

CURRICULUM VITA

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EDUCATION

Ph.D., University of Houston, 1973
Major field: Management
Minor field: Marketing

MBA, University of Houston, 1970

Bachelor of Journalism, University of Missouri, 1957

ACADEMIC EXPERIENCE

University of Houston Bauer College of Business
Professor of Marketing & Entrepreneurship, 1986-
Associate Professor of Marketing, 1977-1986
Assistant Professor of Marketing, 1973-1977
Doctoral Fellow, American Assembly of Collegiate Schools of Business, 1972-1973
Instructor in Management, 1971-1972
Instructor in Marketing, 1970-1971
Fred J. Heyne Fellow, 1968-1970

ADMINISTRATIVE RESPONSIBILITIES

University of Houston Bauer College of Business
Faculty Director, Master of Science in Marketing program, 2019-ongoing
Director of Ph.D. Programs, 2002-2009
Director, The Institute for Health Care Marketing, 1986-2002; research professor, 2009-ongoing
Coordinator, Small Business Institute Program (SBA), 1977-1994
Assistant Dean and Director of Undergraduate Programs, 1973-1976

CONSULTING TO ATTORNEYS -- Most recent reports submitted (client underlined):

- June, 2020, to the law firm of Sergenian Ashby LLP, Los Angeles, in Certified Nutraceuticals, Inc. v. The Clorox Company and others. **Deposed.**
- July, 2019, to the law firm of Hagans Montgomery & Rustay, PC, Houston, TX, in Crystaphase Products, Inc. v. Criterion Catalysts & Technologies, LP, and others.
- June, 2019, to the law firm of McDermott Will & Emery LLP, Washington, DC, in Opportune LLP v. Oportun, Inc. and Oportun, LLC. **Deposed.**
- April, 2019, to the Simon Law Firm, PC, St. Louis, MO, in Catherine Alexander v. Take-Two Interactive Software, Inc. et al.
- January, 2019, to the law firm of Bell Nunnally & Martin LLP, Dallas, TX, in K.E.L.K. Corp. f/k/a Solar Sense Corp. v. CCA Industries, Inc., d/b/a Core Care America.
- June, 2018, to the law firm of Locke Lord LLP, Houston, TX, in Roxtec, Inc., v. Wallmax S.R.L., Wallmax USA Corp., and Britmar Marine Ltd. **Deposed.**
- February, 2018, to the law firm of Moore & Van Allen, PLLC, Charlotte, NC, in Domtar Corporation and Associated Hygienic Products, LLC, v. First Quality Retail Services, LLC.
- October, 2017, to the law firm of O'Toole-Atwell, PC, Austin, TX, in Wet Sounds, Inc., v. Audio Formz, LLC. **Deposed.**
- September, 2017, to the law firm of Kane Russell Coleman Logan PC, Houston, TX, in EB IP Holdings, LLC, and Professional Drivers of Georgia, Inc. v. Pro-Driver Leasing Systems, Inc., and PDL, Inc.
- March, 2017, to the Zummo Law Firm, Houston, TX, in Humphreys & Partners Architects, LP, v. Atlantic Development & Investments, Inc., et al.
- January, 2017, to the Haines Law Group, El Segundo, CA, in Raul Camacho, et. al., v. Residential Fire Systems, *et al.*
- December, 2016, to the SETHLAW Firm, Houston, TX, in Solofill, LLC, v. Adrian Rivera Maynez Enterprises, Inc.
- July, 2016, to the Haines Law Group, El Segundo, CA, in Anthony Controulis, et al., v. Anheuser-Busch, LLC. **Deposed.**
- April, 2016, to the law firm of Ahmad Zavitsanos Anaipakas, Avavi, Mensing, P.C. (AZA), Houston, TX, in Versata Software, Inc., et al., v. Zoho Corporation. **Deposed.**
- March, 2016, to the law firm of Trahan Dinn Kornegay Payne, LLP, Houston, TX, in Trieu, LLC v. Nguyen Gossiplulu-Co Corp., et al. **Deposed.**
- January, 2016, to the McConnico Law Firm, Houston, TX, in Robert Devoll, DDS and Clear Lake Periodontics v. Michael J. Anton DDS and Margaret Ann Anton DDS. **Deposed. Testified at trial, Houston, TX, November, 2019.**
- January, 2016, to the law firm of Dobrowski, Larkin & Johnson, LLP, Houston, TX, in U. S. Imaging, Inc., v. US Imaging Network, LLC DBA Imaging Network Administrators. **Deposed.**
- January, 2016, to the law firm of Bradley Arant Bould Cummings LLP, Huntsville, AL, in Epic Systems Corporation v. YOURCAREUNIVERSE, INC. before the Trademark Trial and Appeal Board

- November, 2015, to the Grace Firm, PLLC, Dallas, TX, in the matter of arbitration in *Optigenex, Inc. v. bHIP Global, Inc.* Quoting the attorney for bHIP: “The plaintiff withdrew their expert’s opinion after reading your rebuttal—that’s probably the best compliment you could expect from them.”
- September, 2015, to the law firm of Kamran Fattah, Sherman Oaks, CA, in *HMS Stores, LLC v. RGM Distribution, Inc., et al.*
- July, 2015, to Bracewell & Giuliani LLP, Houston, TX, in *Baylor University v. Baylor University Alumni Association.*
- January, 2015, to Rastegar Law Group, APC, Torrance, CA, in *Fatima Gasio, individually, and others similarly situated, v. Target Corporation.*
- November, 2014, to Papazian Law, Sherman Oaks, CA, in *The POS Geeks v. CS Merchant Services. Testified at trial, Houston, TX, June, 2015.*

Earlier survey research assignments and expert witness reports through Gelb Consulting Group since 1980.

Independent consulting to attorneys in Austin, Beaumont, Dallas, Houston, New York, and Seattle on advertising, 1991-2 and 2012; on trade dress, 1995, 2010, and 2011; on effects of boycotts, 1995; on health care, 1996-97; on the costs of changing a name, 2007; on defamation, 2008.

RESEARCH

Books and Monographs

Gelb, Betsy D., and Gabriel M. Gelb, *Marketing is Everybody's Business*, 3rd ed. (Santa Monica, CA: Goodyear Publishing Company, 1980).

Gelb, Gabriel M., and Betsy D. Gelb, eds., *Insights for Marketing Management*, rev. ed. (Santa Monica, CA: Goodyear Publishing Company, 1977).

Gelb, Gabriel M., and Betsy D. Gelb, *Research at the Top: Better Data for Organizational Policy-Making*. (Chicago: American Marketing Association, 1975).

