

Signed:

Date: 10/23/2025

Dr. Leah Schneider
Curriculum Vitae

CONTACT INFORMATION

423 Lillis
Lundquist College of Business
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EDUCATION

Ph.D. in Marketing, Minor in Communication and Culture, 2016
Schulich School of Business, York University, Toronto, ON

B.S. in Business Administration- Marketing, Minor in Linguistics, 2005
Marriott School of Management, Brigham Young University, Provo, UT
Magna Cum Laude Honors

ACADEMIC EMPLOYMENT

Teaching Professor of Marketing (2025 – present)

Lundquist College of Business
University of Oregon, Eugene, Oregon

Senior Instructor 1 of Marketing (2019 – 2025)

Lundquist College of Business
University of Oregon, Eugene, Oregon

Instructor of Marketing (2015-2019)

Lundquist College of Business
University of Oregon, Eugene, Oregon

Adjunct Instructor of Marketing (2013-2015)

Lundquist College of Business
University of Oregon, Eugene, Oregon

Course Instructor (2011-2013)

Schulich School of Business
York University, Toronto, Ontario, Canada

Research Assistant (2008-2013)

York University, Toronto, ON

Dr. Robert V. Kozinets, Professor of Marketing
Dr. Julia Creet, Association Professor, Department of English
Dr. Sammy Bonsu, Associate Professor
Dr. Markus Giesler, Associate Professor

Research & Teaching Assistant (2005)

Marriott School of Management
Brigham Young University, Provo, UT
Dr. Glenn Christensen, Associate Professor
Dr. Roland Koller, Professor Emeritus, Macroeconomics

PROFESSIONAL EMPLOYMENT

Office Manager (2007-2008)

CKR Engineers, Orem, UT

PROFESSIONAL ASSOCIATIONS & CERTIFICATIONS

American Marketing Association
Hootsuite Social Media Certification (2020)
Association for Consumer Research (2008-2012)

TEACHING

Undergraduate:

MKTG 311 & MKTG 311-H: Marketing Management

Course Description: Business Core course covering the introductory concepts of marketing (Strategic Planning, Research, Consumer Behavior, STP, and 4P's)
Modalities Taught: Asynchronous and In-Person
Taught in F/W/Sp/Sum terms from 2013-present

MKTG 420: Marketing Communications

Course Description: Upper-division business elective course that explores the strategy and execution of marketing communication initiatives
Modalities Taught: Asynchronous and In-Person
Taught in F/W/Sp/Sum terms from 2013-present

BA 317: Marketing Value for Customers

Course Description: Business minor course covering the introductory concepts of marketing (Strategic Planning, Research, Consumer Behavior, STP, and 4P's)
Modalities Taught: Asynchronous and In-Person
Taught in F/W/Sp/Sum terms from 2015-present

MKTG 435: Consumer Behavior

Course Description: Business marketing major course covering concepts that impact consumption choices and behaviors
Modality Taught: In-Person
Taught in Winter & Spring 2014

Clark Honors College Thesis Advising:

2022, Carson Miller, "The Fenty Effect: A Case Study of the Fusion on Celebrity, Luxury, and Inclusivity", Committee Member
2021, Morgan Heinrich, "When the Center Doesn't Hold Anymore: The Evolution of the Jordan Brand", Committee Member
2017, Emily Chinn: "Essentials of Branded Event Marketing", Committee Member

Independent Study Course:

Clark Honors College Thesis, Nia Suryanata, HC 403H Thesis

RESEARCH & CONFERENCE PROCEEDINGS PUBLICATIONS

Scaraboto, Daiane, Leah Carter-Schneider, and Richard Kedizor, "At World's End: Integrating Virtual Worlds and Social Media," *Journal of Marketing Management* (August 2012).

Carter-Schneider, Leah and Robert V. Kozinets (2011), "Beyond Enemy Lines: Sociality in Consumer Activism," Competitive paper session, *Association for Consumer Research Conference*, St. Louis, MO.

Carter, Leah (2010), "Critically Romantic: Negotiating Feminist and Romantic Discourses in the Marketplace," presented in "Having it All: Marketplace Complexities and Negotiations of Feminism and Women's Roles," (Special Session), in *Advances in Consumer Research*, 37, eds. Margaret C. Campbell, Jeff Inman, and Rik Peters, Duluth, MN: Association for Consumer Research.

