DETRA Y. MONTOYA

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# EDUCATION

#### Ph.D. Business Administration, Emphasis: Marketing, W. P. Carey School of Business, Arizona State University, 2006.

M.B.A. Business Administration, W. P. Carey School of Business, Arizona State University, 2000.

#### B.S. Finance, *Cum Laude,* Eller College of Business and Public Administration, University of Arizona, 1996.

**EMPLOYMENT**

**Arizona State University, W. P. Carey School of Business** (2012-current)

*Clinical Professor of Marketing, Department of Marketing (2020- present)*

*Clinical Associate Professor of Marketing, Department of Marketing (2012-2020)*

**University of Washington, Michael G. Foster School of Business** (2006-2012)

*Assistant Professor, Department of Marketing and International Business*

**Arizona State University, W. P. Carey School of Business** (2002-2006)

*Instructor and Graduate Assistant, Department of Marketing*

##### Chandler-Gilbert Community College (2002-2003)

##### *Adjunct Faculty, Business and Computer Information Systems Division*

Arizona Community College Teaching Certification 2002

##### Procter & Gamble (1996-2001)

*Project Manager - Multicultural Business Development Organization; Account Executive,*

*Account Manager, Shelf Technology Manager - Customer Business Development*

# RESEARCH

**Peer-Reviewed Articles**

Aguirre-Rodriguez, Alexandra, Adriana Bóveda-Lambie, Patricia Torres, and Detra Y. Montoya (forthcoming), “Culturally adaptive service behaviors in shared ethnicity service encounters,” *Services Marketing Quarterly*, accepted October 2021. Available online October 25, 2021 <https://doi.org/10.1080/15332969.2021.1992559>

Aguirre-Rodriguez, Alexandra, Adriana Bóveda-Lambie, and Detra Y. Montoya (2014),

“Ethnic consumer response to ethnic crossover brand extensions,” *Journal of Business*

*Research,* 67 (4), 457–463.

Montoya, Detra Y. and Maura Scott (2013), “The Effect of Lifestyle-based Depletion on Teen Consumption Behavior,” *Journal of Public Policy & Marketing*, 32 (1), 82-96.

Montoya, Detra Y. and Elten Briggs (2013), “Shared ethnicity effects on service encounters: A study across three U.S. subcultures,” *Journal of Business Research,* 66 (3), 314–320.

Rosenbaum, Mark S. and Detra Y. Montoya (2007), “Am I welcomed here? Exploring how ethnic consumers assess their place identity,” *Journal of Business Research*, 60 (3), 206-214.

### Books and Book Chapters

Briggs, Elten and Detra Y. Montoya (2020), “Providing Services in Multicultural Environments,” in *The Routledge Handbook of Service Research Insights and Ideas*, Kendra Fowler and Eileen Bridges, Eds.

Spratlen, Thaddeus, Leslie Lum, Leslie, Detra Y. Montoya, and Michael P. Verchot (2015), *Business Consulting in a Multicultural America,* Seattle:University of Washington Press.

Bolton, Ruth N., Venkatesh Shankar, and Detra Y. Montoya (2009), “Recent Trends and Emerging Practices in Retail Pricing,” in *Retailing in the 21st Century: Current & Future Trends, 2nd Edition,* Manfred Krafft and Murali Mantrala, Eds., Germany, METRO.

### Invited Articles

Montoya, Detra Y. (2011), “Your Customers’ Expectations: Managing them is Essential to their Satisfaction,” *American Pharmacist*, (May), 27-31.

Bolton, Ruth N., Detra Y. Montoya, and Venkatesh Shankar (2006), "Beyond EDLP and HiLo:  A New Customised Approach to Retail Pricing," in *European Retail Digest*, 49 (spring), 7-10. [Feature/Lead Article]

**Under Review**

Alexandra Aguirre-Rodriguez, David Luna, Cecilia M.O. Alvarez, and Detra Y. Montoya, “The Hispanic Identity and Consumer Psychology: An Ethnic Identity-Based Motivation Model,” Invited revision (2021), *Journal of Consumer Psychology.*

**Presentations and Conference Proceedings (\*denotes presenter)**

Montoya, Detra Y\*., “Gaining Experience One Brand at a Time,” *Marketing Management Association Fall Educator’s Conference*, October 2021.