Refereed Journal Articles

Gelb, Betsy D., Bruce Morris, and Ana Friedman, “Will that Brand Extension Hit Headwinds? The Issue is Natural Expansion of a Trademark,” *Business Horizons*, forthcoming, 2022.

McKee, Rob Austin, and Betsy D. Gelb, “Aggressive Listening: The Key to Employee Warnings,” *Rutgers Business Review*, forthcoming.

Oneto, Stephanie, Betsy D. Gelb, and Travis Simkins, “Stigmatized Products: How Conflicting Laws Can Influence the Decision to Proceed,” *Journal of Business Strategy*, 2020.

Gelb, Betsy D., Deva Rangarajan, Bryan Hochstein, and Mikael Blaisdell, "One Approach to Repeat Business: 'Customer Success Managers,'" *Rutgers Business Review*, 2020.

Gelb, Betsy D., Deva Rangarajan, Heli Hallikainen, and Tommi Laukkanen, "How Big Data Can Transform Outcomes and Opportunities," *Rutgers Business Review*, 2019.

Lai, Christine Jaushyuan, and Betsy D. Gelb, "Another Look at Motivating – and Retaining – Salespeople," *Journal of Business Strategy*, 2019.

Carlin, Barbara, Betsy D. Gelb, Jamie Belinne, and Latha Ramchand, "Bridging the Gender Gap in Confidence," *Business Horizons*, 2018.

Kong, Dejun Tony, and Betsy D. Gelb, "Curbing, Not Rewarding, Jerk Behaviors on the Job," *Rutgers Business Review*, 2018.

TenBrink, Candace, Betsy D. Gelb, and Robert Keller, "Successful Rebounds: How Firms Overcome Their Middle-Age Crisis," *Journal of Business Strategy*, 2018.

TenBrink, Candace, Robert Keller, and Betsy D. Gelb, "Turnaround Success in High Technology Growth Stage Firms," *Journal of Management Policy and Practice*, 2017.

Rangarajan, Deva, Betsy D. Gelb, and Amy Vandaveer, "Strategic Personal Branding and How It Pays Off," *Business Horizons*, 2017.

TenBrink, Candace, and Betsy D. Gelb, "Outwitting Organizational Maturity as an Obstacle to Change," *Journal of Business Strategy*, 2017.

Gelb, Betsy D., and Teri Elkins Longacre, "Choosing to retire: how companies can support and respect the decision better," *Journal of Business Strategy*, 2016.

Samaraweera, Manoshi, and Betsy D. Gelb, "Formal Salesforce Controls and Revenue Production: A Meta-analysis," *Journal of Personal Selling and Sales Management*, 2015. This article won the Marvin Jolson award for Best Contribution to Selling and Sales Management Practice.

Lai, Christine Jaushyuan, and Betsy D. Gelb, "Key Account Teams: Success Factors for Implementing Strategy," *Journal of Business Strategy*, 2015.

Gelb, Betsy D., and Teri Elkins Longacre, "Marketing Retirement, or Staying on the Job," *Business Horizons*, 2014.

Gelb, Betsy D., and Deva Rangarajan, "Employee Contributions to Brand Equity," *California Management Review*, 2014.

Gelb, Gabriel M., Betsy D. Gelb, and Paul Krieger, "Working with your Expert on Trademark Surveys," *Journal of Intellectual Property Law and Practice*, 2013.

Oneto, Stephanie, Betsy D. Gelb, Douglas Walker, and James Hess, "'Buying Status' by Choosing or Rejecting Luxury Brands and their Counterfeits," *Journal of the Academy of Marketing Science*, 2013.

Bush, Darren D., and Betsy D. Gelb, "Antitrust Enforcement: An Inflection Point?" *Journal of Business Strategy*, 2012.

Gelb, Betsy D., and Rob Austin McKee, "Tailoring a Book Program for Managers: Why and How," *Business Horizons*, 2012.

Gelb, Betsy D., and Teri Elkins Longacre, "Acknowledging Religious Diversity: Opportunities and Challenges," *Business Horizons*, 2012.

Gelb, Betsy D., and James Gregory, "Place Brand Value on the Balance Sheet?" *Journal of Business Strategy*, 2011.

Samaraweera, Manoshi, and Betsy D. Gelb, "Using Customer Satisfaction Data to Link Advertising to Brand Equity," *Journal of Business Strategy*, 2011.

Gelb, Betsy D., and Darren Bush, "Advertising Insights for the Voter-vs-Customer Trade-off," *Journal of Public Policy & Marketing*, 2011.

Yujuico, Emmanuel, and Betsy D. Gelb, "Cautions from One Laptop Per Child in Marketing Technological Innovation to LDCs," *California Management Review*, 2011.

Gelb, Betsy D., "Pay More Get More? What Buyers Say," *Journal of Business Strategy*, September-October, 2010.

Yujuico, Emmanuel, and Betsy D. Gelb, "Better Marketing to Developing Countries: Why and How," *Business Horizons*, September-October, 2010.

Gelb, Betsy D., and Richard Gelb, "Green Me Up, Scotty," *Marketing Management*, Summer, 2010.

Gelb, Betsy D., "Fine-Tuning Advertising Designed to Reduce the Stigma of Mental Illnesses," *Journal of Current Issues and Research in Advertising*, fall, 2008.

Gelb, Betsy D., and Partha Krishnamurthy, "Protect Your Product's 'Look and Feel' from Imitators," *Harvard Business Review*, October 2008.

Sundie, Jill, Betsy D. Gelb, and Darren Bush, "Economic Reality Versus Consumer Perceptions of Monopoly," *Journal of Public Policy & Marketing*, fall, 2008.

Gelb, Betsy D., Stephanie Geiger-Oneto, and Gabriel M. Gelb, "From Knowing to Doing: Experience and Flexibility Make the Difference," *Journal of Business Strategy*, September-October, 2008.

Gelb, Betsy D., and Patrick Corrigan, "'How managers can lower mental illness costs by reducing stigma," *Business Horizons*, July-August, 2008.

Wyatt, Rosalind A., Betsy D. Gelb and Stephanie Geiger-Oneto, "How Social Insecurity and the Social Meaning of Advertising Reinforce Minority Consumers' Preference for National Brands," *Journal of Current Issues & Research in Advertising*, spring, 2008.

Gelb, Betsy D., "Targeting Two Generations at Once," *Marketing Management*, November-December, 2007.

Gelb, Gabriel M., and Betsy D. Gelb, "Internet Surveys for Trademark Litigation: Ready or Not, Here They Come," *The Trademark Reporter*, September-October, 2007.

