

CURRICULUM VITAE

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GOIZUETA BUSINESS SCHOOL
EMORY UNIVERSITY

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TABLE OF CONTENTS

- I. EARNED DEGREES 3
- II. EMPLOYMENT HISTORY 3
- III. HONORS AND AWARDS 4
- IV. RESEARCH, SCHOLARSHIP, AND CREATIVE ACTIVITIES 4
 - A. REFEREED PUBLICATIONS AND SUBMITTED ARTICLES 4
 - A1. Published and Accepted Journal Articles 4
 - A2. Conference Presentation with Proceedings (Refereed)..... 4
 - A3. Submitted Journal Articles (with date of submission) 4
 - A4. Working Papers 5
 - B. OTHER PUBLICATIONS AND CREATIVE PRODUCTS..... 5
 - C. PRESENTATIONS 6
 - D. GRANTS AND CONTRACTS 8
 - E. Other Professional Activities..... 8
- V. TEACHING 9
 - A. COURSES TAUGHT 9
 - B. INDIVIDUAL STUDENT GUIDANCE..... 9
- VI. SERVICE..... 10
 - A. PUBLIC AND COMMUNITY SERVICE 10
 - B. CONTRIBUTIONS 10

I. EARNED DEGREES

Emory University, Goizueta Business School, Atlanta, GA

Ph.D. in Marketing, August 2008 - June 2012

Dissertation title: "Marketing Capability, Sustainability, and Firm Performance"

Northwestern University, Kellogg School of Management, Evanston, IL

MBA in Strategy and Marketing, August 1999 - June 2001

Syracuse University, S.I. Newhouse School of Public Communications, Syracuse, NY

B.S. in Communications, August 1987 - May 1991

II. EMPLOYMENT HISTORY

Goizueta Business School (2018 – Present)

Emory University

- Associate Professor in the Practice of Marketing
- Education Director at the Roberto C. Goizueta Business & Society Institute

Scheller College of Business (2012 – 2018)

Georgia Institute of Technology

- Assistant Professor, Marketing

The Coca-Cola Company (2002 – 2008):

- Global Manager, Marketing Capabilities (Atlanta, GA)
- Coca-Cola Integrated Marketing Director (Shanghai, China)
- Vice-President and Global Director, Integrated Marketing Communications (Atlanta, GA)

Monitor Group (2001-2002):

- Marketing Strategy Consultant (Boston, MA)

The Coca-Cola Company (1996-1999)

- International Media Director (Atlanta, GA)
- Latin America Media Director (Atlanta, GA)

McCann-Erickson (1991 – 1996):

- Latin America Media Planning Director (New York & Buenos Aires)

III. HONORS AND AWARDS

2020 Core Professor of the Year Award – MEMBA Program

2017 Core Professor of the Year Award – MBA Program

2016 Best Paper Award – Brand Management Track; Summer AMA Educators Conference

2016 Core Professor of the Year Award – MBA Program

2016 Core Professor of the Year Award – Undergraduate Program

2015 Core Professor of the Year Award – MBA Program

2012-17 Georgia Tech “*Thank a Teacher*” certificates (8 in total)

2010 Sheth Fellow, Emory University

IV. RESEARCH, SCHOLARSHIP, AND CREATIVE ACTIVITIES

A. REFEREED PUBLICATIONS AND SUBMITTED ARTICLES

B1. Published and Accepted Journal Articles

Rodriguez Vila, Bharadwaj, Morgan, Mitra (2020), “Is Your Marketing Organization Ready for What’s Next?”, *Harvard Business Review*, November-December.

Parker, J. R., Paul, I., Hamilton, R., Rodriguez-Vila, O., & Bharadwaj, S. G. (2020). How Product Type and Organic Label Structure Combine to Influence Consumers’ Evaluations of Organic Foods. *Journal of Public Policy & Marketing*.

