

ANNIE WILSON, PhD

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EDUCATION

Harvard Business School (2016-2020)

Ph.D. in Marketing (Consumer Behavior)

Advisor: Michael I. Norton

Georgetown University (2009-2013)

Bachelor of Arts in English and Psychology

PROFESSIONAL EXPERIENCE

The Wharton School, University of Pennsylvania (2021 – Current)

Senior Lecturer of Marketing

- Teach MBA, undergraduate, and executive MBA marketing courses
- Faculty advisor of MUSE, an undergraduate marketing organization

The Vanguard Group (2020-2023)

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 seminars, consultations, blogs, 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

University of Washington, Bothell (2021)

Adjunct Professor – Marketing

Georgetown Institute for Consumer Research (2014-2016)

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

Certified Personal Trainer (National Academy of Sports Medicine, 2011-2021)

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 NASM specialization certificates in: Behavior Change Specialist, Group Personal Training Specialist, Fitness Nutrition Specialist, Golf Fitness Specialist

BOOKS

Wilson, Anne and Ryan Hamilton (*forthcoming*), *The Growth Dilemma: Managing Your Brand when Different Customers Want Different Things*, *Harvard Business Publishing*.

JOURNAL PUBLICATIONS

Kahn, Barbara and **Anne V. Wilson** (2024), "More than 50 Years of Consumer Behavior Research: What Will the Future Look Like?," *Journal of Business Research*.

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

Wilson, Anne V.* and Silvia Bellezza* (2021), "Consumer Minimalism," *Journal of Consumer Research*, 48(5), 796-816.

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

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

Ashley Whillans, **Anne V. Wilson**, and Tobias Schlager (2020), "It's Okay to Say 'No' to Social Events During COVID," *Harvard Business Review*.

Goldsmith, Kelly*, Caroline Roux*, and **Anne V. 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 V. Wilson**, and Karthik Easwar (2015), "The Effects of Increased Serving Sizes on Consumption," *Appetite*, 101: 71-79.

PUBLISHED CASE STUDIES

Wilson, Annie and Patti Williams, "Stanley: More than Just a Water Bottle?," *under review*, *Ivey Publishing*.

Wilson, Annie and Christopher Hayden, "MilkPEP: You're Gonna Need Milk for That," *under review*, *Ivey Publishing*.

Bellezza, Silvia and **Annie Wilson** (2024), "Allbirds: Can the Sustainable Shoe Company Reinvigorate the Brand?," *Columbia CaseWorks* No. CU380.

Wilson, Annie and Connor Barwin (2022), "The Philadelphia Eagles: Stoking National Football League Fandom in Africa," *Ivey Publishing Case* No. W32654.

- Israeli, Ayelet and **Anne Wilson** (2023), “Crocs: Using Community-Centric Marketing to Make Ugly Iconic,” *Harvard Business School Case* No. 524006
- Israeli, Ayelet and **Anne Wilson** (2022), “Athletic Brewing Company: Crafting the U.S. Non-Alcoholic Beer Category,” *Harvard Business School Case* No. 523021.
- Israeli, Ayelet and **Anne Wilson** (2022), “Cann: High Hopes for Cannabis Infused Beverages,” *Harvard Business School Case* No. N9-523-074.
- Wilson, Anne**, Kelly Goldsmith, and Kaylee Tao (2022), “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.

CONFERENCE PRESENTATIONS & TALKS

- “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 EXPERIENCE

- Ad hoc reviewer:
 - *Journal of Consumer Research*
 - *Marketing Letters*
 - *Personality and Social Psychology Bulletin*
 - *Journal of Marketing*
 - *Journal of Consumer Psychology*
 - *Journal of Public Policy & Marketing*
 - *Journal of Retailing and Customer Services*

- Faculty advisor of MUSE – 2021 – Present

TEACHING EXPERIENCE

Instructor:

- **MBA:**
 - **Consumer Behavior** (The Wharton School, UPenn)
 - **The Business of Wellness** (The Wharton School, UPenn)
 - **Principles of Advertising** (The Wharton School, UPenn)
 - **Marketing Management** (University of Washington, Bothell)

- **Undergraduate:**
 - **Principles of Advertising** (The Wharton School, UPenn)
 - **The Business of Wellness** (The Wharton School, UPenn)

- **High School:**
 - **Consumer Behavior** (Global Youth Program, UPenn)

Teaching Assistant:

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

Awards:

- 2021-22 Wharton Teaching Excellence Award – Undergraduate Program
- 2022-23 Wharton Teaching Excellence Award – Undergraduate, MBA, and Executive Programs
- 2023-24 Wharton Teaching Excellence Award – Undergraduate, MBA, and Executive Programs