

**Mary Neuner Caravella**  
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## **ACADEMIC AND PROFESSIONAL EXPERIENCE**

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### **University of Connecticut, School of Business**

Associate Professor in Residence	2013-present
Assistant Professor in Residence	2007-2013

Teaching emphasis on marketing strategy and professional sales. Revised courses to emphasize active and experiential learning, including: case method, application of knowledge in real world projects, and detailed role-play exercises. Faculty Director for the MBA ACT Program integrating coursework across the first year MBA curriculum; led task force to redesign the MBA program. Affiliated with the UConn Program for Sales Leadership, including as Co-Director.

### **Harvard University, Harvard Business School**

Research Fellow	2000-2001
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Field research and case study development on strategy and negotiations in business customer relationships. Member of teaching group for Business Marketing MBA course.

### **GE Fanuc Automation (joint venture between GE and Fanuc Ltd of Japan)**

Marketing Manager- CNC Controls Business	1989-1998
	1996-1998

Led marketing team to create and implement new strategy for machine tool industry. Led sales team for key aerospace customers, leading to multi-year, multi-million dollar specification wins. Championed Six Sigma quality projects to improve sales processes.

Program Manager	1994-1996
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Led implementation teams for customer programs and process improvement projects. Trained as a Six Sigma Black Belt.

Manager- Change Initiatives	1992-1994
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As member of executive team, led company-wide change initiatives of joint-venture parent GE (Work-Out, Diversity and Change Acceleration Process (CAP)). Developed strategy, coached executive-level process improvement teams, created and taught training programs for employees and executives.

Sales Engineer	1989-1992
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Graduate of GE Technical Sales Program. Sold factory automation hardware and software direct and with channel partners. Grew mature sales territory and as global account manager won key specification projects.

## **EDUCATION**

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<b>Harvard University, Harvard Business School</b>	Cambridge, MA
<b>Doctor of Business Administration, Marketing</b>	June 2007
<b>Harvard University, Harvard Business School</b>	Cambridge, MA
<b>Master of Business Administration</b>	June 2000
<b>Marquette University, College of Engineering</b>	Milwaukee, WI
<b>Bachelor of Science, Electrical Engineering</b>	June 1989

## TEACHING

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<b>TEACHING INTERESTS</b>	Marketing Strategy, Sales Force and Channel Management, Digital Marketing, Business to Business Marketing Strategy, Nonprofit Marketing.
<b>UConn GRADUATE COURSES TAUGHT</b>	Market-Based Management, Full Time MBA Core (2009-2014) Market-Based Management, Part Time MBA Core (2007-2014) Market-Based Management, Executive MBA (2009) Customer Behavior (2007)
<b>UConn UNDERGRADUATE COURSES TAUGHT</b>	Professional Sales (2010-2014) Advanced Professional Sales (2008-2010) Marketing Management, Undergraduate Core (2007-2008)
<b>COURSES TAUGHT FOR CLIENTS</b>	Sustaining Entrepreneurial Growth (2008, 2013) Digital Marketing Strategy (2013) <i>2-day custom case-method executive education course</i>
<b>TEACHING AWARDS AND GRANTS</b>	MBA Teacher of the Year, Marketing 2013-14 Winner, University of Connecticut School of Business, Innovation In Teaching Award, 2009 UConn School of Business Deans Fund, Teaching Development Grant 2009
<b>INNOVATIONS AND SYNERGISTIC ACTIVITIES</b>	UConn MBA ACT Program, 2009-present <i>Member of founding team for "Application of Core Teaching" program to coordinate first year MBA coursework around one sponsoring organization. Liaison for sponsor and faculty for ACT sponsor-related course projects throughout the year.</i>  Professional Sales Role Play, 2009-present <i>Created and implemented a semester-long sales role play exercise engaged with company sponsors</i>  HuskyCT Next Generation Pilot Group, 2012 <i>Member of university-wide lead user group for new online course platform</i>
<b>PUBLISHED COURSE MATERIAL</b>	Tarter, Blodwen, Mary Caravella, and Debra Zahay (2010), "Allstate Insurance: Building Relationships through Email Campaigns", <i>International Journal of Integrated Marketing Communications</i> , 2 (Spring).  Light, J., Caravella, M. (2001). Bang Networks: The First Customer (A & B), Harvard Business School Publishing Case Collection, 201-111.  Narayandas, D., Caravella, M. (2001). Color-Kinetics (A & B), Harvard Business School Publishing Case Collection, 501-077.  Narayandas, D., Caravella, M. (2000). CMR Enterprises, Harvard Business School Publishing Case Collection, 501-012.