Rodriguez-Vila, Omar and Bhardwaj, Sundar (2020), “Competing on Social Purpose,” Strategy and Purpose – Special Edition *Harvard Business Review*

Rodriguez-Vila, Omar and Bhardwaj, Sundar (2017), “Competing on Social Purpose,” *Harvard Business Review*, September-October

Rodriguez-Vila, Omar; Bharadwaj, Sundar and Bahadir, Cem (2015), "Exploration-and Exploitation-Oriented Marketing Strategies and Sales Growth in Emerging Markets," *Customer Needs and Solutions* 2.4.

B2. Submitted Journal Articles

Rodriguez-Vila, Omar; Chae, Myoung-Jin; Bhardwaj, Sundar; “Competing on Real-Time: Leveraging Time-Based Customer Engagement Opportunities,” – *submitted to the International Journal of Research in Marketing on February 2021.*

Chae, Myoung-Jin; Rodriguez-Vila, Omar; Bharadwaj, Sundar; “Drivers of Consumer Engagement in Mobile Messages,” Submitted to the *Journal of Marketing* on February 2021.

Rodriguez-Vila, Omar and Bharadwaj, Sundar; “Engaging for Good: Drivers of Social Media Engagement with Prosocial Messages” – received a revised and resubmit at the *International Journal of Marketing Research*.

B3. Working Papers

Rodriguez-Vila, Omar; Bharadwaj, Sundar, and Bhattacharya, CB; “The Practice of Purpose – Marketing Capabilities for Social Brands,” In partnership with Sustainable Brands and the Ray C. Anderson Center for Sustainable Business. Targeting *Stanford Social Innovation Review*.

Work-in-Progress

Rodriguez-Vila, Nickerson, and Bharadwaj: “Stands that Matter” – Defining the principles and practices of an anti-racist brand. Targeting *Harvard Business Review*

B. OTHER PUBLICATIONS AND CREATIVE PRODUCTS

Competing on Sustainability – book idea submitted and approved by Harvard Business Press. Received invitation to submit complete book proposal, currently in progress.

The State of Social Activism by Brands. Report on the integration of the sustainable development goals in the top 182 brands from 2013-2020. Analysis of over 800,000 social media posts in Facebook and Instagram. (Rodriguez-Vila, Nickerson, and Bharadwaj) – in data collection phase.

Case Study: Increasing local attendance at the National Center on Civil and Human Rights. Case study with real market data to help students learn about marketing strategy while at the same time being exposed to the work by the NCCHR. (Rodriguez Vila and Hamilton 2020).

Case Study: SunTrust – Becoming a Purpose Driven Company. Case study about the identification and integration of purpose in the transformation of SunTrust. (Rodriguez Vila and Kazanjian) 2020

Case Study: Coca-Cola Finding New Growth. Case study about the 2016 change in growth strategy, its challenges, and benefits. (Rodriguez Vila) 2019

Pioneering Research on Sustainability. (2019) Book chapter in Handbook of Advances in Marketing in an Era of Disruptions. Rodriguez-Vila and Bharadwaj.

Case Study: Banking with Purpose – Integrating a Social Purpose at Bancolombia. Case study on the evolution and eventual implementation of a social purpose in one of the largest financial institutions in Latin America. (Rodriguez Vila) 2018

Case Study: Bonafont and Gender Equality. Case study on the integration of social purpose into the Bonafont water brand in Mexico. (Rodriguez Vila) 2018

Case Study: Developing Real-time marketing capabilities – from theory to practice at Coca-Cola Brazil. Studied over a period of 2 years the evolution and development of real-time marketing capabilities in preparation for the 2014 FIFA World Cup sponsorship. (2014)

C. PRESENTATIONS

2020 – Modern Marketing Organization Virtual Conference sponsored by Salesforce. Keynote Speaker

2020 – Presentation on “Mission-Based Marketing Organizations” at the Chief Marketing Officer Conference hosted by the Mobile Marketing Association.

2019 – Presentation on “Designing a Modern Marketing Organization” at the Chief Marketing Officer Conference hosted by the Mobile Marketing Association.

