

Terri C. Albert, Ph.D.
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Overview: A unique set of academic and business accomplishments that includes co-creating the experiential learning model adopted by General Electric, Chicago Booth, Kellogg School of Management, NYU/Stern, Boston University/Questrom School of Business, Erasmus School of Economics (University of Rotterdam), and Siemens; blended with significant entrepreneurial and industry experience.

EXPERIENTIAL LEARNING CONSULTING EXPERIENCE

Founder and CEO

Fresh Set of Eyes, LLC, August 2015 – present.

Consulting practice collaborating with universities/school administration and faculty to provide students with an experiential learning education that achieves learning objectives. This includes but is not limited to: academic and industry learning lab program partnerships e.g. Digital Health; Innovation; Adoption and Diffusion; Business Applications of AI/NLP.

Developed the Experiential Learning Faculty Training Program (ELFT)© consisting of tool kits and resources for faculty to develop and deliver project-based courses (virtually, blended/hybrid, traditional mediums) based on a strategic framework. The program content is based on proven, validated best practices. <https://freshsetofeyesllc.com/elft/>

Evaluation of Harvard Business Publishing's online, faculty course (*Teaching Cases Online*). Provided content and delivery improvements to enhance the engagement of faculty participants.

Created and led a student learning experience with the University of Chicago's Polsky Exchange and local community. The program, SEDCE (Student Economic Development Consulting Experience) was designed specifically for undergraduates seeking consulting experience prior to graduation. Participating organizations were neighborhood/community entrepreneurs and start-ups. Provided coaching/mentoring for student teams and participating organizations on growth strategies. Authored the grant that expanded the program for Chicago's South Side minority, women and veteran-owned small businesses.

Social enterprise ACT (Action-Learning Curriculum Training). Founding partner with collaborator Global Business School Network. ACT's mission is to enhance the developing worlds' business school curriculum by delivering experiential learning training to faculty and administration to improve student employment rates; thus, reducing the countries' overall unemployment rate.

Designed experiential learning marketing lab courses, co-taught and mentored faculty through course delivery. The individualized, faculty coaching resulted in a train-the-trainer program.

Developed and managed the economic development learning lab sponsored by World Business Chicago housed in the University of Chicago's Polsky Exchange in collaboration with the Kellogg School of Management.

ACADEMIC APPOINTMENTS

Clinical Associate Professor of Marketing Leader, Experiential Learning Initiative

Kellogg School of Management, Northwestern University, August 2013 – September 2015

Expanded the experiential learning marketing curriculum with innovative, pedagogical methods: scalable; transferable; integrated within a course's learning objectives (applying conceptual frameworks to real business issues in a consulting interaction) to broaden the educational value to students and provide participating company sponsors (start-ups, family businesses and Fortune 500 companies) with innovative solutions. Developed two, cross discipline new courses: Solving Business Challenges (marketing, entrepreneurship, operations, strategy, healthcare management) and Consulting Laboratory: Generating Profitable Growth (strategy, marketing, healthcare management, entrepreneurship).

Marketing and Strategy Faculty

University of Chicago, Booth School of Business, September 2011– August 2013.

Strategy Lab (co-taught with Harry Davis)—experiential, consulting laboratory course in partnership with AT Kearney partners. Developed/delivered lectures, facilitated reflection-insights process and provided student team coaching/advising.

Digital Marketing Strategy Lab—created and delivered new course. Focus on concepts, tools and techniques with their application to solve real company challenges. Student teams functioned as consultants to participating organizations. The course concluded with a competition judged by independent subject matter experts.

Senior Associate Director, Experiential Learning James M. Kilts Center for Marketing

University of Chicago, Booth School of Business, August 2010 – August 2013

Responsible for developing and expanding experiential learning courses in marketing (research, consumer behavior, innovations), strategy (consulting), social enterprise/entrepreneurship, and healthcare operations management.

Research Fellow, Marketing Faculty Founder General Electric's Student Learning Lab, edgelab

GE and UCONN Coworking Space, Stamford, CT., 2001-2011.

Co-created the learning model adopted for the innovative, experiential learning lab partnership between UCONN Stamford and GE Corporate. Faculty were responsible for coaching student teams, client relationship management and integrating applicable, conceptual frameworks and/or creating and testing new models/frameworks. GE business lines that participated included, but were not limited to, healthcare, energy, entertainment, finance, appliances, rail and aviation. This partnership is cited as a public-private partnership (P3s) best practice.

