower Subjective Well-Being," *Journal of Personality and Social Psychology*, 121 (4), 933-947. DOI: 10.1037/pspp0000391

West, Colin*, Cassie Mogilner*, and Sanford DeVoe* (2021), "Happiness from Treating the Weekend Like a Vacation," *Social Psychology and Personality Science*, 12(3), 346-356. DOI: 10.1177/1948550620916080

Greenberg, Adam and Cassie Mogilner (2021), "Consumer Debt and Satisfaction in Life," *Journal of Experimental Psychology: Applied*, 27(1), 57-68. DOI: 10.1037/xap0000276

Dai, Hengchen, Cindy Chan, and Cassie Mogilner (2020), "People Rely Less on Consumer Reviews for Experiential than Material Purchases," *Journal of Consumer Research*, 46(6), 1052-1075. DOI: 10.1093/jcr/ucz042

Mogilner, Cassie (2019), "It's Time for Happiness," *Current Opinion in Psychology*, 26, 80-84. DOI 10.1016/j.copsyc.2018.07.002

Mogilner, Cassie and Michael Norton (2018), "Preferences for Experienced versus Remembered Happiness," *Journal of Positive Psychology*, 14 (2), 244-251. DOI: 10.1080/17439760.2018.1460688

*Mogilner, Cassie, *Hal Hershfield, and Jennifer Aaker (2017), "Rethinking Time for Well-Being," *Consumer Psychology Review*. DOI: 10.1002/arcv.1003

Chan, Cindy and Cassie Mogilner (2017), "Experiential Gifts Foster Stronger Social Relationships Than Material Gifts," *Journal of Consumer Research*, 43 (April), 913-931. DOI: 10.1093/jcr/ucw067

- Ferber Award, 2017

Etkin, Jordan and Cassie Mogilner (2016), "Does Variety Among Activities Increase Happiness?" *Journal of Consumer Research*, 43 (August), 210-229. DOI: 10.1093/jcr/ucw021

- Lead article

*Hershfield, Hal, *Cassie Mogilner, and Uri Barnea (2016), "People Who Choose Time Over Money Are Happier," *Social Psychological and Personality Science*, 7 (September), 697-706. DOI: 10.1177/1948550616649239

Mogilner, Cassie and Michael Norton (2016), "Time, Money, and Happiness," *Current Opinion in Psychology*, 10, 12-16. DOI: 10.1016/j.copsyc.2015.10.018

*Bhattacharjee, Amit and *Cassie Mogilner (2014), "Happiness from Ordinary and Extraordinary Experiences," *Journal of Consumer Research*, 41 (June), 1-17. DOI: 10.1086/674724

- JCR Best Article Award, 2017
- Lead article

*Gino, Francesca and *Cassie Mogilner (2014), "Time, Money, and Morality," *Psychological Science*, 25 (2), 414-421. DOI: 10.1177/0956797613506438

Mogilner, Cassie, Baba Shiv, and Sheena S. Iyengar (2013), "Eternal Quest for the Best: Sequential (vs. Simultaneous) Option Presentation Undermines Choice Commitment," *Journal of Consumer Research*, 39 (April), 1300-1312. DOI: 0.1086/668534

Mogilner, Cassie, Zoë Chance, and Michael I. Norton (2012), "Giving Time Gives You Time," *Psychological Science*, 23 (10), 1233-1238. DOI: 10.1177/0956797612442551

Mogilner, Cassie, Jennifer Aaker, and Sepandar D. Kamvar (2012), "How Happiness Affects Choice," *Journal of Consumer Research*, 39 (August), 429-443. DOI: 10.1086/663774

Mogilner, Cassie, Sepandar D. Kamvar, and Jennifer Aaker (2011), "The Shifting Meaning of Happiness," *Social Psychological and Personality Science*, 2 (4), 395-402. DOI: 10.1177/1948550610393987

Aaker, Jennifer L., Melanie Rudd, and Cassie Mogilner (2011), "If Money Does Not Make You Happier, Consider Time," *Journal of Consumer Psychology*, 21 (April), 126-130. DOI: 10.1016/j.jcps.2011.01.004

