JOSEPH P. REDDEN

Univ. of Minnesota, Marketing Department
321 Nineteenth Ave. S., Suite 3-161
Minneapolis, MN 55455

Work: 612.626.9170
Email: jredden@umn.edu

EDUCATION

University of Pennsylvania, Wharton Business School, Ph. D., Marketing, 2006

Duke University, Fuqua School of Business, MBA, 1998

University of Kentucky, BBA Accounting, BS Computer Science, 1994

ACADEMIC POSITIONS

Associate Professor, University of Minnesota, Fall 2014 - Present
Assistant Professor, University of Minnesota, Fall 2008 – Fall 2014
Visiting Professor, University of Minnesota, Fall 2006 – Spring 2008

RESEARCH INTERESTS

– Increasing consumer enjoyment without changing the product
– Ways to reduce the effects of satiation (boredom) in repeated experiences
– Effects of product variety on serving sizes and consumption
– Strategies to promote healthy eating

PUBLICATIONS

Scherschel, Heather, Britt Ahlstrom, Zata Vickers, Joseph P. Redden, and Traci Mann (2014), "The Myth of Comfort Food," *in press at Health Psychology*.

Galak, Jeff, Joseph P. Redden, Yang Yang, and Ellie J. Kyung (2014), "Feast Today Makes Fast Tomorrow? Influencing Satiation through Perceptions of Temporal Distance," *Journal of Experimental Social Psychology,* 52(May), 118-123.

Larson, Jeffrey, Joseph P. Redden, and Ryan S. Elder (2014), "Satiation from Sensory Simulation: Evaluating Foods Decreases Enjoyment of Similar Foods," *Journal of Consumer Psychology,* 24(2), 188-194.

Sevilla, Julio, and Joseph P. Redden (2014), "Perceived Limited Availability Reduces the Rate of Satiation," *Journal of Marketing Research,* 51(April), 205-217.

Vohs, Kathleen D., Joseph P. Redden, and Ryan Rahinel (2013), "Physical Order Produces Healthy Choices, Generosity, and Conventionality, Whereas Disorder Produces Creativity," *Psychological Science,* 24(9), 1860-1867.

Haws, Kelly L. and Joseph P. Redden (2013), "In Control of Variety: High Self-Control Reduces the Effect of Food Variety," *Appetite*, 69(1), 196-203.

Rahinel, Ryan and Joseph P. Redden (2013), "Brands as Product Coordinators: Matched Brands Make Joint Consumption Experiences More Enjoyable," *Journal of Consumer Research*, 39(6), 1290-1299.

Redden, Joseph P. and Jeff Galak (2013), "The Subjective Sense of Feeling Satiated," *Journal of Experimental Psychology: General*, 142(1), 209-217.

Redden, Joseph P. and Kelly L. Haws (2013), "Healthy Satiation: The Role of Decreasing Desire in Effective Self-Control," *Journal of Consumer Research,* 39(5), 1000-1114.

Reicks, Marla, Joseph P. Redden, Traci Mann, Elton Mykerezi, and Zata Vickers (2012), "Pictures in Lunch Tray Compartments and Vegetable Consumption among Children in Elementary School Cafeterias," *Journal of American Medical Association*, 307(8), 784-785.

Griskevicius, Vladas, Joshua M. Ackerman, and Joseph P. Redden (2012), "Why We Buy: Evolution and Consumer Behavior," in *Applied Evolutionary Psychology*, ed. S. C. Roberts, Oxford University Press, 311-329.

Redden, Joseph P. and Stephen J. Hoch (2011), "Simplifying Difficult Calculations: How Consumers Choose Two-part Tariffs," *Journal of Product & Brand Management*, 20(7), 549-556.

Redden, Joseph P. and Shane Frederick (2011), "Unpacking Unpacking: Greater Detail Can Reduce Perceived Likelihood," *Journal of Experimental Psychology: General,* 140(May), 159-167.

Galak, Jeff, Joseph P. Redden, and Justin Kruger (2009), "Variety Amnesia: Recalling Past Consumption Can Accelerate Recovery from Satiation," *Journal of Consumer Research*, 36(Dec), 575-584.