ACCESS (Africa Center for Engineering Social Solutions) Research Faculty,

University of Hartford/University of Rhode Island/Brown University, 2010 -- 2013.

Developed an experiential learning experience to identify micro business solutions with engineering student entrepreneurs for sustaining safe drinking water, improved food production and wellness education for three communities in the Nyanza Province (southwest Kenya). Conducted ethnographic research with community members for their solution preferences with an assessment of local, available raw materials to build the solutions.

ACADEMIC AREAS OF CONCENTRATION

Teaching: A portfolio of undergraduate, graduate and executive education courses. Teaching incorporates experiential/action-based learning pedagogy based on tested model of best practices. The learning experience is enhanced with real company participation including Fortune 100, local businesses, start-ups and students' ventures. Courses taught: Consumer Behavior; Digital Marketing; Integrated Marketing Communications; Marketing Management; Innovations/New Product Development; International Business; Market Research; Services Marketing; Strategy Lab; Managerial Lab; Social Enterprise Lab; Solving Business Challenges; and Marketing Consulting Lab.

Research: 1) Enhance experiential learning models and faculty development research; 2) Digital Health innovation, adoption and diffusion (collaboration with the leaders and emerging disruptors); and 3) 3-V Growth Research framework.

Service: Significant university, school and department level service including but not limited to: Experiential Learning Task Forces (Executive MBA; Dual Programs; Accelerated MBA; MBA, Doctoral); Search Committees; and Social Responsibility Working Group Leader (institutional and student initiatives)

EDUCATION

Dissertation: "Invariance of Factorial Validity of a Job Performance Scale"

University of Southern California, Ph.D.

Schools of Psychology/Educational Psychology and Business

(Inter-disciplinary degree administered by and awarded from the School of Education)

University of Southern California, M.S.

School of Psychology/Educational Psychology

(Inter-disciplinary degree administered by and awarded from the School of Education)

Peter F. Drucker Graduate Management Center

Claremont Graduate School, Advanced Management Program

Accelerated executive MBA program

UCLA–Anderson School of Management

Selected Marketing and Finance MBA coursework

University of Maryland, B.A.

School of Sociology/Medical Sociology major

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SELECTED EXPERIENTIAL LEARNING COLLABORATIONS

Co-founder, Digital Health Transformation Lab. A strategic alliance with health services, technology, and life sciences organizations with an academic partner (for example, business schools). Organizations provide a digital health challenge for students to identify and recommend transformational strategies.

Co-authored two case studies with *SAS* (corporate sponsor) and Kellogg MBA student teams. One study focused on *retailer loyalty* and the other on *mobile engagement*.

Coached/mentored *social enterprise* start-ups, *luminAid* and *Sweet Beginnings*, in their early stages as part of entrepreneurial lab courses. Both organizations have significantly matured and successfully achieving their respective *social missions*: <https://luminaid.com/pages/about> and <https://beelovebuzz.com/>

Led a student team to develop retail strategies and campaign development for the *Hyde Park Chamber of Commerce* utilizing time series methods. Phase I focused on Hyde Park *shoppers' buying behaviors and preferences*. Phase II discovered a *retail brand shift* based on redevelopment investments. An education seminar for the Chamber's membership and local organizations was created and delivered releasing the study's results and recommended actions.

Developed an *affordable housing marketing communications plan* for *Partnerships for a Strong Community* (not-for-profit organization working with legislators) with a student team. This public policy issue was a cornerstone of a state election focusing on three key stakeholders: state and local legislators; business community particularly human resource directors; and voters.

Collaborated with *Saint Francis Hospital and Medical Center* to address the Hospital's strategic initiative focusing on the Baby Boomers' *healthcare needs*. A research study led to a marketing plan that was adopted by the Hospital's board; published as a case study with student team.

PUBLICATIONS

Selected Refereed Journal Articles:

Albert, Terri C. and Randy Jacobs (2008). "Television Attitudes and TV Types of African-Americans, Latinos, and Caucasians". *Journal of Advertising Research*, 48, 2, 235-246.

Albert, Terri and Russell S. Winer (2005). "Capturing Customers' Spare Change". *Harvard Business Review*, 83, 5, 28.

Albert, Terri, Paulo Goes and Alok Gupta (2004). "GIST: A Model for Design and Management of Content and Interactivity of Customer-Centric Web Sites". *MIS Quarterly*, 28, 2, 161-182.