Mogilner, Cassie (2010), "The Pursuit of Happiness: Time, Money, and Social Connection," *Psychological Science*, 21 (9), 1348-1354. DOI: 10.1177/0956797610380696

*Aaker, Jennifer, *Kathleen D. Vohs, and *Cassie Mogilner (2010), "Non-Profits Are Seen as Warm and For-Profits as Competent: Firm Stereotypes Matter," *Journal of Consumer Research*, 37 (August), 224-237. DOI: 10.1086/651566

Mogilner, Cassie and Jennifer Aaker (2009), "The 'Time vs. Money Effect': Shifting Product Attitudes and Decisions through Personal Connection," *Journal of Consumer Research*, 36 (August), 277-291. DOI: 10.1086/597161

- Ferber Award, Honorable Mention, 2010

Mogilner, Cassie, Tamar Rudnick, and Sheena S. Iyengar (2008), "The Mere Categorization Effect: How the Presence of Categories Increases Choosers' Perceptions of Assortment Variety and Outcome Satisfaction," *Journal of Consumer Research*, 35 (August), 202-215. DOI: 10.1086/588698

Mogilner, Cassie, Jennifer L. Aaker, and Ginger L. Pennington (2008), "Time Will Tell: The Distant Appeal of Promotion and Imminent Appeal of Prevention," *Journal of Consumer Research*, 34 (February), 670-681. DOI: 10.1086/521901

Huber, Joel, Kelly Goldsmith, and Cassie Mogilner (2008), "Reinforcement versus Balance Response in Sequential Choice," *Marketing Letters*, 19, 229-239. DOI: 10.1007/s11002-008-9042-5

ADDITIONAL PUBLICATIONS

Holmes, Cassie (2024), "Resolutions Aren't the Key to a Happier New Year," *Los Angeles Times* (January 2, 2024).

Holmes, Cassie (2022), "One Simple Thing You Can Do to Make Yourself Happier," *Edweek* (November 30, 2022).

Holmes, Cassie (2022), "The Center of Attention: Noticing Joy in the Everyday," *Psychology Today* (November 22, 2022).

Holmes, Cassie (2022), "Too Much Free Time Won't Make You Happier," *CNBC* (September 8, 2022).

Holmes, Cassie (2022), "How to Turn Your Routine into a Ritual," *Fortune* (September 6, 2022).

Mogilner, Cassie (2020), "Staying Happy in Unhappy Times," *UCLA Anderson Blog* (March 24, 2020).

Mogilner, Cassie and Sanford DeVoe (2019), "Editorial Overview: Time," *Current Opinion in Psychology*, 26, pages iv-vi. DOI:10.1016/j.copsyc.2019.03.012

Mogilner, Cassie (2019), "Treat Your Weekend Like a Vacation," *Harvard Business Review* (January 31, 2019).

Mogilner, Cassie (2018), "What Kind of Happiness Do People Value Most?" *Harvard Business Review* (November 19, 2018).

Mogilner, Cassie and Michael Norton (2016), "Want to Feel Less Time-Stressed?" *The Wall Street Journal* (December 12, 2016).

Hershfield, Hal and Cassie Mogilner (2016), "What Should You Choose: Time or Money?" *The New York Times* (September 11, 2016): SR12.

Etkin, Jordan and Cassie Mogilner (2015), "When Multitasking Makes You Happy and When It Doesn't," *Harvard Business Review* (February 26, 2015).

Mogilner, Cassie (2012), "You'll Feel Less Rushed If You Give Time Away," *Harvard Business Review* (September Issue, 2012).

CHAPTERS

Trupia, Maria, Isabelle Engeler, and Cassie Mogilner (forthcoming), "Time Poverty," in J. Gollenhofer, R. Hofstetter, & T. Tomczak (Eds.) *Encyclopedia of Consumer Behavior*. Elgar.

