

# **CURRICULUM VITAE—Amy Handlin, PhD**

## **EDUCATION**

Harvard University, BA (History)  
Columbia University, MBA (Marketing)  
New York University, PhD (Marketing)

## **ACADEMIC EMPLOYMENT 1991-2025**

1. Florida Memorial University (Miami Gardens, FL), June 2025-present

- Associate Professor of Marketing

I teach Marketing Strategy in the MBA program as well as undergraduate Principles of Marketing, Supply Chain Management, and Entrepreneurship.

2. Monmouth University (West Long Branch, NJ) Sept. 1991-June 2018  
Department of Marketing and International Business, School of Business

- Associate Professor of Marketing and Graduate Faculty (MBA)
- Lead Professor for introductory courses and Departmental Advisor
- Assistant Professor, Department of Marketing and Management
- Chair, University Institutional Review Board
- Faculty Peer Observer

--Primary courses taught: Principles of Marketing, Principles of Advertising, Managerial Marketing, Marketing Management, Promotion Management

In addition to my teaching and advising responsibilities, I led the University Institutional Review Board. This administrative unit was empowered to review, monitor, and/or require changes in research methodology across schools, departments, offices, and functions. I was responsible for developing faculty partnerships and supervising staff operations. I also served as Director of a Cultural Studies Program; I was responsible for the development of community partnerships and for programming, grant administration, and event management.

The provost appointed me as an Observer/Evaluator of faculty across the university.

Amy Handlin June 11, 2025

## **CORPORATE EMPLOYMENT 2018-2025**

1. Character. AI, a Google licensee (Menlo Park, CA) April-September 2024

- Quality Assurance Expert

As part of a large-scale content generation effort, I developed several MVP (Minimum Viable Product) proposals to expand the consumer-facing product line.

Additionally, I guided and mentored a team of SMEs across the Humanities: Economics, History, Law, Political Science, and Productivity. I oversaw the accuracy and comprehensibility of their work as we trained a proprietary Natural Language Processing model recently licensed by Google.

2. ExecOnline (New York, NY) April 2018-June 2023

- Leadership Coach, Subject Matter Expert, Facilitator

I collaborated with multiple teams, co-creating and facilitating delivery of customized executive education programs for global clients such as Facebook (Meta), Citigroup, IBM, Anheuser-Busch/InBev, Michelin, Oracle, Mastercard, T Mobile, and Tysons Foods.

I assessed the progress and coached the learning efforts of managers and C-suite executives as they upskilled their competencies and honed their strategic thinking in programs such as *Accelerating Change Readiness and Agility*, *Leading Effective Decision Making*, *Leading Through Customer Centricity*, *Leading Strategic Growth*, and *Selling Through Customer Centricity*.

## **PROFESSIONAL WRITING, RESEARCH, AND SUBJECT MATTER EXPERT SERVICES**

### **Current:**

Columbia Business School (New York, NY)

- Case Researcher/Writer  
Engaged since 2018

I work with professors in Marketing, Economics, and across the curriculum to develop cases and Teaching Notes (instructor guides and assessments) focused on issues around market research, technology, entrepreneurship, competition, and more.

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- Case Writing Workshop Leader

I teach a virtual workshop for advanced CBS students.

- External Application Reviewer/Evaluator, MS Programs

For the 2025 admittance cycle, I was engaged as an external reviewer/evaluator of applications to three Columbia MS programs: Master of Science in Marketing Science, Master of Science in Accounting and Fundamental Analysis, and Master of Science in Financial Economics.

**Previous:**

1. Harvard Business School (Cambridge, MA)  
2014-2018

- Writer, MBA Core Curriculum Readings

*Business-to-Business Marketing*

*Sales Force Design and Management*

*Pricing Strategy*

- Writer, MBA Core Curriculum Teaching Notes (including summaries, pedagogical guidance, and assessment material)

*Business-to-Business Marketing*

*Sales Force Design and Management*

*Segmentation and Targeting*

*Framework for Marketing Strategy Formulation*

*Pricing Strategy*

*Competitive Strategies*

- Writer, online MBA Test Banks

*Business-to-Business Marketing*

*Sales Force Design and Management*

*Segmentation and Targeting*

*Competitive Strategies*

- Case Researcher/Writer (see citations below)

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2. Cengage Learning (Boston, MA)  
2014-2018

- Subject Matter Expert/Writer, online assessment tools, test banks, practice/feedback exercises, and other pedagogical supplements for *Foundations of Business* (Pride), *Contemporary Marketing* (L. Boone and D. Kurtz), *Marketing Management* (D. Iacobucci), *Marketing* (W. Pride and O.C. Ferrell).
- Subject Matter Expert/Quality Assurance Reviewer for MindTap, online assessment tools, test banks, and practice/feedback exercises for *Foundations of Marketing* (W. Pride and O.C. Ferrell), *Contemporary Marketing* (L. Boone and D. Kurtz).
- Subject Matter Expert/Writer, updated/digitized edition of *Contemporary Marketing* (L. Boone and D. Kurtz).