Gelb, Betsy D., Demetra Andrews, and Son K. Lam, "A Strategic Perspective on Sales Promotion," *MIT Sloan Management Review*, Summer, 2007.

Corrigan, Patrick, and Betsy D. Gelb, "Three Case Studies Illustrating Mass Approaches to Challenging the Stigma of Mental Illness," *Psychiatric Services*, March, 2006.

Gelb, Betsy D., and Darren Bush, "The Marketing Consequences of Competitor Lawsuits," *MIT Sloan Management Review*, January, 2006.

Bush, Darren, and Betsy D. Gelb, "When Marketing Practices Raise Antitrust Concerns," *MIT Sloan Management Review*, Summer, 2005.

Gelb, Betsy D., and J. Meade, "Advertising to Communicate Public Policy: Applying Lessons from Federal Tax Law," *Journal of Current Issues and Research in Advertising*, fall, 2005.

Gelb, Gabriel M., and Betsy D. Gelb, "Working Together: Both Marketers and Attorneys Can Help Protect a Company's Intellectual Property," *Marketing Management*, Jan.-Feb., 2005.

Torres, Ivonne M., Betsy D. Gelb, and Jaime L. Noriega, "Warning and Informing the Domestic International Market," *Journal of Public Policy & Marketing*, fall, 2003.

Torres, Ivonne M., and Betsy D. Gelb, "Hispanic-Targeted Advertising: More Sales?" *Journal of Advertising Research*, November-December, 2002.

Gelb, Betsy D., and Suresh Sundaram, "Adapting to 'Word of Mouse,'" *Business Horizons*, summer, 2002.

Gelb, Betsy D., "Market Patriotism: Advertising Dilemma," *Journal of Advertising Research*, Jan-Feb, 2002.

Johnson, Madeline, and Betsy D. Gelb, "Cyber-Label: Policy Tradeoffs," *Journal of Public Policy & Marketing*, spring, 2002.

Gelb, Betsy D., "Gaining 'Bonus Customers' by Stretching the Market," *Journal of Advertising Research*, September-October, 2001.

Sorescu, Alina, and Betsy D. Gelb, "Negative Comparative Advertising: Evidence Favoring Fine-Tuning," *Journal of Advertising* 29 (4), 2000.

Oakenfull, Gillian, Edward Blair, Betsy D. Gelb, and Peter Dacin, "Measuring Brand Meaning," *Journal of Advertising Research*, September-October, 2000.

Gelb, Betsy D., and Alina Sorescu, "Republican Brands, Democrat Brands....." *Journal of Advertising Research*, March-April, 2000.

Gelb, Betsy D., "Subtle Servant: A Theme for the Next Decade," *Journal of Advertising Research*, November-December, 1999.

Johnson, Madeline, and Betsy D. Gelb, "Predicting Supplier Cooperation During a Retailer's Bankruptcy," *Qualitative Market Research: an International Journal*, vol. 2(1), 1999.

Rothstein, Mark, Betsy D. Gelb, and Steven Craig, "Protecting Genetic Privacy by Permitting Employer Access Only to Job-Related Employee Medical Information: A Multi-Disciplinary Analysis of a Unique Minnesota Law," *American Journal of Law and Medicine*, 24 (4), 1998.

Jones, Marilyn Y., Andrea S. Stanaland, and Betsy D. Gelb, "Beefcake and Cheesecake: Insights for Advertisers," *Journal of Advertising*, summer, 1998.

Gelb, Betsy D., "Advertising to Increase Effectiveness of Use," *Journal of Advertising Research*, January-February, 1998.

Gelb, Betsy D., "Creating 'Memes' While Creating Advertising," *Journal of Advertising Research*, November-December, 1997.

Gelb, Betsy D., and Marilyn Y. Jones, "Promoting Physician Referral Services," *Marketing Health Services*, fall, 1997.

Gelb, Betsy D., "Perceptions of 'Downsized' Employees Considering Entrepreneurship," *Journal of Business & Entrepreneurship*, October, 1997.

Gelb, Betsy D., and Linda A. Hayes, "When Your Competitor Turns Obstructionist," *Business Horizons*, March-April, 1997.

Albers-Miller, Nancy D., and Betsy D. Gelb, "Business Advertising Appeals as a Mirror of Cultural Dimensions: A Study of Eleven Countries," *Journal of Advertising*, Nov.-Dec., 1996.

Oakenfull, Gillian, and Betsy D. Gelb, "Research-Based Advertising to Preserve Brand Equity But Avoid 'Genericide,'" *Journal of Advertising Research*, September-October, 1996.

Zhang, Yong, and Betsy D. Gelb, "Matching Advertising Appeals to Culture: The Influence of Product Use Conditions," *Journal of Advertising*, fall, 1996.

Lynn, W. Michael, and Betsy D. Gelb, "Identifying Innovative National Markets for Technical Consumer Goods," *International Marketing Review*, No. 6, 1996.

Gelb, Betsy D., and Madeline Johnson, "Word of Mouth Communication: Causes and Consequences," *Journal of Health Care Marketing*, fall, 1995.

Gelb, Betsy D., "Selling Your Service Business," *Business Horizons*, Nov.-Dec., 1995.

Gelb, Betsy D., "More Boycotts Ahead? Some Implications," *Business Horizons*, March-April, 1995.

Gelb, Betsy D., Karl Kampschroeder, and Scott Cowan, "Consequences of 'Bad Publicity': One Example," *Hospital & Health Services Administration*, winter, 1994.

Gelb, Betsy D., W. Bryant Boutwell, and Scott Cummings, "Using Mass Media Communication for Health Promotion: Results from a Cancer Center Effort," *Hospital & Health Services Administration*, fall, 1994.

Tarnow, Jay D., and Betsy D. Gelb, "Managing Employee Mental Health Costs More Effectively," *Journal of Managerial Issues*, summer, 1993.

Johnson, Madeline, Khalil Yazdi, and Betsy D. Gelb, "Attorney Advertising and Changes in the Demand for Wills," *Journal of Advertising*, March, 1993.

Gelb, Betsy D., "Why Rich Brands Get Richer, and What to Do About It," *Business Horizons*, September-October, 1992.

Gelb, Betsy D., Laurie M. Gelb, and Henry E. Noey, Jr., "Large Employers and their Coalitions: Exploring a Hospital Constituency," *Hospital & Health Services Administration*, summer, 1992.

Gelb, Betsy D., and John Michael Bryant, "Designing Health Promotion Programs by Watching the Market," *Journal of Health Care Marketing*, March, 1992.