Albert, Terri, Edward Johnson, Daniel Gasparino, and Pinar Tokatli (2003). "Planning for the Baby Boomers' Healthcare Needs: A Case Study". *Journal of Hospital Marketing and Public Relations*, 15, 1, 77-88.

Albert, Terri (2003). “Need-Based Segmentation and Customized Communication Strategies in a Complex Commodity Industry: A Supply Chain Study”. *Industrial Marketing Management*, 32, 4, 281-290.

Books:

Albert, Terri, C. and William B. Sanders (2003). *E-Business Marketing*, Upper Saddle River, NJ: Prentice-Hall.

Selected Other Publications:

Albert, Terri (2019). “Successful Project-Based Learning”. Harvard Business Publishing (May). <https://hbsp.harvard.edu/inspiring-minds/successful-project-based-learning>

Albert, Terri, J. Balla, and P. Prentice (2015). “Mobile Engagement and The Differentiating Role of Analytics” (Case study co-authored in collaboration with Kellogg MBA students and SAS). Available online: https://www.sas.com/content/dam/SAS/en_us/doc/whitepaper1/understanding-mobile-consumer-107755.pdf)

Albert, Terri, V. Orlor, C. Beck, A. Crewson, S. Ho, C. Luse, A. Soley, and K. Young (2014). “Shopper Insights to Improve Retail Loyalty Programs”. (White paper in collaboration with Kellogg MBA student team, faculty coach and SAS). Available online: https://www.sas.com/content/dam/SAS/en_us/doc/whitepaper1/shopper-insights-improve-retail-loyalty-programs-107378.pdf)

Colby, Charles and Terri C. Albert (2013). “The Role of Culture in Technology Adoption in the U.S: Results of the African American and Latino Technology Readiness Survey”. Available online: <https://rockresearch.com/the-role-of-culture-in-technology-adoption-in-the-us-results-of-the-african-american-and-latino-technology-readiness-survey/>)

ACADEMIC CONFERENCES¹

Albert, Terri (2021). “Making Project-Based Learning Work in an Online Curriculum: A Panel Discussion”, *Harvard Business Publishing Faculty Webinar Series*, Zoom: February

Albert, Terri (2018). “Experiential Learning Faculty Training Program Webinar”. *Fresh Set of Eyes, LLC*, Zoom: Ongoing.

Albert, Terri, John Balla, and Liz Miller (2015). “Mobile Engagement and The Differentiating Role of Analytics” presented at the *Direct Marketing Association: Marketing Analytics Conference*, Chicago: March.

Albert, Terri and John Balla (2014). “Shopper Insights to Improve Retail Loyalty Programs” presented at the *Premier Business Leadership Series (PBLs)*, Las Vegas: October.

¹ Virtual and Traditional
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Terri C. Albert and Randy Jacobs (2008). “Ethnicity, Internet Adoption and Use of Online Services” presented at the *Association for Education in Journalism and Mass Communication* Conference, Chicago: August.

Terri C. Albert and Russell S. Winer (2007). “Brother Can You Spare a Dime? Spare Change Effect at Point of Purchase” presented at the XXIX *INFORMS/Marketing Sciences* Conference, Singapore: June

Terri C. Albert and Charles L. Colby (2003). “The Importance of Multicultural Marketing: A Selection of Attitudes and Preferences of Hispanic and African-American Consumers” presented at the Macromarketing Conference, *Marketing to Diverse Cultures*, Ledyard, CT: August.

Terri C. Albert and Charles L. Colby (2003). “The Technology Readiness of Vulnerable or Impacted Groups and Public Policy Considerations: A Cross-Cultural Research Program” presented at the American Marketing Association’s Public Policy and Marketing Conference: *Emerging Issues and Challenges in Public Policy*, Washington, D.C., May.

Terri Albert, session organizer and moderator. “Emerging Technologies for the Urban Consumer: Critical Issues and Research Directions” (2002). American Marketing Association, Winter Educators Conference, *Marketing Theory and Applications*, Austin, TX, February. Nominated for Conference Best Special Session. (Participants: Charles Colby, Jakki Mohr, Margery Steinberg)

Terri Albert and Margery Steinberg, University of Hartford (2002). “Training Directions and Assessments for Retail Workers in Urban Areas—an Exploratory Study” presented at the American Collegiate Retailing Association/NRF Winter Conference, New York City, January.