Redden, Joseph P. and Stephen J. Hoch (2009), "The Presence of Variety Reduces Perceived Quantity," *Journal of Consumer Research*, 36(Oct), 406-417.

Redden, Joseph P. (2008), "Reducing Satiation: The Role of Categorization Level", *Journal of Consumer Research*, 34(Feb), 624-634. *This work won the 2007 John A. Howard / AMA Doctoral Dissertation Award and the 2008 Robert Ferber Award.*

Redden, Joseph P. (2007), "Hyperbolic Discounting," in *Encyclopedia of Social Psychology*, ed.

Roy F. Baumeister and Kathleen D. Vohs, Thousand Oaks, CA: Sage.

Redden, Joseph P. (2007), "Avoiding Satiation: Consumers Should Stop to Smell the Different Types of Roses," on *Association for Consumer Research Website (For Marketers Section).*

WORKING PAPERS

Joseph P. Redden, "Desire over Time: The Multi-Faceted Nature of Satiation," *forthcoming chapter in The Psychology of Desire, ed. by Wilhelm Hofmann and Loran Nordgren*.

Joseph P. Redden, "The Chooser's Curse: The Ability to Choose Increases Satiation," *invited for revision at Journal of Consumer Research*.

Sunaina K. Chugani, Julie R. Irwin, and Joseph P. Redden, "Happily Ever After: Hedonic Adaptation and Identity-Consistent Stimuli," *invited for revision at Journal of Consumer Research*.

Katie E. Osdoba, Traci Mann, Joseph P. Redden, and Zata Vickers, "Using Food to Reduce Stress: Effects of Choosing Meal Components and Preparing a Meal," *invited for revision at Food Quality and Preference*.

Kristina M. Durante, Vladas Griskevicius, Joseph P. Redden, and Andrew Edward White, "Spending on Girls versus Boys in Economic Recession," *invited for revision at Journal of Consumer Research*.

Scott Davis, Kelly L. Haws, and Joseph P. Redden, "This Isn't So Bad: Assimilation, Contrast, and Self-Control Impact Healthiness Perceptions," *invited for revision at Journal of Marketing Behavior*.

Tashara Leak, Alison Swenson, Zata Vickers, Traci Mann, Elton Mykerezi, Joseph P. Redden, Aaron Rendahl, and Marla Reicks, "Testing the effectiveness of in-home behavioral economics strategies to increase vegetable intake, liking and variety among low-income youth," *invited for revision at Journal for Nutrition Education and Behavior*.

Noelle Nelson and Joseph P. Redden, "What You Don't Remember Can't Bore You: Working Memory and Rate of Satiation," *working paper*.

Stephanie M. Cantu, Vladas Griskevicius, and Joseph P. Redden (2012), "Red, Ripe, and Ready: The Influence of Food Color on Consumption," *working paper*.

Joseph P. Redden, Traci Mann, Zata Vickers, Elton Mykerezi, and Marla Reicks, "First in Isolation: An Intervention Strategy to Increase the Intake of Healthy Foods," *working paper*.

Joseph P. Redden, Jeff Galak, Kameko Halfmann, and William Hedgcock, "Satiation via a Top-Down Neural Mechanism," *working paper*.

Jannine D. Lasaleta and Joseph P. Redden, "Similarity in Combined Consumption Experiences Can Reduce Satiation," *working paper*.

Kristina M. Durante, Lambrianos Nikiforidis, Ashley Rae, Joseph P. Redden, and Vladas Griskevicius, "Gender Differences in Parental Investment in Daughters vs. Sons," *working paper*.

HONORS & AWARDS

– Faculty Research Award, Carlson School of Management, 2013
– Faculty Service Award, Carlson School of Management, 2013
– Marketing Young Scholar, Marketing Science Institute, most promising scholars in marketing, 2013
– Robert Ferber Award, best interdisciplinary dissertation article published in the latest volume of the Journal of Consumer Research, 2008
– John A. Howard / AMA Doctoral Dissertation Award, best dissertation in marketing, 2007
– Ackoff Award ($4,000), Wharton Risk Management and Decision Processes Center, 2005
– Doctoral Fellowship in Marketing, Wharton School, 2002-2006
– Fuqua Scholar (top 10% of graduating class), Fuqua School of Business, 1998
– Fuqua Fellowship, Fuqua School of Business, 1996-1998
– Outstanding Senior in Accounting, University of Kentucky, 1994