Albers, Nancy D., and Betsy D. Gelb, "Hazardous Exports: An Update and Policy Recommendations," *Journal of Public Policy & Marketing*, December, 1991.

Gelb, Betsy D., and Gabriel M. Gelb, "What Research Inside the Organization Can Accomplish," *Marketing Research*, December, 1991.

Gelb, Betsy D., John Gaskins, Jay Hendrickson, and Jon Iszard, "Research in Brief: Does Greater Usage of a Health Plan Reduce Satisfaction?" *Journal of Health Care Marketing*, December, 1991.

Gelb, Betsy D., and Michael P. Eriksen, "Marketing Research May Help Prevent Skin Cancer," *Marketing Research*, September, 1991.

Gelb, Betsy D., and Jae W. Hong, "Legal Aspects of Marketing: A Research Framework," *Advances in Marketing and Public Policy*, JAI Press, 1991.

Zentner, Rene, and Betsy D. Gelb, "Scenarios: A Planning Tool for Health Care Organizations," *Hospital & Health Services Administration*, summer, 1991.

Gelb, Betsy D., Mary Jane Saxton, George M. Zinkhan and Nancy D. Albers, "Competitive Intelligence: Insights from Executives," *Business Horizons*, January-February, 1991.

Gelb, Betsy D., "If Business Directed the War on AIDS," *Business Horizons*, November-December, 1990.

Gelb, Betsy D., "Mini-Case: A Test of Telephoned Appointment-Scheduling by a Physician's Office," *Journal of Health Care Marketing*, December, 1989

Gelb, Betsy D., Marilyn Y. Jones, and Sandra S. Person, "Do HMO Members Get More Cancer Checkups?" *Journal of Public Policy & Marketing*, December, 1988.

Gelb, Betsy D., Samuel V. Smith, and Gabriel M. Gelb, "Services Marketing Lessons from the Professionals," *Business Horizons*, September-October, 1988.

Gelb, Gabriel M., and Betsy D. Gelb, "A Two-Stage Technique for Improving Physician Input into Hospital Decision-Making," *Hospital and Health Services Administration*, May, 1987.

Gelb, Betsy D., and Michael R. Hyman, "Reducing Reluctance to Transfer," *Business Horizons*, March-April, 1987.

Zinkhan, George M., and Betsy D. Gelb, "What Starch Scores Predict," *Journal of Advertising Research*, August-Sept., 1986.

Gelb, Betsy D. and Gabriel M. Gelb, "Coke's Lesson to the Rest of Us," *MIT Sloan Management Review*, Fall, 1986.

Gelb, Betsy D., and J. Richard Cheney, "Pre-testing Jurors' Reactions to Corporate Marketing Decisions," *Journal of Public Policy and Marketing*, 1986.

Gelb, Betsy D., "When and How to Use Outplacement," *Business Horizons*, Sept.-Oct., 1986.

Gelb, Betsy D., and George M. Zinkhan, "Humor and Advertising Effectiveness After Repeated Exposures to a Radio Commercial," *Journal of Advertising*, June, 1986.

Gelb, Betsy D., Jae W. Hong, and George M. Zinkhan, "Communications Effects of Specific Advertising Elements: An Update," *Current Issues and Research in Advertising*, 1985.

Gelb, Betsy D., and George M. Zinkhan, "The Effect of Repetition on Humor in a Radio Advertising Study," *Journal of Advertising*, December, 1985.

Zinkhan, George M., and Betsy D. Gelb, "Competitive Intelligence Gathering in Industrial Marketing Research," *Industrial Marketing Management*, Fall, 1985.

Gelb, Betsy D., "Preventive Medicine and Employee Productivity," *Harvard Business Review*, March-April, 1985.

Gelb, Betsy D., "How Marketers of Intangibles Can Raise the Odds, for Consumer Satisfaction," *Journal of Consumer Marketing*, Spring, 1985; *Journal of Services Marketing*, Spring, 1987.

Gelb, Betsy D., and Basheer M. Khumawala, "Reconfiguration of an Insurance Company's Sales Regions," *Interfaces*, Nov-Dec., 1984.

Gelb, Betsy D., "Case Study: A Disadvantaged Competitor in a Declining Industry: Marketing Strategies and Needs Segmentation," *Journal of Consumer Marketing*, Summer, 1983.

Zinkhan, George, Betsy D. Gelb, and Claude R. Martin, "The Cloze Procedure," *Journal of Advertising Research*, June/July, 1983.

Gelb, Betsy D., and Charles M. Pickett, "Attitude-Toward-the-Ad: Links to Humor and to Advertising Effectiveness," *Journal of Advertising*, Number 2, 1983.

Gilly, Mary C. and Betsy D. Gelb, "Post-Purchase Consumer Processes and the Complaining Consumer," *Journal of Consumer Research*, December, 1982.

Gelb, Betsy D., "Strategic Planning for the `Under-Dog,'" *Business Horizons*, December, 1982.

Gelb, Betsy D., "Discovering the 65+ Consumer," *Business Horizons*, May, 1982.

Gelb, Betsy D., "No-Name Products: A Step Toward No-Name Retailing?" *Business Horizons*, June, 1980.

Gelb, Betsy D., and Mary C. Gilly, "The Effect of Promotional Techniques on Purchase of Preventive Dental Care," *Journal of Consumer Research*, December, 1979.

Gelb, Betsy D., and David M. Hunt, "Staying on the Job After 65," *Business Horizons*, February, 1979.

Gilly, Mary C., and Betsy D. Gelb, "Marketing Energy Conservation," *Journal of Home Economics*, Winter, 1978.

Gelb, Betsy D., "Exploring the 'Gray Market' Segment," *MSU Business Topics*, Spring, 1978.

Stafford, James E., and Betsy D. Gelb, "Who's More Critical of Business: Men or Women?" *Business Horizons*, February, 1978.

Gelb, Betsy D., "When Compulsory Retirement at 65 is Ended....," *Harvard Business Review*, July-August, 1977.

Gelb, Betsy D., "'Gray Power': Next Challenge to Business?" *Business Horizons*, April, 1977.

Gelb, Betsy D., Gabriel M. Gelb, and Ricky W. Griffin, "Managing with the Consumer's Help," *Business Horizons*, April, 1976.

Gelb, Betsy D., "The College of Business: An Industrial Marketer," *AACSB Bulletin*, Jan., 1976.

Gelb, Betsy D., "Incentives to Increase Survey Returns: Social Class Considerations," *Journal of Marketing Research*, February, 1975.

Gelb, Betsy D., and Gabriel M. Gelb, "Strategies to Overcome 'Phony Feedback,'" *MSU Business Topics*, Autumn, 1974.

