

ANNIE WILSON, Ph.D.

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EDUCATION

- 2016-2020 **Harvard Business School**
Ph.D. in Marketing (Consumer Behavior)
Advisor: Michael I. Norton
- 2009-2013 **Georgetown University**
Bachelor of Arts in English and Psychology

PROFESSIONAL EXPERIENCE

- 2021- **The Wharton School of the University of Pennsylvania**
Senior Lecturer of Marketing
- Teach MBA and undergraduate courses in consumer behavior, advertising, and wellness
 - Faculty advisor of MUSE, an undergraduate marketing organization
- 2020-2023 **The Vanguard Group**
Senior Behavioral Scientist
- Initiate and develop relationships with stakeholders to support business initiatives through programmatic research and consulting
 - Educate business and research partners on principles and best practices of behavioral science and experimentation through workshops, seminars, consultations, and white papers
 - Design, execute, and communicate results of lab and field experiments to test interventions for improving advice interactions, online client experiences, and financial decision-making
- 2021 **University of Washington, Bothell**
Lecturer of Marketing
- Taught MBA Marketing Management in virtual format
- 2014-2016 **Georgetown Institute for Consumer Research**
Research Associate
- Led and managed qualitative, experimental, and quantitative research projects
 - Created white page reports and presented findings to practitioners to help them leverage insights from research to effectively target, segment, and market to customers
 - Pitched the value of the institute to potential corporate partners to secure institute funding
- 2011-2020 **Certified Personal Trainer (National Academy of Sports Medicine)**
Independently Contracted Personal Trainer
- Design and lead personalized fitness programs for a diverse portfolio of clients including individuals, small groups, and teams to help them achieve fitness goals
 - Contracted as a trainer and group instructor by Crunch Gym and Yates Field House
 - Obtained the following NASM specialization certificates: Behavior Change Specialist, Group Personal Training Specialist, Fitness Nutrition Specialist

JOURNAL PUBLICATIONS

Wilson, Anne (2022), “Clouded Motives and Pharmacological Calvinism: How Recreational Use of a Drug Affects Moral Judgments of its Medical Use,” *Journal of Public Policy & Marketing*.

Elizabeth Keenan, **Wilson, Anne**, and Leslie K. John (2022), “When Less is More: Consumers Prefer Brands that Donate More in Relative versus Absolute Terms,” *Marketing Letters*, 33, 31-43.

Wilson, Anne*, Silvia Bellezza*, (2021), “Consumer Minimalism,” *Journal of Consumer Research*.

Donnelly, Grant, **Anne Wilson**, Ashley Whillans, and Michael Norton (2020), “Communicating Resource Scarcity and Interpersonal Connection,” *Journal of Consumer Psychology*.

Wilson, Anne*, Ashley Whillans*, and Tobias Schlager* (2020), “Rejections Make the Heart Grow Fonder: The Benefits of Articulating Risks when Declining Social Invitations,” *Journal of the Association for Consumer Research*.

Goldsmith, Kelly*, Caroline Roux*, and **Anne Wilson*** (2019), “Can Thoughts of Having Less Promote Prosocial Preferences? The Relationship between Scarcity, Construal Level, and Sustainable Product Adoption,” *Journal of the Association for Consumer Research*.

Hydock, Chris, **Anne Wilson**, and Karthik Easwar (2015), “The Effects of Increased Serving Sizes on Consumption,” *Appetite*, 101: 71-79.

*indicates shared first authorship

CASES & ARTICLES

Israeli, Ayelet and **Anne Wilson** (2022), “Cann: High Hopes for Cannabis Infused Beverages,” *Harvard Business School Case No. N9-523-074*.

Wilson, Anne, (2022), “As Consumers Crave Rebellion, Turn to the Carnavalesque,” *Adweek*, <https://www.adweek.com/brand-marketing/consumers-crave-rebellion-carnavalesque-branding/>, December 21, 2022.

Israeli, Ayelet and **Anne Wilson** (2022), “Athletic Brewing Company: Crafting the U.S. Non-Alcoholic Beer Category,” *Harvard Business School Case No. 523-021*.

Anne Wilson, Kelly Goldsmith, and Kaylee Tao (2022). “CASE: Liquid Death: Water Made Metal,” *Ivey Publishing Case No. W28658*.

Israeli, Ayelet and **Anne Wilson** (2021), “CASE: Headspace vs. Calm: A Mindful Competition,” *Harvard Business School Case No. 521-102* and teaching note.

Israeli, Ayelet and **Anne Wilson** (2021), “CASE: Headspace vs. Calm: A Mindful Competition,” *Harvard Business School Case No. 521-102* and teaching note.

Ashley Whillans, **Anne Wilson**, and Tobias Schlager (2020), “It’s Okay to Say ‘No’ to Social Events During COVID,” *Harvard Business Review*.

Wilson, Anne (2021), “The Hype Market for NFTs Shows our need for Ownership, Even over Digital Assets,” *Adweek*, <https://www.adweek.com/media/the-hype-market-for-nfts-shows-our-need-for-ownership-even-over-digital-assets/>, May 16, 2021.

Wilson, Anne, (2021), “How Doritos Effectively Doubled the Love this Mother’s Day,” *Adweek*, <https://www.adweek.com/brand-marketing/how-doritos-effectively-doubled-the-love-this-mothers-day/>, May 7, 2021.