Giesler, Markus, Leah Carter, and Marius Luedicke (2008), "Cultural Market Formation in the Time of an Epistemic Shift," in *Advances in Consumer Research*, 36, eds. Ann L. McGill and Sharon Shavitt, Duluth, MN: Association for Consumer Research, 72-75.

CONFERENCE PRESENTATIONS

Carter-Schneider, Leah and Julia Creet (2011), "Rooting Value: Identity Negotiations from Juxtaposing Past and Present," *Association for Consumer Research*, St. Louis, MO.

Carter-Schneider, Leah and Robert V. Kozinets (2011), "Behind Enemy Lines: Sociality in Consumer Activism," *Consumer Culture Theory Conference*, Evanston, IL.

Carter-Schneider, Leah and Julia Creet (2011), "Rooting Value: Identity Negotiations from Juxtaposing Past and Present," *Consumer Culture Theory Conference*, Evanston, IL.

Carter, Leah (2009), "Happily Ever After: Practical Feminisms of Romance," presented in "The Modern Woman: Practical Feminisms and Media Consumption" (Special Session), *Consumer Culture Theory Conference*, Ann Arbor, MI.

ACADEMIC SERVICE

University of Oregon

Student Conduct Advisory Committee (2025-present)
University Appeals Board (2024-present)
UO Online Advisory Committee (2023-present)
UO Provost's Teaching Fellow (2023-2024)
Distinguished Teaching Awards (Committee Member 2022; Chair 2023)
Search Committee - Executive Vice Provost of Academic Affairs (2019)

Lundquist College of Business

Tenure & Promotions Committee – NTTF Representative (2025-present)
Academic Council – Career Faculty Representative (2022-present)
Marketing Dept. Peer Teaching Evaluations Coordinator (2022-present)
Online Advisory Committee Member (2020-present)
Marketing Department NTTF Hiring Committee (2024)

Marketing Dept. Curriculum Review Committee Chair (2019)
MKTG 311 Core Course Coordinator (2018-present)
UO American Marketing Association Club Faculty Advisor (2017-2024)
Marketing Department Course Transfer Equivalency Evaluator (2015-2021)

York University

RISE Undergraduate Case Competition Judge (2011)
Faculty of Graduate Studies Student Representative (2010-2011)
President: Ph.D. Student Association at Schulich School of Business (2009-2010)

Conference Service

Ad-hoc Reviewer, ACR: North America Conference (2010-2012)
Ad-hoc Reviewer, ACR: Asia-Pacific Conference (2011)
Ad-hoc Reviewer, Consumer Culture Theory Conference (2011)

PROFESSIONAL DEVELOPMENT

Generative AI: Teaching and Learning Forum (2024)
Professional Edge: Prompting with Purpose: Generative AI at Work (2024)
Hootsuite Social Media Certification Course (2020)
Summer Teaching Institute – Online Pathway (2018)

PEDAGOGICAL CONTRIBUTIONS

Lundquist Spring Teaching & Learning Forum Guest Presenter (2023)
Glass Apple Podcast Guest Contributor (2023)
Faculty Meeting Pedagogy Spotlight Guest Speaker – “AI in the Classroom” (2023)
Summer Teaching Institute – Guest Presenter/Teaching Demonstration (2021)
Communities Accelerating the Impact of Teaching (CAIT) Fellow (2020-2021)
Remote Teaching Seminar Guest Presenter – Lundquist College of Business (2020)
Online Course Walkthrough Demonstration – TEP (2020)

ACADEMIC HONORS

University of Oregon

UO Provost’s Teaching Fellow (2023-2024)
UO Distinguished Teaching Award: Herman Award for Outstanding Online Education (2021)

Lundquist College of Business

Honors Distinguished Faculty Award, Lundquist Business Honors Program (2023)
Business Advisory Council Undergraduate Teaching Award (2016)

Brigham Young University

Magna Cum Laude (2005)
Dean’s Honors List (2001-2005)

ACADEMIC FUNDING

Lundquist College of Business

Online Teaching Development Stipend (2019; 2020)

Schulich School of Business

Schulich School of Business Ph.D. Bursary (2008-2012)

Schulich Entrance Scholarship of Merit for Ph.D. Students (2008-2009)

Brigham Young University

Bicentennial Full Tuition Scholarship (2021-2005)

CONSULTING

Dee Etzwiler, Marching in their Footsteps (2020)

COMMUNITY SERVICE

Full-time Religious/Service Missionary, Buenos Aires, Argentina (2005-2007)