Mogilner, Cassie, Ashley Whillans, and Michael Norton (2018), "Time, Money, and Subjective Well-Being," In Ed Diener, Shige Oishi, and Louis Tay (Eds.), *Handbook of Well-Being*. Salt Lake City, UT: DEF Publishers. DOI: nobascholar.com

Mogilner, Cassie and Michael Norton (2015), "Consumer Happiness and Well-Being," In Michael Norton, Derek Rucker, and Cait Lambertson (Eds.), *The Cambridge Handbook of Consumer Psychology*. New York, NY: Cambridge University Press, 5-28. DOI: 10.1017/CBO9781107706552

WORKING PAPERS

Trupia, Maria, Cassie Mogilner, and Isabelle Engeler, "What's Meant vs. Heard When Communicating Busyness."

Bergstrom, Tayler, Joseph Reiff, Cassie Mogilner, and Hal Hershfield, "Taking a Broad View of Time Predicts Greater Subjective Well-Being."

CONFERENCE PRESENTATIONS

*denotes presenting author

1. Cassie Holmes*, "It's Time for Happiness," *World Happiness Summit*, Lake Como, Italy, 2023.
2. Cassie Mogilner Holmes*, "It's Time for Happiness," *Wellbeing Research & Policy Conference*, Oxford, England, 2022.
3. Trupia, Maria*, Cassie Mogilner, and Isabelle Engeler, "Stressed or Self-Importance? Intentions vs. Perceptions When Communicating Busyness," *Association of Consumer Research*, Virtual, 2020.

4. Bergstrom, Tayler*, Joey Reiff, Cassie Mogilner, and Hal Hershfield, "Time Perspective Scale," *Society of Consumer Psychology*, Huntington Beach, CA 2020.
5. Gladstone, Joe, Emily Garbinsky*, and Cassie Mogilner, "The Effect of Pooling Finances on Relationship Satisfaction," *Association for Consumer Research*, Atlanta, GA, 2019.
6. Sharif, Marissa*, Cassie Mogilner, and Hal Hershfield, "The Effects of Being Time Poor and Time Rich on Happiness," *Association of Consumer Research*, Dallas, TX, 2018.
7. Catapano, Rhia*, Jordi Quoidbach, Cassie Mogilner, and Jennifer Aaker, "Finding Happiness in Meaning and Meaning in Happiness: Where, When, and for Whom Happiness and Meaning Converge," *Association of Consumer Research*, Dallas, TX, 2018.
8. Gladstone, Joe, Emily Garbinsky*, and Cassie Mogilner, "The Effect of Pooling Finances on Relationship Satisfaction," *European Association for Consumer Research*, Ghent, Belgium, 2018.
9. Dai, Hengchen, Cindy Chan & Cassie Mogilner*. "Don't Tell Me What to Do! Shoppers Rely Less on Consumer Reviews for Experiential than Material Purchases," *Association for Consumer Research Conference*, San Diego, CA, 2017.
10. Dai, Hengchen*, Cindy Chan & Cassie Mogilner. "Don't Tell Me What to Do! Shoppers Rely Less on Consumer Reviews for Experiential than Material Purchases," *Society for Judgment and Decision Making*, Boston, MA, 2016.
11. Dai, Hengchen, Cindy Chan* & Cassie Mogilner. "Don't Tell Me What to Do! Shoppers Rely Less on Consumer Reviews for Experiential than Material Purchases," *Behavioral Decision Research in Management*, Toronto, Canada, 2016.
12. Etkin, Jordan* & Cassie Mogilner. "When Variety among Activities Increases Happiness" *Society of Consumer Psychology Conference*, St. Pete Beach, FL, 2016.
13. Etkin, Jordan* & Cassie Mogilner. "Does Variety Increase Happiness?" *Association for Consumer Research Conference*, Baltimore, MD, 2014.
14. Chan, Cindy* & Cassie Mogilner. "Experiential Gifts Foster Stronger Relationships than Material Gifts," *Association for Consumer Research Conference*, Baltimore, MD, 2014.
15. Chan, Cindy*, Cassie Mogilner, & Leaf Van Boven. "Gratitude, Guilt, and Gift Giving," *Association for Consumer Research Conference*, Baltimore, MD, 2014.
16. Mogilner, Cassie* & Michael Norton. "Philosophies of Happiness: Preferences for Experienced and Remembered Happiness," *Association for Consumer Research Conference*, Chicago, IL, 2013.
17. Gino, Francesca & Cassie Mogilner*. "Time, Money, and Morality," *Association for Consumer Research Conference*, Chicago, IL, 2013.
18. Bhattacharjee, Amit* & Cassie Mogilner. "What Experiences Make Us Most Happy, The Ordinary or The Extraordinary?" *Association for Consumer Research Conference*, Chicago, IL, 2013.
19. Dai, Hengchen*, Cindy Chan, & Cassie Mogilner. "Don't Tell Me What to Do! Consumer Reviews Are Valued Less for Experiential Purchases," *Society for Consumer Psychology Conference*, San Antonio, TX, 2013.
20. Mogilner, Cassie & Amit Bhattacharjee*. "What Experiences Make Us Most Happy, The Ordinary or The Extraordinary?" *Society for Consumer Psychology Conference*, San Antonio, TX, 2013.
21. Thomas, Melanie* & Cassie Mogilner, "Do Tortoises Make Better Friends than Hares? Speed and Social Connection," *Society for Consumer Psychology Conference*, San Antonio, TX, 2013.
22. Chan, Cindy* & Cassie Mogilner. "Experiential Gifts Are Socially Connecting," *Society for Consumer Psychology Conference*, San Antonio, TX, 2013.
23. Mogilner, Cassie*, Jennifer Aaker, & Sepandar Kamvar. "How Happiness Affects Choice," *Society of Consumer Psychology Conference*, Florence, Italy, 2012.
24. Chance, Zoë*, Cassie Mogilner, & Michael Norton. "Giving Time Gives You Time," *Association for Consumer Research Conference*, St. Louis, MO, 2011.
25. Gino, Francesca & Cassie Mogilner*. "Money in the Present or Time in the Future? How Switching Focus Makes People Honest," *Association for Consumer Research Conference*, St. Louis, MO, 2011.
26. Mogilner, Cassie*, Jennifer Aaker, & Sepandar Kamvar. "How the Meaning(s) of Happiness Impacts Choice," *Association for Consumer Research Conference*, St. Louis, MO, 2011.
27. Mogilner, Cassie*. "The Pursuit of Happiness: Time, Money, and Social Connection," *Society of Consumer Psychology Conference*, Atlanta, GA, 2011.