2018 Page Society Conference – “Competing on Social Purpose” speaker and facilitator of industry panel.

2018 – Invited speaker to the Salesforce CMO Council meeting and the Salesforce Marketing Platform conference.

2018 – Presentation on “Making Marketing Transformations Work” at the Chief Marketing Officer Conference hosted by the Mobile Marketing Association.

2018 Sustainable Brands Conference – presentation and work session on research related to the “Practice of Purpose” initiative.

2017 MSI Management Webinar - “Engaging in Real-Time: An Empirical Study of Real-time brand messages in social media” Omar Rodriguez Vila, Sundar Bharadwaj, and Myoung-Jin Chae.

2016 Ray C. Anderson Center for Sustainable Business Speaking Series; Atlanta, USA

“Engaging for Good: Drivers of Social Media Engagement with Prosocial Messages”
Omar Rodriguez Vila and Sundar Bharadwaj

2016 Scheller College Faculty Speaking Series; Atlanta, USA

“Engaging in Real-Time: An Empirical Study of Real-time brand messages in social media” Omar Rodriguez Vila, Sundar Bharadwaj, and Myoung-Jin Chae.

2016 Summer AMA Educators Conference; Atlanta, USA

“Engaging in Real-Time: An Empirical Study of Real-time brand messages in social media” Omar Rodriguez Vila, Sundar Bharadwaj, and Myoung-Jin Chae.

2016 Theory and Practice in Marketing; Houston, USA

“Engaging in Real-Time: An Empirical Study of Real-time brand messages in social media” Omar Rodriguez Vila, Sundar Bharadwaj, and Myoung-Jin Chae.

2015 Informs Marketing Science Conference; Baltimore, USA

“Engaging for Good: Drivers of Social Media Engagement with Prosocial Messages”
Omar Rodriguez Vila and Sundar Bharadwaj

2015 American Marketing Association, San Antonio, Texas

Special session on Real-Time Marketing: Omar Rodriguez Vila and Sundar Bharadwaj

2014 Informs Marketing Science Conference; Atlanta, USA

“Competing on Sustainability: The Effects of Sustainability as a Brand Attribute in New Products”; Omar Rodriguez Vila and Sundar Bharadwaj

2013 Informs Marketing Science Conference; Istanbul - Turkey

“When To Be Good: The Effect Of Message Timing And Purchase Occasion On Sustainability Claims ”; Omar Rodriguez Vila and Ryan Hamilton

2013 International Congress of Public and Not-For-Profit Marketing; Las Palmas de Gran Canaria - Spain

“When To Be Good: The Effect Of Message Timing And Purchase Occasion On Sustainability Claims ”; Omar Rodriguez Vila and Ryan Hamilton

2013 Georgia Research Symposium, Atlanta, GA

“When To Be Good: The Effect Of Message Timing And Purchase Occasion On Sustainability Claims ”; Omar Rodriguez Vila and Ryan Hamilton

2010 American Marketing Association, Boston, MA

Summer Educators Conference: Leveraging the Periphery – An Emerging Capability of the Marketing Organization (with Sundar Bharadwaj)

D. GRANTS AND CONTRACTS

2017-18 Mobile Marketing Association – Grant to Study Emerging Marketing Capabilities

2017 Ray C. Anderson Center for Sustainable Business – Grant to Study the Practice of Purpose

2016 Marketing Science Institute Grant to Study Real-Time Marketing Capabilities

2015: Small Research Grant by the Center for Business Strategies on Sustainability; Scheller College of Business

2013: Small Research Grant by the Center for Business Strategies on Sustainability; Scheller College of Business

2009-2010: Research Grant by Multinational Corporation

E. Other Professional Activities

2021

- Invited as guest on the CMO Podcast – a leading podcast by Jim Stengel, former CMO of Procter & Gamble.

2020

- Worked with the CMO of Western Union and his leadership team to help them design a mission-based marketing organization.