Montoya, Detra Y., & Eaton, Kate. (2021). How Can We Get Experience if You Won’t Hire Us without Experience? In *Marketing Management Association Fall Educators Conference Proceedings.*

Montoya, Detra Y\*., “A Lesson in Flipping a Class During COVID-19,” *Marketing Management Association Fall Educator’s Conference*, October 2020.

Montoya, Detra Y\*., “Integrating Multicultural Marketing Research and Teaching,” *Marketing Management Association Fall Educator’s Conference*, Santa Fe, New Mexico, September 2019.

Briggs, Elten\* and Detra Y. Montoya, “Providing Services in Multicultural Environments,” *Society for Marketing Advances,* West Palm Beach Florida, November 2018.

Montoya, Detra Y\* and Ann Schlosser, “The Effect of Regulatory Focus on Coping with Ambivalence,” *Society for Consumer Psychology*, Atlanta, Georgia*,* February 2011.

Montoya, Detra Y.\* and Maura Scott, “The Effect of Lifestyle Depletion on Ethnic Teen Consumption Behavior,” *Society for Consumer Psychology*, Atlanta, Georgia*,* February 2011.

Montoya, Detra Y.\* and Ann Schlosser, “The Effect of Regulatory Focus on Coping with Ambivalence,” *Michael G. Foster School of Business Marketing Department Seminar Series,* Seattle, Washington, May 2010.

Montoya, Detra Y.\* and Maura Scott, “Exploring the Unique Consumption Experiences of African American and Hispanic Teens,” *Academy of Marketing Science Cultural Perspectives in Marketing Conference*, New Orleans, Louisiana, January 2008.

Montoya, Detra Y. and Mark S. Rosenbaum\*, “Taking Care of 'Family' Members: Exploring Retail Nepotism,” *Academy of Marketing Science Cultural Perspectives in Marketing Conference*, New Orleans, Louisiana, January 2008.

Montoya, Detra Y.\*, Naomi Mandel, Stephen M. Nowlis, and Andrea C. Morales*,* “The Effects of Product Attributes and Goals on Expected Goal Attainment for

Product Systems and their Driver Products,” *UW/UBC Marketing Conference,* University of British Columbia, Vancouver, British Columbia, June 2007.

Montoya, Detra Y.\*, Naomi Mandel, and Stephen M. Nowlis*,* “Social Norms and Shelf Space Strategies: Influencing Consumer Preferences for High and Low Tier Brands at the Retail Shelf,” *Society for Consumer Psychology*, Las Vegas, Nevada*,* February 2007.

Rosenbaum, Mark S. and Montoya, Detra Y.\*, “Am I welcomed here? Exploring how ethnic consumers assess their place identity, “*University of Washington Diversity In Business Research Conference*, Seattle, Washington, September 2006.

Montoya, Detra Y.\*, Naomi Mandel, and Stephen M. Nowlis, “System Sales: Managing Synergy through Multiple Products,” *Society for Consumer Psychology,* Miami, Florida, February 2006.

Rosenbaum, Mark S.\* and Detra Y. Montoya, “Exploring How Ethnic Consumers Assess Place Identity,” *Royal Bank International Research Seminar,* Montreal, Canada, September 2005.

Montoya, Detra Y.\*, Naomi Mandel, and Stephen M. Nowlis, “Social Norms and Shelf Space Strategies: Influencing Consumer Purchase Decisions at the Retail Shelf,” *Association for Consumer Research Conference*, Portland, Oregon, October 2004.