28. Mogilner, Cassie*, Sepandar Kamvar, & Jennifer Aaker. "How the Experience of Happiness Shifts Across the Life Course," *Society of Consumer Psychology Conference*, Atlanta, GA, 2011.
29. Chance, Zoë*, Cassie Mogilner, & Michael Norton. "Giving Time Gives You Time," *Society of Consumer Psychology Conference*, Atlanta, GA, 2011.
30. Aaker, Jennifer, Kathleen Vohs, & Cassie Mogilner*. "Non-Profits Are Seen as Warm and For-Profits as Competent: Firm Stereotypes Matter," *Association for Consumer Research Conference*, Jacksonville, FL, 2010.
31. Mogilner, Cassie*. "The Role of Time versus Money in the Pursuit of Happiness," *Association for Consumer Research Conference*, Pittsburgh, PA, 2009.
32. Mogilner, Cassie* & Jennifer Aaker. "The Time vs. Money Effect," *Society for Consumer Psychology Conference*, San Diego, CA, 2009.
33. Mogilner, Cassie* & Jennifer Aaker. "Forgiving by Not Forgetting: The Effect of Compensations following Brand Transgressions," *Society for Consumer Psychology Conference*, San Diego, CA, 2009.
34. Aaker, Jennifer, Wendy Liu*, & Cassie Mogilner. "Giving Meaning to One's Own Life by Giving to Others," *Society for Consumer Psychology Conference*, San Diego, CA, 2009.
35. Mogilner, Cassie* & Jennifer Aaker. "Life's Riches: The 'Time > Money Effect'," *Association for Consumer Research Conference*, San Francisco, CA, 2008.
36. Mogilner, Cassie, Tamar Rudnick, & Sheena Iyengar*. "The Mere Categorization Effect: How the Presence of Categories Increases Choosers' Perceptions of Assortment Variety and Outcome Satisfaction," *Association for Consumer Research Conference*, San Francisco, CA, 2008.
37. Mogilner, Cassie*, Baba Shiv, & Sheen Iyengar. "A Bird in the Hand or Two in the Bush: The Effect of Simultaneously vs. Sequentially Presented Options on Chooser Commitment," *Behavioral Decision Research in Management Conference*, La Jolla, CA, 2008.
38. Mogilner, Cassie* & Jennifer Aaker. "Forgiving by Not Forgetting: The Effect of Compensations following Brand Transgressions," *Association for Consumer Research Conference*, Memphis, TN, 2007.
39. Mogilner, Cassie*, Jennifer Aaker, & Ginger Pennington. "The Pressing Preference for Prevention: The Impact of Temporal Construal on the Persuasiveness of Prevention vs. Promotion Framed Product Information," *Association for Consumer Research Conference*, Orlando, FL, 2006.
40. Mogilner, Cassie* & Sheena Iyengar. "When More Choice Motivates: Considering the Benefits of Perceived vs. Actual Choice on Outcome Satisfaction," *Association for Consumer Research Conference*, Portland, OR, 2004.