## SERVICE

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<b>SERVICE TO STUDENT ORGANIZATIONS</b>	Faculty Advisor, Pi Sigma Epsilon (2010-present) Faculty Advisor, Undergraduate Women in Business (2011-2013)
<b>STUDENT INDEPENDENT STUDY ADVISING</b>	Katherine Tibedo, Honors Undergraduate Thesis (current) Matthew Zaleta, MBA, "The Marketing of Toys to Dads: Finding a Spot within the Modern Family" (2014) Michael Maczka, MBA, GE Global Fellowship, "Marketing the MBA: Tapping the Hidden Talent Pool of Second World Countries" (2014) Christine Castater MD/MBA, "Marketing the MD/MBA" (2013) Jaclyn Gina Getonga, Honors Undergraduate, "Exploring the Impact of Digital Presence in a Professional Social Network on Sales Lead Generation" (2013) Rebecca DeSousa, Undergraduate, "Sales Ethics: A Classroom Exercise" (2012) Meng Liu, GE Global Fellowship, "The Marketing of Medical Devices in China and the US" (2012) Eric Chang, MBA, "The Convergence of Relationship Selling and Technology (2011) Conor Horrigan, MBA "Marketing Plan for Half Full Brewery" (2010) John Pickert, MBA "The Changing Nature of Sales Activities" (2011) Janet Kalandranis, MBA, "Business to Business Digital Strategy" (2010) Rebecca Pollack, Undergraduate, "Facebook and Advertising" (2009)
<b>UNIVERSITY PROGRAMS AND COMMITTEES</b>	Provost's Library Advisory Committee (2012-present)
<b>SCHOOL OF BUSINESS PROGRAMS AND COMMITTEES</b>	Instructor, Entrepreneurship Bootcamp for Veterans (2011-present) Faculty Director, MBA ACT Program (2009-2012) Advisor, MBA Case and Business Plan Competitions (2009-present) MBA Marketing Strategy Project (2012) Accelerated MBA Curriculum Committee (2007-2008) Chair, MBA Redesign Task Force
<b>MARKETING DEPARTMENT PROGRAMS AND COMMITTEES</b>	Program for Sales Leadership (2009-present) <i>Co-Director 2010-11</i> In-Residence Merit Committee (2009-present) <i>Chair 2011-12</i> Teaching Assessment Committee (2010-11) Search Committee (2010) Marketing Management Common Platform Committee (2008-2009) Undergraduate Assessment Committee (2007-2008)
<b>AD-HOC REVIEWER</b>	<i>Harvard Business Publishing</i>