2019

- Supported the Director of Purpose at VF in the strategy to embed purpose in the business
- Selected as external expert advisor by Danone in their design of a global sustainability strategy

2018

- Adviser to the Danone Marketing Transformation team on the design of the global marketing model.
- Advisor to the Harry's Chief Marketing Office on the transformation of the marketing organization.
- Advisor to the Vice President of Purpose at VF Corporation on the strategy and implementation of social purpose initiatives.
- Invited to present research on marketing transformation to the Salesforce CMO council and Salesforce Marketing Cloud team.
- Invited to present research on marketing transformation to Facebook's Global Marketing team.

- Advisor to Uber’s Chief Marketing Officer on the design of a new global marketing organization.

2014-2017

- Special advisor to the Global IMC director at The Coca-Cola Company on the evolution of IMC capabilities. Conducted research across 45 countries and developed recommendation for required changes and priorities by market cluster.
- Conducted training programs with senior leadership at 3M Company on the integration of sustainability into brand marketing strategies for the Filtrete and Scotch-Brite business units.
- Advisor to the Sustainability Director for Nestle, Latin America on the social media communication practices for sustainability-related brand messages.
- Advisor to the IMC director of Kellogg (Latin America) and BeamSuntory on the evolution of the IMC function in light of market changes including social media and mobile technologies.
- Special advisor to the Chief Marketing Officer of The Coca-Cola Company on marketing capability requirements and development strategies.
- Panelist at the Western Hemisphere Institute for Security Cooperation annual Leadership and Mission Command Panel at Fort Benning, GA.

V. TEACHING

A. COURSES TAUGHT

Scheller College of Business

Semester, Year	Course Number	Course Title	Number of Students
Fall, 2012	MGT3300	Mkt Mgnt	73
Fall, 2012	MGT6300	Mkt Mgnt	71
Fall, 2013	MGT3300 (2 sess.)	Mkt Mgnt	135
Fall, 2013	MGT6300	Mkt Mgnt	74
Fall, 2013	IMBA 6430 (2 sess.)	Sustainability	120
Fall, 2014	MGT3300 (2 sess.)	Mkt Mgnt	135
Fall, 2014	MGT6300	Mkt Mgnt	75
Fall, 2014	IMBA 6430 (2 sess.)	Sustainability	120
Fall, 2015	MGT 3300	Mkt Mgnt	137
Fall, 2015	MGT 6505	Mkt Mgnt	109
Fall, 2015	IMBA 6430 (2 sess.)	Sustainability	120
Fall, 2015	MGT 4803	Shared Value	10
Fall, 2016	MGT 3300 (2 sess.)	Mkt Mgnt	136
Fall, 2016	MGT 6505 (2 sess.)	Mkt Mgnt	76
Fall, 2016	IMBA 6430 (2 sess.)	Sustainability	120
Fall, 2017	MGT 3300 (2 sess.)	Mkt Mgnt	120

Fall, 2017	MGT 6505 (2 sess.)	Mkt Mgnt	75
Fall, 2017	IMBA 6430 (2 sess.)	Sustainability	80

Average Student Rating: 4.87 / 5.0
Goizueta Business School

			Std. Num.	Avg. Instructor Rating
Fall	2018	MKT 540 (Sec.1)	46	5.00
Fall	2018	MKT 540 (Sec.2)	44	4.98
Spring	2019	MKT 540 (WEMBA)	51	5.00
Spring	2019	MKT 540 (MEMBA)	21	4.60
Spring	2019	Impact 360	34	4.55
Fall	2019	MKT 540 (Sec.1)	45	4.86
Fall	2019	MKT 540 (Sec.2)	41	4.92
Spring	2020	MKT 540 (WEMBA)	34	4.95
Spring	2020	MKT 540 (MEMBA)	15	4.80
Spring	2020	Impact 360	31	5.00
Fall	2020	MKT 540 (Sec.1)	47	4.94
Fall	2020	MKT 540 (Sec.2)	51	4.90