INVITED TALKS

Universities

Stanford Graduate School of Business Marketing Colloquium (April 2024)
 UT Austin Behavioral Science Colloquium (October 2023)
 University of Regina, Canada (May 2023)
 Rotman, University of Toronto: Behavioral Insights Speaker Series (December 2022)
 Harvard Business School's Behavioral Insights Group (October 2022)
 Wharton's Behavior Change for Good (September 2022)
 Wharton Marketing Department's Virtual Happy Hour (May 2020)
 USC's Center for Economic and Social Research (October 2019)
 Cornell's Marketing Area Workshop (October 2019)
 London Business School Marketing Camp (July 2019)
 HEC Paris (June 2019)
 Vanderbilt University's Owen Graduate School of Management Marketing Camp (May 2019)
 ESADE & IESE, Barcelona (April 2019)
 University of Cincinnati Marketing Camp (April 2019)
 Robert H. Smith School of Business, University of Maryland (April 2019)
 Goizueta Business School, Emory University (October 2018)
 University of Washington Marketing Camp (May 2017)
 UCLA Psychology Department (April 2017)

University of Chicago Booth School of Business (April 2016)
Georgetown University's McDonough School of Business (April 2015)
Sauder School of Business, University of British Columbia (March 2015)
Positive Psychology Center, University of Pennsylvania (February 2015)
Bauer College of Business, University of Houston (October 2014)
Tuck School of Business at Dartmouth (May 2014)
Alberta School of Business, University of Alberta (May 2014)
University of Miami Marketing Camp (March 2014)
UCLA Anderson School of Management (January 2014)
Rotman School of Management, University of Toronto (December 2013)
Annenberg School for Communications, University of Pennsylvania (November 2013)
Brown University, Philosophy Department, Ethical Inquiry Lecture Series (November 2013)
Carnegie Mellon University (April 2013)
Stony Brook University (April 2013)
Columbia Business School, Decision Making and Negotiations Area (February 2013)
Stern School of Business, New York University (October 2012)
The Fuqua School of Business, Duke University (May 2012)
Marshall School of Business, University of Southern California (April 2012)
Harvard Business School, Harvard University (February 2012)
Institute for Wellbeing Management, Bellevue University (August 2011)
Four School Colloquium, New York University (April 2011)
Positive Psychology Center, University of Pennsylvania (April 2010)
Temple Law School, Law and Human Behavior Colloquium (March 2010)
Decision Processes Seminar, Wharton, University of Pennsylvania (September 2009)
Stern School of Business, New York University (November 2008)
University of Chicago Graduate School of Business (November 2008)
INSEAD (November 2008)
Wharton, University of Pennsylvania (October 2008)
Rady School of Management, UCSD (October 2008)
Johnson School at Cornell (October 2008)
Ross School of Business, University of Michigan (October 2008)
Owen School of Management, Vanderbilt University (September 2008)