GRANTS

– Dean's Small Research Grant of $2,423 for "Behavioral Effects and Enjoyment", Carlson School of Management, 2013
– Grant of $15,000 for "Harnessing Social Norms to Turn a Minority into a Majority", Ogilvy Foundation, 2012 (co-investigator with Vladas Griskevicius).
– Grant of $15,000 for "Serving Vegetables First as a Strategy for Increasing Vegetable Consumption in an Elementary School Cafeteria", Cornell Center for Behavioral Economics in Child Nutrition Programs, 2012 (co-investigator with Zata Vickers as primary investigator).
– Grant of $1,413,101 for "Using In-home Behavioral Economic Strategies and Enhanced Food Preparation Skills to Increase Vegetable Intake and Variety among Children", USDA Agricultural and Food Research Initiative, 2011 (co-investigator with Marla Reicks as primary investigator)
– NASA Grant of $350,000 for "Factors Contributing to Food Acceptability on Long-term Space Missions", NASA, 2011 (co-primary investigator with Traci Mann & Zata Vickers)
– Dean's Small Research Grant of $8,826 for "Variety Amnesia fMRI", Carlson School of Management, 2011

– Grant of $27,442 for "Developing Research Capacity to Test Behavioral Economic Intervention in Child Nutrition Programs", United States Department of Agriculture, 2010 (co- investigator with Marla Reicks as primary investigator)
– Dean's Small Research Grant ($2,150), Carlson School of Management, 2008
– Ackoff Award ($4,000), Wharton Risk Management and Decision Processes Center, 2005
– Doctoral Fellowship in Marketing, Wharton School, 2002-2006

TEACHING (ratings shown for most recent two years)

Courses Taught

Marketing Management (Carlson School of Management Executive MBA)
Ratings: 5.5, 5.8 (out of 6.0)

Marketing Strategy (Univ. of Minnesota Undergraduate)
Ratings: 5.8, 5.8, 5.9, 5.9 (out of 6.0)

Pricing Strategy (Univ. of Minnesota MBA)

Introduction to Marketing (Wharton School Undergraduate)

Sabre Marketing Simulation (Wharton School Undergraduate)

Executive Education

Strategic Marketing (Carlson School of Management Executive Education)
Ratings: 4.8, 4.8 (out of 5.0)

Minnesota Executive Program (Carlson School of Management Executive Education),
Strategies for a Marketing Advantage (with marketing simulation)
Ratings: 4.8 (out of 5.0)

Custom Program, "Sizing an Opportunity Space", July 2013

Custom Program, "Financial Projections: Path to Cash", June 2014

Honors and Awards

Faculty Teaching Award, Carlson School of Management, 2013
Finalist for Business Week Faculty of the Year, 2008, 2009, 2012, 2014

CONFERENCES / INVITED PRESENTATIONS (* denotes presentation by co-author)

2014 "The Self-Reflective Component of Satiation", Marketing Seminar Series, Duke University (4/9/2014).

"The Self-Reflective Component of Satiation", Marketing Seminar Series, London Business School (2/24/2014).

"The Self-Reflective Component of Satiation", Marketing Seminar Series, Grenoble University (2/21/2014).

"Physical Order Promotes Healthy Choices, Generosity, Conventionality, Whereas Disorder Produces Creativity", SPSP Conference, Austin, TX (work with Ryan Rahinel* and Kathleen Vohs).

"Spending on Girls versus Boys in Economic Recessions", SPSP Conference, Austin, TX (work with Kristina Durante*, Vladas Griskevicius, and Andrew White).

"The Self-Reflective Component of Satiation", Marketing Camp, University of Florida (2/8/2014).

"The Role of Malleable Satiation in Eating Behavior", Behavior Science of Eating Conference, Carnegie Mellon University (1/10/2014).

2013 "The Self-Reflective Component of Satiation", Cognitive Psychology Colloquium Series, University of Minnesota (10/31/2013).

"The Self-Reflective Component of Satiation", Marketing Seminar Series, University of Southern California (10/25/2013).