Gelb, Betsy D., and Ben M. Enis, "Affirmative Action in Housing and Beyond," *California Management Review*, Winter, 1973-74.

Brien, Richard, Betsy D. Gelb., and William D. Trammel, "The Challenge to Marketing Dominance: Will Social Responsibility be Recognized?" *Business Horizons*, February, 1972.

Gelb, Betsy D., and Richard H. Brien, "Survival and Social Responsibility: Themes for Marketing Education and Management," *Journal of Marketing*, April, 1971.

Research Activities: Publications in Proceedings

Beveridge, Ivana, and Betsy D. Gelb, "The (im)possible Whopper Phenomenon: How Fringe Products Move to the Mainstream," abstract in *Proceedings*, The European Marketing Academy Conference (EMAC), Budapest, Hungary, 2020.

Lai, Christine Jaushyuan, and Betsy D. Gelb, "Learning More About Salesperson Job Satisfaction," abstract in *Proceedings*, National Conference in Sales Management (NCSM), San Diego, CA, 2018.

Cismaru, Magda, and Betsy D. Gelb, "Antecedents of 'Brand Loyalty' in 401(k) Plans as Clues to Purchase Criteria for Retirement Investments," *Proceedings*, Asia-Pacific Association for Consumer Research, Seoul, Korea, 2004.

Harris, Judy, and Betsy D. Gelb, "Assessing the Relevance of the *Air Travel Consumer Report: An Empirical Analysis*," abstract in *Proceedings*, American Marketing Association, 1994.

Gelb, Betsy D., "Boycotts: A Force Which May Shift Marketing Emphasis," *Proceedings*, 16th Annual Macromarketing Seminar, Vancouver, 1991.

Zinkhan, George M. and Betsy D. Gelb, "Repetition, Social Settings, Perceived Humor, and Wearout," *1990 Proceedings*, Association for Consumer Research, Provo, UT.

Gelb, Betsy D., and Samuel V. Smith, "A Model of Post-Purchase Processes Determining Satisfaction/Dissatisfaction with a Professional Services Provider," abstract in *1988 Proceedings*, American Marketing Association.

Gelb, Betsy D., "The Effect of Content vs. Context Variables on Student Satisfaction," in Russell Belk, et al, eds., *1984 Proceedings*, American Marketing Association.

Gelb, Betsy D., "Deriving Course Content: Advertising Management as an Example," in Kenneth Bernhardt, et al, eds., *1981 Proceedings*, American Marketing Association.

Gelb, Gabriel M., and Betsy D. Gelb, "Applications of Research Findings in Industrial Advertising," in Peter LaPlaca, ed., *1979 Proceedings*, American Marketing Association.

Gelb, Gabriel, and Betsy D. Gelb, "When Advertising Research Goes Beyond Advertising," in Betsy D. Gelb, ed., *1978 Proceedings*, American Marketing Association.

Gelb, Gabriel M., and Betsy D. Gelb, "Big Payoffs from Low-Budget Research," in William Locander, ed., *1976 Proceedings*, American Marketing Association.

Gelb, Betsy D., "Hedge Hogs: Consumer Hoarding as a Response to Shortages and Inflation," in Edward M. Mazze, ed., *1975 Combined Proceedings*, American Marketing Association.

Gelb, Betsy D., "Influences on Pricing Decisions in Low-Income Neighborhoods," in Thomas V. Greer, ed., *1973 Combined Proceedings*, American Marketing Association.

Research Activities: Other Publications

Gelb, Betsy D., "Whataburger Sold? Relax, Then Take a Deep Breath," *Houston Chronicle*, June 21, 2019.

Gelb, Betsy D., and Gabriel M. Gelb, "Apple V. Samsung: Consumer Input in Design Patent Cases," Law360, posted October 24, 2016.

Gelb, Betsy D., and Gabriel M. Gelb, "Measuring How Much an Infringed Patent Affects Consumer Demand: Why and How," IPPro Patents.com, Issue 4, posted May, 2016.

Gelb, Betsy D., and Gabriel M. Gelb, "An Unlikely Marketing Lesson from Patent Lawyers," at HBR.org (*Harvard Business Review* Blog), posted November 25, 2014.

Gelb, Gabriel M., and Betsy D. Gelb, "Patent Infringement: The Unsettled Story," *IPPro* Issue 14, posted April 16, 2013, pp. 11-12.

Yujuico, Emmanuel, and Betsy D. Gelb, "Getting Digital Statecraft Right," *Foreign Affairs* "Snapshot" Website posting, July-August, 2010.

Gelb, Betsy D., and Partha Krishnamurthy, "How to Market Health Reform," *Houston Chronicle*, October 18, 2009.

Gelb, Gabriel M., and Betsy D. Gelb, "When Appearances are Deceiving," *Wall Street Journal* "Business Insights," December 1, 2007.

Stanaland, Andrea S., and Betsy D. Gelb, "Prevention: Can It Be Profitably Marketed?" *Journal of Health Care Marketing*, winter, 1995.

Gelb, Betsy D., "Bad Publicity May Not Have the Results You Expect," *Healthcare Marketing Report*, March, 1995.

Gelb, Betsy D., "Marketing Tools: Sensory Assistance - To Improve Your Hospital," *Journal of Health Care Marketing*, summer, 1994.

Gelb, Betsy D., "Commentary: Turning Volunteers into Patients, and Vice Versa," *Journal of Health Care Marketing*, spring, 1994.

Gelb, Betsy D., "We, the Health-Care Users, Seem to be Left Out in the Waiting Room Again," *Houston Chronicle*, March 6, 1994.

Gelb, Betsy D., "Look at Trend Data to Understand the Marketing Environment," *The Academy Bulletin*, Academy of Health Services Marketing, January, 1993.

Gelb, Betsy D., "Easy rule for business – if apology due, give it," *Houston Chronicle*, 2/18/91

Gelb, Betsy D., "Putting U.S. Health Care Behind of Berlin Wall?" *Houston Chronicle*, 7/13/90

Gelb, Betsy D., "Commentary: When to Advertise to Consumers, and When Not to," *Journal of Health Care Marketing*, June, 1988.

Gelb, Betsy D., "Commentary: What Academic Research Can Offer the Health Care Marketer," *Journal of Health Care Marketing*, December, 1987.

Research Activities: Reprinted Articles

Rangarajan, Deva, Betsy D. Gelb, and Amy Vandaveer, "Personal Branding – and How It Pays Off," summarized for the Keller Center Research Report, Baylor University, 2018.