Academic Conferences

MSI Scholars Conference, Charleston, North Carolina (January 2023)
Wellbeing Research & Policy Conference, University of Oxford (July 2022)
Choice Symposium, Lake Louise, AB, Canada (May 2016)
Society of Personality and Social Psychology Pre-Conference on Happiness (February 2015)
Meaning of Money Invitational Conference, Russell Sage Foundation (January 2014)
Emotions and Well-being Invitational Conference, Vancouver (November 2013)
Happiness Conversations Panel, Society of Consumer Psychology, San Antonio (February 2013)
MSI Young Scholar Conference, Park City, Utah (January 2013)
Time vs. Money Conversations Panelist, Society of Consumer Psychology Conference (February 2012)

Industry & Organizational Interface

Cornerstone Research Women's Forum (March 2024)
MAPMG Wellness Weekend (March 2024)
WeCare San Diego (March 2024)
Parker University Chiropractic Convention (February 2024)
Dream Summit (October 2023)
Nexus Pharmaceuticals Executive Development (October 2023)
UCLA Radiology (October 2023)
MSI Book Series (September 2023)

Epic Global Employee Development (September 2023)
ServiceNow Employee Development (August 2023)
Milbank LLP, Women in Global Projects Event (May 2023)
S&P Leadership Offsite (April 2023)
Arentfox Schiff LLP, Attorney Development Wellness Event (April 2023)
University of Waterloo, Annual Staff Conference (April 2023)
World Happiness Summit (March 2023)
California Conference for Women (March 2023)
UCSF Women in Tech, International Women's Day (March 2023)
Arizona School Counselors Association (February 2023)
Stanford GSB LEAD (February 2023)
The How to Academy (January 2023)
Groundwork Leadership Institute (December 2022)
92nd Street Y (November 2022)
Cravath, Swaine and Moore LLP, Well-Being and Professional Development Session (November 2022)
Summit Partners Executive Meeting (October 2022)
Pensions & Investments Conference (October 2022)
Women's Leadership Exchange in Chicago (September 2022)
Better - LinkedIn Live with Newsweek (September 2022)
Hello Sunshine Staff Meeting (September 2022)
Spring Place, Beverly Hills (September 2022)
Keynote Speaker, UCLA Health IT Town Hall (June 2022)
Elevate MeD, UCLA Health (April 2021)
The Jonathan Club's Breakfast Club (May 2020)
UCLA's Women & Philanthropy Webinar (April 2020)
UCLA "Smarter at Home" Interview (April 2020)
UCLA Anderson Alumni "Friday Faculty Chats" (April 2020)
UCLA Registrar's Office Staff Engagement Day (September 2019)
UCLA Student Affairs Leadership Development Program (May 2019)
Best of MSI Webinar Series (January 2019)
Zócalo Public Square (December 2019)
MSI's Immersion Conference (September 2018)
Visionary Women Salon (January 2018)
The Wonderful Company, Marketing Training (January 2017)
Wharton Women in Leadership Luncheon (October 2015)
Grey Group Advertising Agency (October 2015)
BRITE Conference Panelist, Columbia Business School (March 2014)
Horizon Media, New York City (May 2013)
Horizon Media, New York City (August 2012)

TEACHING

Applying the Science of Happiness to Life Design, Anderson MBA, FEMBA, and EMBA
Brand Management, Anderson MBA, FEMBA, and EMBA
Advertising and Marketing Communications, Anderson MBA and FEMBA
Consumer Behavior, Anderson PhD
Strategic Brand Management, Wharton MBA and Undergraduate

Executive Education Sessions

Happier Hour
Time for Happiness
Time, Money, and Happiness
Building Your Personal Brand