"The Self-Reflective Component of Satiation", Marketing Seminar Series, Boston University (9/26/2013).

"The Self-Reflective Component of Satiation", Marketing Seminar Series, Alberta University (4/5/2013).

"The Self-Reflective Component of Satiation", Marketing Seminar Series, Cornell University (2/15/2013).

"This Isn't So Bad: Assimilation, Contrast, and Self-Control Impact Healthiness Perceptions", Association for Consumer Research Annual Conference, Chicago, IL (work with Scott Davis* and Kelly L. Haws).

"Mechanical Turk 2.0: Issues, Limitations & Solutions for Collecting Data, Association for Consumer Research Annual Conference, Chicago, IL (member of roundtable).

"I Love You Both Equally, But .. Parental Spending on Girls vs. Boys in Economic Recessions", Society for Consumer Psychology Winter Conference, San Antonio, TX (work with Kristina Durante*, Vladas Griskevicius, and Andrew White).

"Apples to Apples or Apples to Crackers? Assimilation, Contrast, and Self-Control on Healthiness Perceptions", Society for Consumer Psychology Winter Conference, San Antonio, TX (work with Scott Davis* and Kelly Haws).

2012 "Two Approaches to Encourage Healthier Eating", Marketing Speaker Series, University of Minnesota (10/26/2012).

"The Chooser's Curse: The Ability to Choose Leads to More Satiation", Marketing Speaker Series, University of Texas at Austin (9/28/2012).

"The Chooser's Curse: The Ability to Choose Leads to More Satiation", Behavioral Economic Speaker Series, University of Minnesota (7/26/2012).

"The Self-Reflective Component of Satiation", Marketing Seminar Series, Texas A&M University (2/13/2012).

"Brands as Product Coordinators: Matched Brands Make Joint Consumption Experiences More Enjoyable", Society for Judgment and Decision Making Annual Conference, Minneapolis, MN (work with Ryan Rahinel*).

"Red, Ripe, and Ready: Effect of Food Color on Consumption", Society for Judgment and Decision Making Annual Conference, Minneapolis, MN (work with Stephanie Cantu* and Vladas Griskevicius).

"Interventions to Get School Children to Eat More Vegetables", Association for Consumer Research Annual Conference, Vancouver, BC (work with Traci Mann, Elton Mykerezi, Marla Reicks, and Zata Vickers).

"In Control of Variety: How Self-Control Reduces the Effect of Food Variety", Association for Consumer Research Annual Conference, Vancouver, BC (work with Kelly Haws*).

"Red, Ripe, and Ready: Effect of Food Color on Consumption", Association for Consumer Research Annual Conference, Vancouver, BC (work with Stephanie Cantu* and Vladas Griskevicius).

"I Love You Both Equally, But .. Parental Spending on Girls vs. Boys in Economic Recessions", Association for Consumer Research Annual Conference, Vancouver, BC (work with Kristina Durante*, Vladas Griskevicius, and Andrew White).

"Perceived Scarcity Reduces the Rate of Satiation", Society for Consumer Psychology Summer Conference, Orlando, FL (work with Julio Sevilla* and Shenghui Zhao).

"In Control of Variety: How Self-Control Reduces the Effect of Variety", Behavioral Decision Research in Management Conference, Boulder, CO (work with Kelly Haws*).

"Feels Far or Near? How Subjective Perception of When One Last Consumed Influences Satiation", Society for Consumer Psychology Winter Conference, Las Vegas, NV (work with Yang Yang*, Jeff Galak, and Ellie Kyung).

"Perceived Scarcity Reduces the Rate of Satiation", Society for Consumer Psychology Winter Conference, Las Vegas, NV (work with Julio Sevilla* and Shenghui Zhao).

2011 "The Chooser's Curse: The Ability to Choose Leads to More Satiation," Marketing Speaker Series, Carnegie Mellon University (4/7/2011).

"The Chooser's Curse: The Ability to Choose Leads to More Satiation", Association for Consumer Research Annual Conference, St. Louis, MO.

"The Subjective Sense of Satiation", Association for Consumer Research Annual Conference, St. Louis, MO (work with Yang Yang*, Jeff Galak, and Ellie Kyung).