Wilson, Anne, (2021), “Financial Wellness: How you can Achieve it,” *Forbes*, <https://www.forbes.com/sites/vanguard/2021/12/20/financial-wellness-how-you-can-achieve-it/?sh=62a12d4929ec>, May 4, 2021.

RESEARCH IN PROGRESS

Wilson, Anne, Silvia Bellezza, and Michael I. Norton, “Minimalism as a Status Signal,” under review.

Nathan Warren, Andrew Edelblum, and **Anne Wilson**, “Social Media Status Signaling as a Function of Posting Frequency,” data collection in progress.

Andrew Morningstar, Cait Lamberton, Patti Williams, and **Anne Wilson** “Carnavalesque Consumption,” data collection in progress.

CONFERENCE PRESENTATIONS & TALKS

Wilson, Anne* and Silvia Bellezza (2021), “Consumer Minimalism,” presented at Association for Consumer Research 2021, Virtual.

“Applying Behavioral Finance,” Seton Hall Behavioral Finance Elective Course, Fall 2020 (Virtual).

Dinner, Isaac and **Anne Wilson** (2020), “Making Transition to Industry,” Master Class presented at 2020 AMA Summer Academic Conference, Virtual.

Wilson, Anne, Silvia Bellezza*, and Michael Norton (2020), “Minimalism as a Status Symbol: When and Why we Admire Conspicuous Non-Consumption,” to be presented at Society for Consumer Psychology 2020, Huntington Beach, CA.

Donnelly, Grant*, **Anne Wilson**, Ashley Whillans, and Michael Norton (2019), "Communicating Limited Financial Resources Increases Perceived Trustworthiness and Interpersonal Connection," presented at Society for Consumer Psychology 2019, Savannah, GA.

Wilson, Anne* and Shelle Santana (2018), "Don't just Venmo me: How digital payments decrease feelings of interpersonal closeness," Presented as a competitive paper at Association for Consumer Research 2018, Dallas, TX.

Wilson, Anne* and Shelle Santana (2018), "Don't just Venmo me: How digital payments decrease feelings of interpersonal closeness," Presented as a competitive paper at Society for Consumer Psychology 2018, Dallas, TX.

Goldsmith, Kelly, Caroline Roux, and **Anne Wilson*** (2017), "Acting on information: Reminders of resource scarcity promote flexible thinking and adaptive behavior," Presented as part of symposium at the Association for Consumer Research Conference 2017, San Diego, CA.

Goldsmith, Kelly, Caroline Roux*, and **Anne Wilson** (2017), "Acting on information: Reminders of resource scarcity promote flexible thinking and adaptive behavior," Presented as a competitive paper at the Society for Consumer Psychology 2017, San Francisco, CA.

Shah, Avni M.*, Samuel Maglio, and **Anne Wilson** (2016), "Keep your money close: Psychological distance influences the perceived value of money," Presented as a competitive paper at Association for Consumer Research Conference 2016, Berlin, Germany.

Goldsmith, Kelly, Caroline Roux, and **Anne Wilson*** (2016), "Acting on information: Reminders of resource scarcity promote flexible thinking and adaptive behavior," Presented as a poster at the Society for Judgment and Decision Making Conference 2016, Boston, MA.

Hydock, Chris*, **Anne Wilson**, and Kurt Carlson (2015), "Cognitive Dissonance Drives Politically Motivated Consumption as Evidenced through Asymmetric Willingness to Sacrifice Utility," Presented as a competitive paper at the Association for Consumer Research North American Conference 2015. New Orleans, LA.

Hydock, Chris*, **Anne Wilson**, and Karthik Easwar (2015), "The Effects of Modifying Nutrition Labels on Consumer Perceptions and Consumption: An Examination of the New FDA Nutrition Label Proposal," Presented as part of a roundtable discussion at the 2015 Marketing & Public Policy Conference. Washington, DC.

Wilson, Anne and Chris Hydock* (2014), "Politically Charged: What is the Effect of a Brand Taking a Divisive Political Stance," Poster presented at the Association for Consumer Research North American Conference 2014. Baltimore, MD.

Wilson, Anne and Chris Hydock* (2014), “Politically Motivated Consumption,” Presented at the 2014 Georgetown Institute for Consumer Research Showcase.

SERVICE

- Ad hoc reviewer:
 - *Journal of Consumer Research*
 - *Marketing Letters*
 - *Personality and Social Psychology Bulletin*
 - *Journal of Marketing*
 - *Journal of Public Policy & Marketing*
- Faculty advisor of MUSE – 2021-Present
- Society for Consumer Psychology Conference Program Committee – 2021, 2022
- Behavioral Decision Research in Management (BDRM) Conference Reviewer – 2018
- Society for Consumer Psychology Conference Reviewer – 2018

TEACHING EXPERIENCE

Instructor:

- **The Business of Wellness: Marketing & Consumption** (The Wharton School, UPenn)
- **MBA Consumer Behavior** (The Wharton School, UPenn)
- **UG Principles of Advertising** (The Wharton School, UPenn)
- **MBA Marketing Management** (University of Washington, Bothell – Virtual Instruction)
- **MA Consumer Behavior Seminar** (Harvard Extension School)
- **Consumer Behavior** (Global Youth Program, UPenn)

Teaching Assistant:

- **Data Driven Marketing** (Harvard Business Analytics Program) – 2019
- **Negotiations** (Harvard Business School MBA Elective) –2019

Awards:

- 2021-22 Wharton Teaching Excellence Award – Undergraduate Program