## RESEARCH

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<b>INTERESTS</b>	Marketing strategy especially in business to business markets; customer relationship management especially establishing new customer relationships; measuring marketing performance, digital marketing, nonprofit marketing.
<b>REFEREED JOURNAL PUBLICATIONS</b>	<p>Greiner, Ben, Mary Caravella and Alan Roth, (in press) "Is Avatar-to-Avatar Communication as Effective as Face-to-Face Communication", <i>Journal of Economic Behavior and Organization</i>. Available online</p> <p>Neuner, J., Fedders M, Caravella, Bradford, L. and Schapira, M. (2014) "Meaningful Use and the Patient Portal: Patient Enrollment, Use and Satisfaction with Patient Portals at a Later-Adopting Center", <i>American Journal of Medical Quality</i>, Feb 2014.</p> <p>Nguyen, Hang, Susan Spiggle, and Mary Caravella (2012), "More than Fit: Brand Extension Authenticity", <i>Journal of Marketing Research</i>, XLIX (December), 967-983</p> <p>Avery, Jill, Tom Steenburgh, John Deighton, and Mary Caravella (2012), "Adding Bricks to Clicks: The Effects of Store Openings on Sales Through Direct Channels", <i>Journal of Marketing</i>, 76 (May), 96-111.</p> <p>Tarter, Blodwen, Mary Caravella, and Debra Zahay (2010), "Allstate Insurance: Building Relationships through Email Campaigns", <i>International Journal of Integrated Marketing Communications</i>, 2 (Spring).</p> <p>Caravella, Mary, Daradirek Ekachai, Charles Jaeger, and Debra Zahay (2009), "Web 2.0: Opportunities and Challenges for Marketing Educators", <i>Journal of Advertising Education</i>, 1(13).</p> <p>Narayandas, Das, Mary Caravella, and John Deighton (2002), "The Impact of Internet Exchanges on Business-to-Business Distribution", <i>Journal of the Academy of Marketing Science</i>, 30 (4), 500-505.</p>
<b>PUBLICATIONS IN REFEREED CONFERENCE PROCEEDINGS</b>	Spiggle, Susan, Hang Nguyen, and Mary Caravella (2010), "The Authenticity of Brand Extensions: A Complementary Construct to Fit", <i>2010 American Marketing Association Summer Educators Conference Proceedings</i> .
<b>DISSERTATION RESEARCH</b>	Caravella, Mary (2007), "Privacy, Strategic Information Disclosure and New Customer Acquisition: Implications for Customer Relationship Management", Harvard University.
<b>RESEARCH AWARDS AND GRANTS</b>	<p>Winner, Annual Casewriting Competition, 2009 Direct Marketing Educational Foundation</p> <p>Winner, Doctoral Dissertation Support Competition, 2004 Institute for the Study of Business Markets</p> <p>University of Connecticut CIBER Grant, 2008 Graduate Fellowship, Harvard Business School 2001-2006</p>

## **RESEARCH (CONTINUED)**

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<b>CONFERENCE PRESENTATIONS</b>	<p>“Social Presence and Negotiation in Real and Virtual Environments”, with Ben Greiner and Alvin Roth, Association for Consumer Psychology Conference on Virtual Social Identity and Consumer Behavior, Philadelphia, PA, May 2008.</p> <p>“Patterns of Information Disclosure by Prospective Customers: An (in process) experimental simulation in Second Life”, Institute for the Study of Business Markets Doctoral Research Camp, Washington DC. August 2007.</p> <p>“Adding Bricks to Clicks: The Effect of Retail Store Openings on Direct Channels of Distribution,” Jill Avery, John Deighton, and Tom Steenburgh, INFORMS Marketing Science Conference, Pittsburgh, PA, June 2006.</p> <p>“Adding Bricks to Clicks: The Effect of Retail Store Openings on Direct Channels of Distribution” with Jill Avery, John Deighton, and Thomas Steenburgh, Advertising and Consumer Psychology Conference on Brick and Mortar Shopping in the 21st Century, Houston TX, April 2006.</p> <p>The Impact of Internet Exchanges on Business-to-Business Distribution.” with Das Narayandas and John Deighton Marketing Science Institute Conference on Marketing to and Serving Customers through the Internet, Boca Raton, FL, December 2001 .</p>
<b>INVITED ACADEMIC PRESENTATIONS</b>	<p>“Opening New Ties: Strategic Identity Disclosure During Extra-Organizational Search,” 2006 Work, Organizations, Markets Seminar, Harvard University, May 2006.</p> <p>“How I Tell You About Me Tells You About Me: The Signaling Value of Strategic Information Disclosure by Prospective Customers”. Contemporary Issues in Marketing Seminar, Harvard Business School. April 2006.</p>
<b>INVITED INDUSTRY PRESENTATIONS</b>	<p>“Relevance, Search and Self-Disclosure in B2B Marketing”, Pitney Bowes Corporate Marketing Unit, Stamford, CT, December 2007.</p>