Average Student Rating: 4.92 / 5.00

B. INDIVIDUAL STUDENT GUIDANCE

PhD Student

- Provided advice and guidance to Karen Anne Wallach in the development of her dissertation essays. (2019)
- Providing on-going mentoring to Myoung-Jin Chae and Dionne Nickerson on research projects, presentations, and class preparations. (2015-16)

EMBA Student

- Directed study with Shai Oliver and Mike Collins for a literature review of research into the intersection of marketing, discrimination, and racial equity.
- Advised Katie Mahon in preparation for job interviews in marketing positions.
- Worked with Hannah Courtney, Gopal Pappu, and Nicole Mejias as research assistant in writing the SunTrust case.
- Worked with Roberto Olivares as research assistant in writing the Coca-Cola case.

- Provided guidance to Alex Nunez and Kevin Smith on company consulting project.

MBA Student

- Independent study with Lea Domanico on negative reaction by consumers to brand messages in social media.
- Independent study with Arpita Patel on research project related to Shopper Marketing and Customer Relations.

Undergraduate Student

- Independent study with Sara Beagle.
- Independent study with Juan Delgado.
- Created research opportunities for seven undergraduate students to support existing research initiatives through data collection and analysis.

C. OTHER TEACHING ACTIVITIES

Developed new course in partnership with Wayne Li, Professor of the Practice of Design and Engineering, implemented in the Fall'15.

Course Title: MGT 4803 - Designing for Shared Value

VI. SERVICE

A. PUBLIC AND COMMUNITY SERVICE

2021: – Education Director at the Roberto C. Goizueta Business & Society Institute.

2019-Today: Active member of the GBS Corporate Advisory Board.

2019-Today: Active member of the Education Committee at GBS.

2019-2020: Member of the BBA Curriculum Redesign Committee

2019: Member of the Committee for the GBS Centennial Celebration.

2020: Conducted an analysis of the proficiency and graduation rates of English Learners using data of top 12 school districts with high density of students registered in ESOL classes to support the Latino Community Fund of Georgia in the development of an advocacy effort with Georgia legislators.

2019: Principal investigator of research into messages to motivate Census participation among the Latino community in Georgia.

2018: Principal Investigator of the first Latino Entrepreneurship Study in Georgia, sponsored by the Latino Community Fund of Georgia and in close collaboration with

the Stanford Latino Entrepreneurship Initiative and the Small Business Development Center at University of Georgia.

2018: Participated in the PhD Project Panel on Academic Careers in Marketing for Minorities.

2017: Commencement Speech at MBA graduation

2016: Speaker at MBA recruitment event

2016: Commencement Speech at MBA graduation

2015: Speaker at MBA recruitment event

2014: Invited to speak on business career advice at Alpha Kappa Psi

2014: Invited to speak on career advice at Phi Gamma Delta

B. CONTRIBUTIONS

2020: Today Faculty Advisor for the Goizueta Latinx Business Association (GLBA)

2020: Conducted survey design workshop to help student teams participating in the John Lewis Case Competition.

2020: Led two virtual conversations with Evening and Executive MBA students on racial justice and equity with a focus on implications and actions.

2020: Contributed to the design of the Lowe's non-degree executive education program and delivered session on Growth management.

2020: Conducted two webinar series in coordination with the non-degree executive education program. One breakfast presentation on designing a modern marketing organization and one webinar on preparing for growth during the Covid-19 pandemic.

2019: Organized event with Sarah Armstrong, VP of Marketing Operations at Google, to speak to Evening MBA students about careers in marketing.

2018: Today Faculty Advisor for the Goizueta Business School chapter of the Association of Latino Professionals for America. (ALPFA)

2018: Judge of student projects during the Summer 2018 Impact Class Showcase presentations.

2014: Founding member of the Ray C. Anderson Center for Sustainable Business at the Scheller College of Business.