SERVICE

Service to Anderson

Faculty Executive Committee, 2023-present

Chair of Marketing Area, 2020-2022

Anderson Strategic Planning Committee, 2020-2021

Anderson Community and Engagement Task Force, 2020

Faculty Executive Committee, 2018-2021

Faculty Director of Anderson's Behavioral Lab, 2018-2020

Marketing Area Teaching Coordinator, 2016-2020

BDM Colloquium Co-Organizer, 2019-2020

Women Faculty Lunch Organizer, 2019, 2022, 2023, 2024

Ad-hoc Committees

Member, Dean Review, 2023

Member, Aimee Drolet Rossi – Step VI Review, 2023

Member, Hal Hershfield – Full Professor Case, 2020

Chair, Brian Frons – Adjunct Professor Appointment, 2019

Chair, Heather Caruso – 4th-year Review, 2019

Member, Ella Honka – 4th-year Review, 2019

Member, Jennifer Whitson - Tenure Case, 2018

Member, Jana Gallus – 4th-year Review, 2018

Member, Hal Hershfield – Tenure Case, 2016

Dissertation Committees

Member, Alice Lee-Yoon, expected 2024

Member, Malena de la Fuente, expected 2024

Member, David Dolifka, expected 2024

Member, Jingshi (Joyce) Liu, student at HKUST Business School, 2020

Member, Colin West, 2021

Member, Jonathan Lim, 2016

Invited Presentations

UCLA Anderson CEO Forum (September 2023)

Anderson Alumni, Dallas (May 2023)

Anderson Alumni, Mexico City (May 2023)

Velocity Women's Conference (March 2023)

UCLA Anderson CEO Forum (March 2023)

HARRT at UCLA, Women in HR (November 2022)

10 Schools Student Affairs Conference (October 2022)

UCLA Anderson Wellness Club (October 2022)

Anderson Alumni Welcome Weeks, Bay Area Event (October 2022)

Anderson Alumni Welcome Weeks, Los Angeles Event (October 2022)

Anderson Alumni Welcome Weeks, San Diego Event (October 2022)

HARRT Retreat (October 2022)

Happier Hour for EMBA First Weekend (September 2022)

UCLA Bar Raiser Series (December 2021)

EMBA Admissions Women's Event (April 2021)

Happiness from Kindness, Guest Lecture for UCLA undergrad course (April 2021)

Anderson's Wellness Week (April 2021)

Happiness & Balance Workshop for the Velocity Conference (April 2021)

Your Happiness & The Psychology of Exercise for Anderson Runs LA C4C (March 2021)

How the World Works UCLA Anderson podcast, Happiness in COVID Times (May 2020)
Alumni “Friday Faculty Chats” Webinar (April 2020)
Anderson’s Wellness Week (December 2019)
EMBA Leadership Foundations (September 2019)
FEMBA Palooza (July 2019)
Chair Installation (April 2019)
Evolve Conference Moderator (February 2019)
Zócalo Public Square (December 2018)
Riordan MBA Fellows Program (September 2018)
2020 EMBA Student & Alumni Event (September 2018)
Los Angeles Visionary Women Salon (January 2018)
Worldwide Welcome Weeks Event for Spain Chapter Alumni (September 2017)
Worldwide Welcome Weeks Event for Anderson Alumni/UCLA Staff (October 2017)
Gathering of Business School CFOs at Anderson (October 2017)
Facilitator for MBA Orientation Intergroup Dialogue Sessions, 2019
BDM Lab Meeting Coordinator, Spring 2018
New Programs Task Force, 2016
Marketing Area Rookie Interviews, 2016, 2019
Volunteer Teaching for Second Year Advantage Program, Session on Personal Branding (September 2017)

Service to UCLA

Advisory Review Committee Member, 2023
UCLA Bedari Kindness Institute, Faculty Advisory Committee Member, 2019-2021
Ad-hoc Review Committee Member, 2019

Invited Presentations

UCLA Stress, Trauma, and Resilience Division Grand Rounds (May 2024)
UCLA Bar Raiser Summit (March 2024)
UCLA HR & Compensation Staff Retreat (April 2023)
Discovery Session for 3rd Year Med Students, David Geffen School of Medicine (March 2023)
Junior Faculty Lecture Series, David Geffen School of Medicine (January 2023)
Keynote Speaker, UCLA Health IT Town Hall (June 2022)
Elevate MeD, UCLA Health (April 2021)
StratComm Bar Raiser Series (December 2021)
UCLA “Smarter at Home” Interview (April 2020)
Women & Philanthropy Webinar (April 2020)
UCLA School of Law’s Wellness Wednesday (November 2019)