Jones, Marilyn Y., Andrea S. Stanaland, and Betsy D. Gelb, "Beefcake and Cheesecake: Insights for Advertisers," in Roxanne Hovland, Joyce Wolburg, and Eric Haley, eds., *Readings in Advertising, Society, and Consumer Culture*, (Armonk, N.Y.: M. E. Sharpe, Inc., 2007).

Gelb, Betsy D., "What University Research Can Offer the Health Care Marketer," in Philip D. Cooper, ed., *Health Care Marketing: A Foundation for Managed Quality*, Third Edition, (Gaithersburg, MD: Aspen Publishers, 1994).

Gelb, Betsy D., Samuel V. Smith, and Gabriel M. Gelb, "Service Marketing Lessons from the Professionals," *Annual Editions Marketing '89-90*, (Guilford, CT: Dushkin Publishing).

Gelb, Betsy D., "How Marketers of Intangibles Can Raise the Odds for Customer Satisfaction," *Annual Editions Marketing '89-90*, (Guilford, CT: Dushkin Publishing).

Gelb, Betsy D., "Discovering the 65+ Consumer," reprinted in Charles D. Schewe, ed., *The Elderly Market: Selected Readings*, American Marketing Association, 1985, and in Alvin C. Burns and David W. Cravens, eds., *Readings and Cases in Marketing Management*, Irwin, 1987.

Gelb, Betsy D., "No-Name Products: A Step Toward No-Name Retailing?" in Richard Wendel, ed., *Annual Editions/Marketing, '81-82*, (Guilford, CT: Dushkin Publishing).

Gelb, Betsy D., "Exploring the Gray Market Segment," in Schewe, (above), also Robert A. Robicheaux, William M. Pride, and O. C. Ferrell, eds., *Marketing: Contemporary Dimensions, Second Edition* (Boston: Houghton Mifflin, 1980)

Gelb, Betsy D., and David M. Hunt, "Staying on the Job After 65," in Daljit Singh, ed., *Small Business and Public Policy in America*, T.I.S. Publications, 1981.

Gelb, Betsy D., and Gabriel M. Gelb, "Strategies to Overcome `Phony Feedback,'" in three readings books; editors are Patricia S. Smith (Society for Technical Communications); Robert M. Carter; and Dennis Guseman.

Brien, Richard H., Betsy D. Gelb and William Trammell, "The Challenge to Marketing Dominance: Will Social Responsibility be Recognized?" in *Annual Editions: Readings in Marketing '73-'74* (Guilford, CT: Dushkin Publishing).

Research Activities: Grants Received

Co-Principal Investigator for a \$126,000 grant from the U.S. Department of Energy to study the consequences of a law limiting health information available to potential employers (1996-97)

Supervising professor for \$280,000 in management assistance funding provided by the Small Business Administration and client organizations for student projects (1977-1998)

P.I. or co-P.I. for \$50,000 in grants from the Dept. of Cancer Prevention, U. T. M. D. Anderson Cancer Center, to study insurance coverage of preventive medicine, to design marketing plans for smoking cessation programs, and to evaluate skin cancer prevention programs (1989-1994)

P. I., \$9000 grant from Texas State Optical Co. to study opinions of eye care (1988).

P. I., \$3000 grant from the Houston Area Health Care Coalition to study factors influencing purchase of cancer checkups (1986-87); \$1500 grant from the UH Center for Health Management to study the purchase of preventive health care (1983-84)

P. I., \$9800 grant from The Variable Annuity Life Insurance Company to project the size of U. S. market segments (1981); co-P. I., \$16,000 grant to design sales regions (with B. Khumawala, 1982)

Book Review: *Small-Scale Research* by Peter T. Knight, reviewed in *Journal of Advertising Research*, July-August, 2002

AWARDS

Co-author of the journal article selected as the 2015 winner of the Marvin Jolson Award for Best Contribution to Selling and Sales Management Practice

Only author selected as a “Navigator” by *Business Horizons* (2014) for publishing 23 articles in that journal over 42 years

Marvin Hurley Professor of Marketing & Entrepreneurship, 2018-ongoing

Larry J. Sachnowitz Professor of Marketing & Entrepreneurship, 2006-2017

Bauer College Alumni Association award, outstanding faculty member, 1997-98 and 2002-3

Bauer Faculty Fellow, 2002-05;

Melcher Faculty Honor Award for Research, 1987-88, 1998-89, 1999-2000

Halliburton Award for Research, 1988-89; Melcher Award for Service, 1992-93, 1996-97

Halliburton Award for Service, 1993-94; Tillie and Tom McDonald Award, 1991-92

MEMBERSHIP IN PROFESSIONAL ORGANIZATIONS

Academy for Health Services Marketing 1987-2001

American Marketing Association 1971-ongoing. Chapter Vice President, 1979-80

Beta Gamma Sigma business honorary 1970-ongoing

UH Chapter Treasurer, 1980-2001, Chapter Sponsor, 2002-03

OTHER PROFESSIONAL ACTIVITIES

Presenter of keynote address to the South Central Chapter, Medical Library Association, 43rd annual meeting, Galveston, TX, 2016

Presenter to Marketing Department faculty and doctoral students, Laval University Faculty of

Business Administration, Quebec City, 2013
 Presenter to doctoral seminar, Foster School of Business, University of Washington, 2012
 Presenter to University of Texas LAMP organization, Austin, TX, 2010
 Presenter, Industrial-Organizational Psychology department seminar, Rice University, 2006
 Presenter, Social Marketing Conference, Austin, TX 2004
Academy of Marketing Science Review, reviewer, 2017-2018
California Management Review reviewer, 2010-ongoing
Journal of Consumer Policy, reviewer, 2010
Journal of the Academy of Marketing Science, reviewer, 2003, 2011
Journal of Current Issues and Research in Advertising, editorial review board, 2001-ongoing
Journal of Marketing editorial review board, 1992-1998; ad hoc reviewer, 1982-2003
Journal of Advertising Research editorial review board, 1981-2004.
Marketing Health Services (formerly *Journal of Health Care Marketing*) editorial advisory board, 1982-1998, editorial review board 1998-2001
Journal of Business Research, reviewer, 1991, 1996.
Hospital & Health Services Administration reviewer, 1990
Journal of Public Policy and Marketing reviewer, 1990-ongoing
Journal of Consumer Research reviewer, 1985, 1988, 2007.
Journal of Advertising reviewer, 1984-88, 1990-ongoing;
Journal of Marketing Research reviewer, 1993
 American Marketing Association reviewer, 1981-84, 1989-90, 1992/5/8, 2002
 Academy of Marketing Science reviewer, 1998, 2007.
 Association for Consumer Research reviewer, 1980-1986; session chair 1980/3/6, discussant, 1984.
 Discussant, AMA conferences on Marketing and Minorities (1976) and Strategic Market Planning (1982 and 1986), Educators' conference 1988, 1990.
 American Hospital Association Society for Healthcare Marketing and Public Relations, speaker at national meeting, 1989; Touchstone Awards judge, 1990.
 Reviewer, Office on Smoking and Health, U.S. CDC, 1992; JCAHCO Quality Journal, 1993
 Reviewer, national conferences on Marketing and Public Policy, 1993-95

