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| <b>Boston College, Senior Lecturer</b><br>Commonwealth Ave; Chestnut Hill, MA 02467<br>Strategic Brand Management Course, Undergraduate & Graduate -- MBA<br>Boston College Undergraduate Marketing Academy; Co- Director   | <b>2017 to present</b>  |
| <b>Boston College, Adjunct Lecturer</b><br>Commonwealth Ave; Chestnut Hill, MA 02467<br>Strategic Brand Management Course, Undergraduate & Graduate -- MBA  | <b>2014 to 2017</b>     |
| <b>Babson College; Adjunct Lecturer</b><br>Babson Park, MA 02457<br>Brand Management Course, 2 sections; undergraduate <ul style="list-style-type: none"><li>o Received consistent 1.0-1.5 course ratings from approx. 900 students</li><li>o Guest lecturer at Graduate Course in Brand Management, 2006 to present</li><li>o Guest lecturer at Sports Marketing Course, 2011 to present</li></ul> Guest lecturer at Boston College's Carroll School of Management and Harvard Business School | <b>2006 to May 2014</b> |