Service to Community

Food on Foot Club Member

Invited Presentations

Literary Feasts to support the Los Angeles Public Library

Service to Wharton

PhD Committee, 2011, 2013, 2014
Interdisciplinary Decision Processes Seminar Co-Organizer, 2010–2012
Recruiting Committee, 2010, 2012
Undergraduate Program Liaison, 2014
Junior Faculty Lunch Co-Organizer, 2010-2015
PhD Mentoring Activities
Erin Percival Carter, Committee member, 2017, University of Maine
Cindy Chan, Chair, 2014, University of Toronto
Bouvier Williams, Graduate School of Education, Committee member, 2014
Stephanie Finnel, Committee member, 2012, University of Maryland post-doc

Undergraduate & MBA Mentoring Activities

MBA Independent Study Advisor, 2015

Independent Study Advisor for Psychology Department, 2014

Wharton Research Scholars Mentor, 2011, 2014, 2015

Visual Studies Thesis Advisor, 2011, 2012

Invited Presentations

Wharton Women in Leadership Luncheon (October 2015)

Women in Business Academia Conference (April 2015)

P3 Facilitator Lunch and Learn (March 2015)

MBA Marketing Conference, Innovative Campaigns Panel Moderator (November 2014)

Penn Early Exploration Program (October 2014)

Leadership in the Business World (July 2011, 2013, 2014)

Parents' Weekend Faculty Presentation (October 2011)

Research Scholars Program (October 2011)

BizTalks (February 2011)

MBA Marketing Lunch and Learn (November 2010)

Service to Professional Organizations

ACR Mid-Career Workshop Panelist, 2023

DCMA (Designing a Career in the Marketing Academy) Advisory Board, 2023

Conference Coach for SCP's Diversity, Equity, and Inclusion Initiative, 2021

Advisor to the Happiness Strategy Foundation, 2021

SCP Early Career Award Selection Committee, 2021

Co-Editor for *Current Opinion in Psychology*, Special Issue on Time, 2018

Editorial Review Board:

Journal of Personality and Social Psychology: Attitudes and Social Cognition, 2023

Journal of Consumer Research, 2015-2022

Journal of Consumer Psychology, 2017-present

Journal of Marketing, 2018-present

AE for *Journal of Consumer Psychology*, Special Issue on Marketplace Morality, 2017

AE for Association for Consumer Research, 2017

Ad-hoc Reviewer:

Current Directions in Psychological Science

Emotion

Journal of the Association for Consumer Research

Journal of Advertising

Journal of Consumer Psychology

Journal of Consumer Research

Journal of Experimental Psychology: General

Journal of Experimental Psychology: Applied

Journal of Experimental Social Psychology

Journal of Marketing Research

Journal of Personality and Social Psychology

Management Science

Marketing Letters

Organizational Behavior and Human Decision Processes

Oxford Bibliographies

Personality and Social Psychology Bulletin

Personality and Social Psychology Review

PNAS

Psychological Science

Psychology and Aging

Self and Identity

Co-Chair of the 2017 SCP Doctoral Consortium

Presenter:

SCP Doctoral Consortium, Designing Your Career to Thrive, 2020

Best of MSI Webinar Series, 2019

MSI's Immersion Conference, 2018

Chair of Selection Committee for the C.W. Park Young Contributor Award 2015

Conference Program Committee:

Association for Consumer Research Conference 2015

Society of Consumer Psychology Conference 2014, 2015, 2019

European Marketing Association Conference 2009

Reviewer:

SCP Dissertation Competition, 2018

MSI Clayton Doctoral Dissertation Competition, 2013, 2014

AMA Winter Marketing Educators' Conference, 2013

AMA Howard Dissertation Competition, 2011

AMA-Sheth Doctoral Consortium Faculty Member, 2014

ACR Competitive Paper Review Board, 2013

SCP Doctoral Consortium Faculty Member, 2013

ACR Doctoral Consortium Faculty Member, 2011, 2014, 2015