

CURRICULUM VITAE

**OMAR RODRIGUEZ-VILA, PHD
ASSISTANT PROFESSOR OF MARKETING
GEORGIA INSTITUTE OF TECHNOLOGY
SCHELLER COLLEGE OF BUSINESS**

AUGUST, 2017

TABLE OF CONTENTS

- I. EARNED DEGREES 3
- II. EMPLOYMENT HISTORY 3
- III. HONORS AND AWARDS 3
- 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 4
 - B. OTHER PUBLICATIONS AND CREATIVE PRODUCTS..... 5
 - C. PRESENTATIONS 5
 - D. GRANTS AND CONTRACTS 7
 - E. Other Professional Activities..... 7
- V. TEACHING 8
 - A. COURSES TAUGHT 8
 - B. INDIVIDUAL STUDENT GUIDANCE..... 8
- VI. SERVICE..... 9
 - A. PUBLIC AND COMMUNITY SERVICE 9
 - B. INSTITUTE CONTRIBUTIONS 9

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

Scheller College of Business (2012 – Present)

Georgia Institute of Technology

- Assistant Professor, Marketing

The Coca-Cola Company (1996-1999 / 2002 – 2008):

- Global Manager, Marketing Capabilities (Atlanta, GA)
- Coca-Cola Integrated Marketing Director (Shanghai, China)
- VP and Global Director, Integrated Marketing Communications (Atlanta, GA)
- Latin America Media Director (Atlanta, GA)

Monitor Group (2001-2002):

- Marketing Strategy Consultant (Boston, MA)

McCann-Erickson (1991 – 1996):

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

III. HONORS AND AWARDS

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, 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.

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

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 *Journal of Marketing* on July 2017.

B3. Working Papers

Rodriguez-Vila, Omar and Bharadwaj, Sundar; "Engaging for Good: Drivers of Social Media Engagement with Prosocial Messages" – Preparing for submission at *Journal of the Academy of Marketing Science*. (target date: November 2017).

Parker, Jeff; Rodriguez-Vila, Omar; Hamilton, Ryan; Iman, Paul; Bharadwaj, Sundar. "How Label Structure Influences Preferences for Organic Foods". Preparing for submission at the *Journal of Public Policy and Marketing* (target date: October 2017).

Rodriguez-Vila, Omar and Bharadwaj, Sundar; "Constituents-Based Marketing: Practices and Consequences of Integrating Non-Commercial Stakeholder Interests into a Product Offering," Preparing for submission to *Journal of the Academy of Marketing Science* (target date: January 2018).

Work-in-Progress

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 *California Management Review* by March 2018.

Rodriguez-Vila, Omar; Bharadwaj, Sundar, and Morgan, Neil; "Competing on M.A.R.S. – Defining the Marketing Capabilities for the mobile, analytics, real-time, and social marketplace," In partnership with the Mobile Marketing Association and Forbes Magazine. Targeting *Harvard Business Review* by May 2018.

Rodriguez-Vila, Omar; Bharadwaj, Sundar; “Persuasive Purpose: Content Characteristic of Effective Pro-Social Advertising,” field data collected. Targeting the *Journal of Marketing* by April 2018.

Rodriguez-Vila, Omar; Nickerson, Dionne; Bharadwaj, Sundar; and Kayande, Ujwal; “Sustainability as a New Brand Benefit” – field data collected. Targeting the *Journal of Marketing* by December 2018.

Rodriguez-Vila, Omar; Chae, Myoung-Jin; Bharadwaj, Sundar. “Context effects in Brand Sponsorships” – finishing data collection. Targeting the *Journal of Marketing* by March 2018.

Rodriguez-Vila, Omar; Chae, Myoung-Jin; “Drivers of Consumer Engagement in Mobile Messages,” Early stages of data collection. Targeting submission to the *Journal of Marketing* by February 2018.

Rodriguez-Vila, Omar; Nikolov, Nik; and Soni, Anmol; “CSR orientation and firm performance,” Early stages of data collection. Targeting *Journal of Marketing Research* by August 2018.

Rodriguez-Vila, Omar and Bharadwaj, Sundar. “To Sponsor or Not?: A Longitudinal Study of the Effects of Global Sponsorships on Firm Performance,” Work in progress targeting submission to the *Journal of Marketing* by May 2018.

B. OTHER PUBLICATIONS AND CREATIVE PRODUCTS

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. (due date: January 2018)

Sustaining a Giant – Embedding Sustainable Agriculture in the Competitive Strategy of Fuze Tea. Case study on the process for leveraging sustainability as a competitive strategy for one of the largest ready-to-drink tea brands in the world. (early stage of development)

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

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 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

- 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.

- Supported the Vice-President of Global Marketing Capabilities at The Coca-Cola Company in the development of a measurement methodology for assessing marketing capability. The company created global standards for marketing management based on input provided through my engagement.
- Supported Marketing Vice-President for Latin America at The Coca-Cola Company in the design of a new marketing organization model to help business units adapt to the advent of digitalization and social media.
- Research work on the process for integrating societal benefits into brands has been adopted by the Global Sustainability team at The Coca-Cola Company and is currently been developed as a tool for business units to use across brands.

V. TEACHING

A. COURSES TAUGHT

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

Average Student Rating: 4.87 / 5.0

B. INDIVIDUAL STUDENT GUIDANCE

PhD Student

- Providing on-going mentoring to Myoung-Jin Chae and Dionne Nickerson on research projects, presentations, and class preparations.

EMBA Student

- 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, to be piloted in the Fall'15.

Course Title: MGT 4803 - Designing for Shared Value

The course will teach students how to develop products that create shared value (defined as societal and firm value) by using methods from the design and marketing disciplines.

VI. SERVICE

A. PUBLIC AND COMMUNITY SERVICE

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. INSTITUTE CONTRIBUTIONS

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