Montoya, Detra Y.\*, Stephen M. Nowlis, and Naomi Mandel, “Product Complements: An Exploratory Study on the Influence of Related Products on Consumer Purchase Decisions,” *Arizona Consortium,* Glendale, Arizona, April 2004.

Montoya, Detra Y.\*, Stephen M. Nowlis, and Naomi Mandel, “The Effects of Shelf Space Strategies on Consumer Purchase Decisions,” *PhD Project,* Chicago, Illinois, August 2003.

**TEACHING**

**Teaching Experience**

Arizona State University (2012-present): Marketing Principles, Brand Management [undergraduate, graduate], Marketing Management [undergraduate, graduate], Sales Management [undergraduate]

University of Washington (2006-2012): Marketing Concepts; Multicultural Marketing and Business Development

Arizona State University (2003-2006): Marketing Management [evening core MBA], Consumer Behavior, Marketing Management [undergraduate], and Principles of Marketing.

Chandler-Gilbert Community College (2002): Principles of Marketing, Management and Leadership.

**Executive Education**

Center for Services Leadership (CSL) Honeywell Online Education Program Course Lead, 2012-

2013; 2015-2018; 2019

CSL Strategic Service Institute Instructor, “*Leveraging Technology and Brand Reputation to Move from*

*Products to Services,”* September 2018; February & September 2019; February 2020

CSL Open Enrollment Online Certificate Program Couse Lead, 2013-2017

CSL Service Leadership Institute Instructor, *“Service Branding,”* – March 2016

University of Washington (UW) Business and Economic Development Center (BEDC) Business

Certificate Program Instructor, “*Marketing Plan Development*,” – May, June & October 2011; March 2012.

UW BEDC Business Certificate Program Instructor, “*For Sale: Pricing Your Products/Services &*

*Market Research*,” – November 2010

UW BEDC Business Certificate Program Instructor, “*Marketing during an Economic Downturn*,” April 2009; March 2010

UW BEDC Minority Business Executive Program Featured Speaker, “*Multicultural Marketing*” - June 2008

**RESEARCH GRANTS**

University of Washington Institute of Ethnic Studies in the United States Research Grant, 2010

State Farm Insurance Research Grant, October 2008

Michael G. Foster School of Business BEDC Research Grant, 2007 & 2008

CSL Doctoral Student Research Award, 2003

**UNIVERSITY/ DEPARTMENT SERVICE**

Faculty Advisor, Strategic Marketing Association, 2021-present

Faculty Director, Professional Sales Program, 2015-present

Sales Competition Coach, 2014-present

- State Farm Sales and Marketing Competition; Western States Collegiate Sales Competition; E. & J. Gallo Winery Collegiate Sales Competition

W. P. Carey Forward Initiative Taskforce Member, 2017-2018

Faculty Director, Master of Science in Management, 2014-2016

Faculty Advisor, ProSales Club, 2013- present

Honors Thesis Committee Director/2nd Reader, 2012 – present

Department of Marketing Internship Coordinator, 2012 – present

UW BEDC Certificate Program Marketing Instructor, 2009 – 2012

Advisory Board Member, UW BEDC, 2007-2012

#### Faculty Advisor, Hispanic Business Student Association/ALPFA UW student chapter 2007- 2012

#### UW Marketing Department PhD Program, Ad Hoc Committee 2007

**ACADEMIC SERVICE**

#### Session Chair, *Marketing Management Association Fall Educator’s Conference*, October 2020

#### Session Chair, *Marketing Management Association Fall Educator’s Conference*, September 2019

Faculty Advisor, PhD Project Marketing Doctoral Student Association, 2013-2016

Program Committee Member, Society of Consumer Psychology Conference, February 2011

Member, Society of Consumer Psychology - Ethnic Minority Affairs Committee, 2010

Session Chair, Society of Consumer Psychology Conference, February 2009

Faculty Presenter, The PhD Project’s Marketing Doctoral Student Association Annual Meeting, 2007-2011