"The Less There Is, The More I Want", Association for Consumer Research Annual Conference, St. Louis, MO (work with Julio Sevilla* and Shenghui Zhao).

"Brands as Product Coordinators", Association for Consumer Research Annual Conference, St. Louis, MO (work with Ryan Rahinel*).

"Unrelated Variety: When Greater Dissimilarity Can Increase Satiation", Association for Consumer Research Annual Conference, St. Louis, MO (work with Jannine Lasaleta*).

"The Subjective Sense of Satiation", Society for Consumer Psychology Annual Winter Conference, Atlanta, GA (work with Jeff Galak*).

2010 "Healthy Satiation: The Role of Desire in Self-Control," Association for Consumer Research Annual Conference, Jacksonville, FL (work with Kelly Haws).

"Meta-Cognition and Satiation," Behavioral Decision Research in Management Annual Conference, Pittsburgh, PA (work with Jeff Galak*).

"If It Is Familiar, It Must Taste Better," Society for Consumer Psychology Winter Conference, St. Petersburg, FL (work with Manoj Thomas).

2009 "Interplay of Self-Control and Satiation," Food Sciences Workshop, University of Minnesota (9/30/2009).

"Variety Amnesia: Recalling Past Variety Can Accelerate Recovery from Satiation," Marketing Workshop, University of Chicago (5/11/2009).

"Variety Amnesia: Recalling Past Variety Can Accelerate Recovery from Satiation," Marketing Department Colloquium, Brigham Young University (3/06/2009).

"Unpacking Unpacking: When Greater Detail Reduces Perceived Likelihood," Society for Judgment and Decision Making Annual Conference, Boston, MA (work with Shane Frederick*).

2008 "Recovering from Satiation: Recalling Related Intervening Experiences Accelerates Recovery from Satiation," Association for Consumer Research Annual Conference, San Francisco, CA (work with Jeff Galak and Justin Kruger).

"Keeping a Product Enjoyable: Preventives and Remedies for Satiation," Board Meeting for the Institute for Research in Marketing at the Carlson School of Management.

"Spontaneous Recovery Isn't Quite So Spontaneous: The Effect of Dishabituator Salience on Constructed Satiation," Behavioral Decision Research in Management Annual Conference, San Diego, CA (work with Jeff Galak* and Justin Kruger).

"Construal Level and Perceived Variety," Society for Consumer Psychology Annual Winter Conference, New Orleans, Louisiana (work with Selin Malkoc*).

2007 "Not Seeing the Whole: How Variety Can Reduce Apparent Quantity," Marketing Department Colloquium, University of Minnesota.

"Reducing Satiation: Subcategorization, Expertise, and Recall," presented at American U., Florida St., Harvard, Kentucky, Miami, Minnesota, William & Mary, and Queens U.

2006 "Reducing Satiation: The Role of Categorization Level," presented at Arizona, Minnesota, and Northwestern.

2005 "Reducing Satiation: The Role of Categorization Level," presented at Georgetown, Harvard, MIT, U. of Penn. (Wharton), Rice, Vanderbilt, Washington, and Yale.

2004 "Anchoring and Adjustment in Non-Linear Pricing," Marketing Science Annual Conference, Rotterdam, Netherlands (work with Stephen J. Hoch).

2003 "Price Partitioning: No One Likes Surprises," Association for Consumer Research Annual Conference, Toronto, Canada (work with Gavan Fitzsimons and Patti Williams).

PROFESSIONAL EXPERIENCE

1999 – 2002 Avenue A / Atlas DMT, Director of Product Management

- Led Atlas business unit from conception to first major partnership by defining the product, managing the sales effort, crafting marketing positioning, and overseeing initial operations.
- Conducted market research to identify on-line advertising needs of traditional advertising agencies via interviews with industry leaders, industry publications, and sales prospects.
- Developed tool to optimally allocate ad inventories for one of 3 largest online ad portals.
- Crafted marketing strategies for clients including Gateway, MSN, and Morgan Stanley.

1998 – 1999 Prism Consulting International, Business Associate

- Built an operational model of fractional jet usage to justify the construction of two dedicated maintenance facilities that required a multi-million dollar nvestment.
- Designed and integrated standardized processes for order entry that reduced average response time from 34 hours to 20 minutes.