TEACHING ACTIVITIES

Classroom Instruction (semesters taught)

Practical Marketing Analysis, M.S. Marketing projects course (8)
 Communicating Academic Research, Ph.D. Seminar (8)
 Research in Marketing Strategy and Management, Ph.D. seminar (4)
 Research in the Legal Aspects of Marketing Strategy, Ph.D. seminar (2)
 Colloquium on Empirical Research, Ph.D. Seminar (3)
 Research in Marketing Communication, Ph.D. Seminar (1)
 Research in Health Care Marketing, Ph.D. seminar (1)
 Coordinated team-taught Ph.D. seminar in Research Methods (1)
 Books an MBA Should Read (12)
 Advertising Management, MBA and undergraduate (8), including field projects
 Marketing Research, MBA and undergraduate (4); Consumer Behavior, undergraduate (4)
 Marketing Management, basic MBA course, including Executive MBA and EMBA for health care professionals; also undergraduate, including mass section (27)

Marketing Strategy, graduate and undergraduate, including one week in Madrid for course in
 Global Marketing Strategy (11) and one semester with student projects
 Planning and Social Policy, a course developed for the Executive MBA, also undergraduate (4)
 Marketing for Small Business, graduate (24);
 Projects for Non-Profit Organizations, honors college section (3)
 Selected two semesters as a Mortar Board "top prof"

Member of the following Ph.D. dissertation committees:

Mary Gilly (ch)	Jae Wook Hong	Victor Cordell
Kathleen Williamson (ch)	Margaret Frost, Management	Richard Tansey
Bernadette Szajna, MIS	Nancy Albers (ch)	Robert Straughan
Madeline Johnson (ch)	Daniel Heilborn	Judy Harris
Ann Lynn, Psychology	Karl Kampschroeder (ch)	Alina Sorescu
Gillian Oakenfull	Andrea Stanaland (ch)	Rosalind Wyatt (ch)
Khaled Aboulnasr	Ivonne Michelle Torres (ch)	Stephanie Oneto (ch)
Manoshi Samaraweera (co-chair)	Candace TenBrink, Management	Joanna Arnold (ch)
Rita To	Juror: Ivana Beveridge, the Sorbonne	

Member of the following Ph.D. advisory committees:

David Van Over	Robert Straughan	William Green
Karl Kampschroeder (ch)	Zhang Yong	Suzana Fontenelle (ch)
Arun Pereira (ch)	Faiza Khoja (Management)	Nancy Albers (ch)
Gillian Oakenfull	Rajeesh Gulati	Marilyn Jones
Sarah Gardial (ch)	Penny Preshaw	Emmanuel Yujuico
Valerie Veth	G. Balasubramanyan	Ivonne M. Torres (ch)
Molly Friedman	Kathleen Williamson (ch)	Dena Saliagas
Douglas Hughes (ch)	Madhu Danturti	William McKnight (Management)
Yashar Atefi		

Member of the following M.S./M.A. thesis committees:

Janice Lowery, M.S. Comp. Sci.	Jeffrey Asher, M.A. Commun.	Wolfgang Heuer, M.S. Geol.
Ruby Daniels, M.A. Commun.	John Hart, M.A. Commun.;	Andrea Geraci, M.A. Commun.
Marilyn Millar, M.S. Comp. Sci.	Gail Lindblom, M. A. Commun.	

PUBLIC SERVICE CONSULTING

Houston Area Parkinson Society, 2017
 Alley Theatre, assistance with season ticket holder survey, 2013
 Harris County Drug Court Foundation, 2010
 Tejano Center Housing Program, 2006; Memorial Area Ministries, 2006
 Children's Museum of Houston, 2006; Adult Reading Center, Pearland, 2006

Executive Service Corps of Houston, 2006; Houston Area Women's Center, 2003
Initiatives for Children, 2003; Literacy Advance Houston, 2003
Montrose Counseling Center, 2003
University of Houston Bauer College of Business Alumni Association, 2006
UH College of Engineering Career Services, 2006
UH College of Business Executive Programs, 1998
UH Office of the President, 1994-1997; Admissions Office, 1977-82, 1994.
UH Office of Scholarships/Financial Aid, 1994
UH Office of Public Affairs, 1987, 1994, 1998, 2005; UH Office of Off-Site Programs, 1988
UH Task Force for Aerospace Related Education 1993
Houston/Harris County Task Force on the Arts, 1991
University of Houston Center for Public Policy, 1991
Prevention Leadership Forum of the U.S. DHHS Office of Disease Prevention and Health
Promotion, 1988
Museum of Fine Arts, Houston, 1988
U.T. Health Science Center School of Nursing at Houston, 1987
New Age Hospice, Houston, 1985
Houston Festival, 1985
Downtown Rotary Club Small Business Committee, 1983
American Lung Association and its San Jacinto Chapter, 1980-1984
American Red Cross, Houston, 1982
YWCA, Houston, 1981-82; YMCA, Houston, 1980-81 and 1987
DePelchin Faith Home, Houston, 1980
Council for the Advancement of Small Colleges, Washington, D.C. 1979-80

MAJOR SERVICE ASSIGNMENTS

Service - University

Provost's Summer Read Committee, 2014-2015
Researcher/author, "A Recruiting Plan for the UH Honors College," 2013
Foundations of Excellence Transition Dimension Committee, 2013-2014
Judge for FDIP (teaching technology) grant applications, 2010
UH Task Force on Local/National/Worldwide Recognition, 2008-2009
UH Marketing Committee, 1999-2003
"Discover UH" Speaker Series, speaker on managed care, 1997
Committee to Evaluate the Dean of the Honors College, 1997
Provost's Texas Medical Center Initiative Group, 1996-97
Faculty Senate and its Executive Committee, 1996
Faculty Senate and its Legislative Affairs Committee, 1995-96; its Budget Committee, 1994
Committee to Evaluate Student Retention Plans, 1994
Search committees: director of marketing communications, 1993; director of athletics, 1993
Scholarship and Community Day planning committee, 1992
Ad Hoc Hearing Panel Evaluating Recommended Revocation of a doctoral degree, 1991.
Committee to Evaluate Applicants for Fulbright Scholarships, 1990
Undergraduate Council, 1989-1990; Grey's Order, UH service society, 1979-1988