3. Pearson Education (New York, NY)  
Engaged 2014-2016

- Subject Matter Expert/Writer, online assessment tools, test banks, practice/feedback exercises, and other pedagogical supplements for MyLab, online accompaniment to *Marketing: An Introduction* (Armstrong and Kotler).
- Consultant and Trainer, focus group research design and questionnaire development.

## **PUBLIC SERVICE**

- New Jersey Commission on Higher Education

Appointed by the governor to a six-year term as a Commissioner, I helped shape public policies that supported learning for thousands of students in two- and four-year institutions.

- New Jersey General Assembly, 2006-2018

I served as Deputy Minority Leader and member of Assembly Committees on Commerce, Education, Health, Regulated Professions, and State Government.

## BOOKS

- *Speak Up! How to Talk to Your Professor*, Kaplan Education, 2020
- *Dirty Deals: An Encyclopedia of Lobbying, Political Influence and Corruption*, Praeger/Greenwood 2014
- *Government Grief: How to Help Your Small Business Survive Mindless Regulation, Political Corruption, and Red Tape*, Praeger 2011
- *Be Your Own Lobbyist: How to Give Your Small Business Big Clout with State and Local Government*, Praeger 2010

## SCHOLARLY PUBLICATIONS AND PRESENTATIONS

Quelch, John and Amy Handlin, *Sagacity Tea: What Direction for Growth?* Harvard Business Publishing Product Number: 918527-PDF-ENG, May 2018.

Cespedes, Frank and Amy Handlin, *Promontory Inc.*, Harvard Business Publishing Product Number: 917535-PDF-ENG, May 2017.

Handlin, Amy, Direct Mail Scams Targeted to Older Adults: An Exploratory Study of Low-Elaboration “Trigger” Appeals, *Proceedings of the 2017 Annual Conference of the American Society of Business and Behavioral Sciences* (Note: This presentation was honored as Best Paper in Track).

Handlin, Amy, Revising the Conceptual Foundations of Attitude Formation in the E-Marketing Era, *Atlantic Marketing Journal*, Vol 4(2), 2015.

Handlin, Amy, Revisiting Stereotype Research and Its Marketing Implications, *Atlantic Marketing Journal*, Vol 2(2), 2013.

Handlin, Amy, Cleaning Up Dirty Politics: A Social Marketing Perspective, *Atlantic Marketing Journal*, Vol 1(2), Summer 2012.

Handlin, Amy, Using Election Season as a Teachable Moment for Marketing Research Students, *Proceedings of the Academy of Business Disciplines 2010 Annual Meeting*.

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Handlin, Amy, Scaring Up Attention: A Preliminary Overview of Fear Appeals in DTC Print Advertising and Suggestions for Enhancing Fear-Based Differentiation, *Proceedings of the Academy of Business Disciplines 2009 Annual Meeting*.

Handlin, Amy, Survey Design in Health Care Marketing Research: A Back-to-Basics Approach, *Proceedings of the Northeast Decision Sciences Institute 2008 Annual Meeting*.

Handlin, Amy, Effects of Picture Types on Recall and Persuasiveness of DTC Print Advertising, *Proceedings of the Northeast Decision Sciences Institute 2005 Annual Meeting*.

Handlin, Amy, The Effect of Prescription Drug Advertising-Motivated Interactions on Doctor-Patient Relationships, *Proceedings of the Northeast Decision Sciences Institute 2004 Annual Meeting*.

Handlin, Amy, The Impact of Message Framing on Persuasion and Comprehension of Direct-to-Consumer Advertising: An Exploratory Test, *Atlantic Marketing Association 2002 Annual Conference*.

Handlin, Amy and David Paul, Consumer Comprehension of Information in DTC Advertising: A Literature Review and Suggestions for Future Research, *Proceedings of the Association of Collegiate Marketing Educators 2002 Annual Conference*.

Handlin, Amy, Joseph Mosca, Dana Forgione and Dennis Pitta, DTC Pharmaceutical Advertising: The Debate's Not Over, *Journal of Consumer Marketing* Vol 20(3), 2003.

Paul, David, Amy Handlin and Angela D'Auria Stanton, Primary Care Physicians' Attitudes Toward Direct-to-Consumer Advertising of Prescription Drugs: Still Crazy After All These Years, *Journal of Consumer Marketing*, [Special Issue on Healthcare Marketing], Vol 19(7), 2002. (Note: This paper won the 2003 Pharmaceutical Marketing Award of the Stillman School of Business of Seton Hall University).