

Mary Neuner Caravella
Assistant Professor in Residence
Department of Marketing, School of Business
The University of Connecticut
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ACADEMIC AND PROFESSIONAL EXPERIENCE

University of Connecticut, School of Business

Associate Professor in Residence (60% time)	2016-present
Associate Professor in Residence	2013-present
Assistant Professor in Residence	2007-2013

Teaching emphasis on marketing strategy and professional sales. Courses emphasize active and experiential learning, including: case method, application of knowledge in real world projects, and detailed role-play exercises. Faculty Director for live experiential learning programs in first year MBA curriculum; led task force to redesign the MBA program. Affiliated with the UConn Program for Sales Leadership, including as Co-Director. 2020 Stern Award for research excellence in marketing channels.

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

Harvard University, Harvard Business School	Cambridge, MA
Doctor of Business Administration, Marketing	June 2007

Harvard University, Harvard Business School	Cambridge, MA
Master of Business Administration	June 2000

Marquette University, College of Engineering	Milwaukee, WI
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TEACHING

TEACHING INTERESTS	Marketing Strategy, Sales Force and Channel Management, Digital Marketing, Business to Business Marketing Strategy, Nonprofit Marketing.
UConn GRADUATE COURSES TAUGHT	Market-Based Management, Full Time MBA Core (2009-present) Market-Based Management, Part Time MBA Core (2007-present) Market-Based Management, Executive MBA (2009) Customer Behavior (2007) Content Marketing, Applications (Experiential Learning) (2014)
UConn UNDERGRADUATE COURSES TAUGHT	Professional Sales (2010-present) Advanced Professional Sales (2008-2010) Marketing Management, Undergraduate Core (2007-2008)
CUSTOM COURSES TAUGHT FOR UNIVERSITY OR EXTERNAL CLIENTS	Accelerate UConn, 2016 UConn Entrepreneurship Bootcamp for Veterans (2011-2016) <i>Faculty member for University-sponsored entrepreneurship programs</i> External Client: Sustaining Entrepreneurial Growth (2008, 2013) External Client: Digital Marketing Strategy (2013) <i>2-day custom case-method executive education courses</i>
TEACHING AWARDS AND GRANTS	MBA Teacher of the Year, Marketing 2013-14, 2014-15, 2016-17, 2017-18 Winner, UConn School of Business, Innovation In Teaching Award, 2009 UConn School of Business Dean's Fund, Teaching Development Grant 2009
INNOVATIONS AND SYNERGISTIC ACTIVITIES	Professional Sales Role Play, 2009-present <i>Created and engaged company sponsors in a semester-long role-play exercise</i> MBA ACT Program/Chair, MBA Case Challenge 2009-present <i>Created and engaged company sponsors in integrated experiential learning programs in the first year full-time MBA program curriculum</i>
PUBLISHED COURSE MATERIAL	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

SERVICE TO STUDENT ORGANIZATIONS	Faculty Advisor, Pi Sigma Epsilon (2010-2016) Faculty Advisor, Graduate Marketing Association (2014-2017) Faculty Advisor, Undergraduate Women in Business (2011-2013)
STUDENT INDEPENDENT STUDY ADVISING	Jaswal, Nidhi, MBA- GE Global Fellowship (2017) Imtiaz Ahmed, MBA- GE Global Fellowship (2016) Katherine Tibedo, Undergraduate, Honors Thesis (2013-2015) Nancy Lennert, MBA, Independent Study (2015) Matthew Zaleta, MBA, Independent Study (2014) Michael Maczka, MBA, GE Global Fellowship (2014) Christine Castater MD/MBA, Independent Study (2013) Jaclyn Gina Getonga, Undergraduate, Honors Thesis (2013) Rebecca DeSousa, Undergraduate, Honors Course Upgrade (2012) Meng Liu, MBA- GE Global Fellowship, (2012) Eric Chang, MBA, Independent Study (2011) Conor Horrigan, MBA, Independent Study (2010) John Pickert, MBA Independent Study (2011) Janet Kalandranis, MBA, Independent Study (2010) Rebecca Pollack, Undergraduate, Independent Study (2009)
UNIVERSITY PROGRAMS AND COMMITTEES	Provost's Library Advisory Committee (2012-2016) Law-Business Steering Committee (2014-2016)
SCHOOL OF BUSINESS PROGRAMS AND COMMITTEES	Member, Business Faculty Promotion and Assessment Project (2019) Chair, MBA Redesign Task Force (2013-2015) Advisor, MBA Case and Business Plan Competitions (2009-present) MBA Marketing Strategy Project (2012) Accelerated MBA Curriculum Committee (2007-2008)
MARKETING DEPARTMENT PROGRAMS AND COMMITTEES	Program for Sales Leadership (2009-present) <i>Co-Director 2010-11</i> Masters Program Committee (2016-present) In-Residence Merit Committee (2009-2018) <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)
AD-HOC REVIEWER	<i>Harvard Business Publishing</i>

RESEARCH

INTERESTS	<p>Marketing strategy especially in business to business markets; customer relationship management especially establishing new customer relationships; measuring marketing performance, digital marketing, nonprofit marketing.</p>
REFEREED JOURNAL PUBLICATIONS	<p>Neuner, J., Fedders M, Caravella, Bradford, L. and Schapira, M. (2015) "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>, 30(2), 105-113</p> <p>Greiner, Ben, Mary Caravella and Alan Roth, (2014) "Is Avatar-to-Avatar Communication as Effective as Face-to-Face Communication", <i>Journal of Economic Behavior and Organization</i>. 108, 374-382</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>
PUBLICATIONS IN REFEREED CONFERENCE PROCEEDINGS	<p>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>.</p>
DISSERTATION RESEARCH	<p>Caravella, Mary (2007), "Privacy, Strategic Information Disclosure and New Customer Acquisition: Implications for Customer Relationship Management", Harvard University.</p>
RESEARCH AWARDS AND GRANTS	<p>Louis W. Stern Award for Excellence in Research in Marketing Channels, 2020 American Marketing Association</p> <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>

RESEARCH (CONTINUED)

CONFERENCE PRESENTATIONS	<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>
INVITED ACADEMIC PRESENTATIONS	<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>
INVITED INDUSTRY PRESENTATIONS	<p>“Relevance, Search and Self-Disclosure in B2B Marketing”, Pitney Bowes Corporate Marketing Unit, Stamford, CT, December 2007.</p>