Committee to Evaluate the Dean of the College of Engineering, 1989
Task Force on Undergraduate Education and its subcommittee on core curriculum, 1979-81
Committee to Implement the Report of Admissions-Retention Task Force, 1977-78
Search Committee for Central Campus chancellor, 1976-1977
Admissions Committee, 1975-78; chairperson, 1977-78; Admissions Review Committee, 1973-79
Junior/Community College Committee, 1973-76
Committee to Evaluate Physical Education Requirement, 1974-75

Service - Bauer College of Business

“Confidence in the workplace” Podcast presenter, 2018
Planning group, 2018 Faculty Retreat
“How Does She Do It?” Podcast presenter, 2017
Task force on work/life balance, 2015-2018
iCam participant for full-time MBA students, 2016-2017
MBA Curriculum Committee, 2014-ongoing
Grade appeals committee, chair, 2014-ongoing
Represented Bauer College on Task Force to evaluate UTMB organizational structure, 2013
Committee to select a public relations consultant, 2011
Ph.D. Curriculum Committee, chair, 2002-2009
Committee to redesign the “MBA Experience,” 2007-2008
Task force for the college strategic planning process, 2004-5
Faculty Awards Committee, 2002
Dean Search Committee, 2000-2001
Promotion and Tenure Committee, 2000-2010, chair, 2001; Revised P&T policies, 2008
Committee on Executive MBA for Health Care Professionals, 1999-2000
Faculty Grievance Committee, 1998-2000, chair.
Task Force to Reposition the MBA Program, 1997
Coordinator, Center for Executive Development Program
on Negotiating Managed Care Contracts, 1995
Quality Awards Committee, 1992; evaluator, 1992, 1994, 1995
Committee to develop an entrepreneurship major, 1992
Ad Hoc Committee on Undergraduate Curriculum, 1991-1992, chair
Task force on internationalizing the faculty, 1991
Committee to Evaluate the Executive MBA Program, 1990
Academic Honesty Committee, 1990-1997; college hearing officer, 1997
Undergraduate Curriculum Committee, 1989-1990
Chaired teaching effectiveness subcommittee and workshop, 1987-88
Executive Development Program faculty member, 1985, 1988, 1996
MBA Curriculum Committee, chairperson, and MBA Task Force, 1987-88
Committee on Undergraduate Performance Standards, 1982-83
Coordinator, week-long executive leadership programs for Petroleum Marketing Education
Foundation, 1979-1982
Committee to evaluate MBA Program, 1977-78
Co-chair, Leadership Program for Women in Business, 1977-78.
Prepared grant proposals: Women in Banking degree program and small business "game," 1976.
Committee to evaluate M.S. in Accountancy, 1976-1977

Coordinator, College mission statement, 1975-1976
Committee on undergraduate curriculum, chairperson, 1975
Administrative Committee, 1973-1976
Coordinator, Management (college-wide) courses, 1973-1976
CBA Curriculum Committee, 1971-1973

Service - Department of Marketing & Entrepreneurship

Coordinator of student projects, Master of Science in Marketing program, 2016-ongoing
Task group to design a new MBA communications course, 2013
Committee to redesign the MARK 6361 MBA core course, 2012
Committee to revise doctoral program coursework and policies, 2009
Promotion and Tenure Committee, 1987-2011; chair, 1990-91, 2006-7, 2010-11, 2014-ongoing
Ph.D. coordinator, 1997-2002
Faculty recruiting committee, 1984-1985, 1988-90, 1992-93 (chair), 2002-3 (chair), 2005, 2008
Host for visiting scholars, 1978, 1995, 1997, 2001, 2007
Committee to revise MBA electives, 1994
Student chapter sponsor, American Marketing Association, 1992-93
Weekly research series chair, 1990-92, research facilitator, 1984-1996
Contracted for HealthPoll licensing, also client support, technical assistance, 1988-2000
Committee to establish a health care institute, chair, 1986
Committee on sources/uses of excellence funding, chair, 1983.
Committee on a Marketing Careers program, co-chair, 1982-83.
Committee to develop a graduate Business and Society course, chair, 1982.
Committee to review Ph.D. curriculum, 1981; to review undergraduate curriculum, co-chair, 1981
Committee to achieve national excellence, chair, 1977.

COMMUNITY SERVICE

Steering Committee, SBA "Women in Business" Day, 1994-95
Board/Publicity chair, Houston Area Memorial Society, 1991-1995
Marketing Advisory Committee, Houston Economic Development Council Direct Business Assistance Program, 1988-89
Advisory Board, Aging Opportunity Center of Houston, 1976-1977
Chair, Advisory Board, Foster Grandparents Project, 1975-1977
Mayor's Committee on Housing, 1966-67

OTHER CONSULTING ASSIGNMENTS

Consulting expert to attorneys, on trademark/trade dress/deceptive advertising, 2015-ongoing
Consultant to Region IV (Texas) in developing a video to help Charter Schools statewide market to prospective students and their parents, 1999
Program director and speaker, "Practice Development for Dentists," 1997
Center for Executive Development, University of Houston: instructor in health care management program, 1997; coordinated Managed Care program, 1996
Consultant to MacGregor Medical Association for marketing training, 1996
Consultant to Shell Services Corp. for marketing training, 1996

Prepared strategic plan for Department of Clinical Cancer Prevention, University of Texas M. D. Anderson Cancer Center, 1995
Prepared marketing plan for Texas Children's Hospital, 1986
Consultant to Harris County Hospital district training director, 1985-86
Participated through Gelb Consulting Group, in marketing research and planning for other healthcare clients and in consulting to attorney clients, 1980-ongoing
Coordinator of and faculty member in annual programs for oil jobbers, 1980-84.
Marketing consultant to 12 universities and colleges, 1979-86, faculty member of national workshop of Council of Independent Colleges and the state meeting of the Independent Colleges and Universities of Texas

NON-ACADEMIC EMPLOYMENT

Harris County Community Action Association: Delegate Agency Coordinator, 1967-68, responsible for \$12 million in federal funds allocated to Head Start, Legal Services, and Foster Grandparents; Publicity and research director, 1966-67
Lifson, Wilson, Ferguson and Winick, Management Consultants, asst. project dir., 1965-66
New Orleans Symphony, Publicity director, 1963-64; WWL-TV News writer, 1957-58