Ad Hoc Reviewer for *Journal of Marketing, Journal of the Academy of Marketing Science, Journal of Retailing, Journal of Business Research, Journal of Public Policy & Marketing, Journal of Service Research, Journal of Services Marketing*

#### Reviewer for *Society of Consumer Psychology*, *Advances in Consumer Research and, American Marketing Association Conferences* 2006-present

**HONORS AND AWARDS**

Huizingh Outstanding Service to Undergraduate Students Award, 2016 & 2021

Dean’s List for Teaching Impact 2019-2020; 2020-2021

“Most Impactful Marketing Professor” for W. P. Carey Full-Time MBA 2019

National Hispana Leadership Institute’s Executive Leadership Program Fellow, 2012

AMA-Sheth Doctoral Consortium Fellow, University of Connecticut, 2005

Kenneth A. Coney Memorial Scholarship 2004 & 2005

AMA Valuing Diversity Scholarship 2004

Congressional Hispanic Caucus Institute Scholarship 2003

**PROFESSIONAL SERVICE**

#### Panelist, *PhD Project Conference*, 2012-2017

#### Panelist, Arizona Hispanic Chamber of Commerce, October 2013

#### Panelist, *Nordstrom Latina Summit,* September 2011

#### Keynote Speaker, INROADS Learning Summit, June 2010

#### Panel Moderator, *Latina Style Business Series* – Seattle, April 2007 & June 2010

Panelist, *Strategic Connections: A Conversation among Leaders in the Hispanic/Latino Community* at State Farm, May 2008

Panelist, *Latinas in Leadership - Society of Hispanic Professional Engineers*, March 2008

#### Invited Speaker, *King County Bar Association - Small Business Institute* June 2007

**PROFESSIONAL AFFILIATIONS**

#### Wise Women of Seattle, June 2007-2012

#### Founding Member, Marketing Ethnic Faculty Association, 2006-present

PhD Project Marketing Doctoral Student Association, 2002-2006

#### Member, American Marketing Association, 2002-present

Member, Society for Consumer Psychology, 2002-present

Member, Association for Consumer Research, 2002-present

Member, Academy of Marketing Science, 2007-2008

Alumni Member and Talent Pool Facilitator, INROADS

#### Alumni Member, Delta Sigma Pi Professional Business Fraternity

**NON-PROFIT AFFILIATIONS**

Board Member, *Consejo Counseling and Referral Service*, 2007-2012

Vice-President, 2011-2012

Chair, Governance Committee, 2011-2012

Chair, Resource Development Committee, 2010-2011

Chair, Strategic Planning Committee, 2008 – 2010

Symphony Guild, *Seattle Children’s Hospital*

Chair, Marketing Committee 2007-2008

**Media Mentions/Interviews**

“Shared Ethnicity Contributes to Positive Customer Experiences,” *O&P Business News*, April 2013

“Chronic social stress contributes to unwise teen spending,” www.foster.washington.edu, May 14, 2012.

“STP: Powering More than Race Cars,” *Tu Decides,* May 3, 2012

“Marketing: It’s All About the Customer,” *Tu Decides,* April 19, 2012

“Does Costco make your wallet look fat?” Komonews.com, May 4, 2009.

“Survey Regarding Hispanic Concerns,” *Tu Decides*, October 31, 2008.

\**This study was sponsored by State Farm Insurance.*

“UW researcher Detra Y. Montoya, Ph.D. explores multicultural marketing,” *Tu Decides*, January 28, 2008.

Guest Opinion by Lauri Jordana, *Puget Sound Business Journal*, August 24-30, 2007.

“Tapping the Hispanic Market not as Easy as Uno-Dos-Tres,” *Yakima Herald-Republic*, April 9, 2007.

“More Focused Competitors May Be Albertsons’ Undoing,” Knowledge @ W. P. Carey, October 12, 2005.