1994 - 1996 Arthur Andersen Business Consulting, Senior Consultant

- Developed best practices for pharmaceutical contractor with solutions expected to produce 40% reduction in project manager time and annual savings of over $1M.
- Primary client contact and development team leader for activation of US Customs foreign trade zones for BMW and Alpine with annual savings of $0.7M on imports and exports.

SERVICE

<u>Research</u>

– Editorial Review Board, Journal of Marketing Research, 2014
– Program Committee, Society for Consumer Psychology Winter Conference, 2013, 2014, 2015
– Program Committee, Society for Consumer Psychology International Conference, 2012
– Program Committee, Association of Consumer Research Conference, 2011, 2013, 2014
– Dissertation Committee Member for Sunaina Chugani, University of Texas-Austin
– Dissertation Committee Member for Katie Osdoba, University of Minnesota
– Faculty Representative at Hering Symposium, Indiana University, 2010
– Doctoral Symposium Panelist at Society for Consumer Psychology Conference, 2014
– Doctoral Symposium Panelist at Association of Consumer Research Conference, 2009, 2010
– Judge for SCP-Sheth Doctoral Dissertation Competition, 2008, 2009, 2010, 2011, 2012, 2013
– Judge for MSI Clayton Dissertation Proposal Competition, 2012, 2013
– Ad-hoc reviewer for Journal of Consumer Research, Journal of Marketing Research, Marketing Science, Journal of Consumer Psychology, Organizational Behavior and Human Decision Processes, Journal of Retailing, Management Science, Psychological Science, Journal of Applied Psychology, Appetite
– Reviewer for American Marketing Association Winter Conference, 2009, 2010
– Reviewer for Association of Consumer Research Conference, 2009
– Reviewer for Society of Consumer Psychology Winter Conference, 2009, 2010

School
– CSOM Strategic Planning Committee, 2014
– CEMBA Faculty Council, 2013
– Marketing Department Recruiting Committee, 2012, 2013
– IT Faculty Advisory Committee, 2012, 2013
– Search Committee for Assistant Dean, MBA Program, 2012
– President's Distinguished Faculty Mentor Program, 2010, 2013
– Undergraduate Faculty Advisory Committee, Carlson School, 2009, 2010, 2011, 2012, 2013
– Manage online global subject pool (www.behaviorlab.org)
– Judge for Senior Case Competition at Carlson School of Management, 2008, 2009
– Faculty Representative for Elite 8 Case Competition, 2009, 2010, 2011, 2012, 2013
– Faculty Representative at BizWeek Battle of the Brains, 2010
– Honor's Thesis Advisor for Jon van Keulen, University of Minnesota, 2012
– Honor's Thesis Reader for Nick Olson, University of Minnesota, 2011
– Advisor in Undergraduate Research Opportunities Program, Gage Kaffering, 2012-2013
– Advisor in Undergraduate Research Opportunities Program, Shulin Huang, 2009-2011
– Advisor in Undergraduate Research Opportunities Program, Chenyan Huang, 2008-2009
– Advisor in Honor's Research Assistant Program, Alex Kurth, 2012-2013
– Advisor in Honor's Research Assistant Program, Alexa Ruda, 2011-2012
– Advisor in Honor's Research Assistant Program, Mengshan Guo, 2009-2010
– Advisor in Honor's Research Assistant Program, Megan Dullum, 2008-2009

Corporate
– Consulting Advisor for Carlson Brand Enterprises (3M, Delta, General Mills, MorningStar, Schwanns), 2013
– Consulting Advisor for Carlson Consulting Enterprises (Allianz, Covidien, Polaris), 2013

– Consulting Advisor for Carlson Brand Enterprises (3M, Fairmont, Joia, McDonald's, Valspar, General Mills, Caterpillar, Best Buy, Imation), 2012
– Consulting Advisor for Carlson Consulting Enterprises (Polaris, HHEI, Thrivent, United Strategy Planning, UM Athletic Dept.), 2012
– Consulting Advisor for Carlson Brand Enterprises (3M, Caterpillar, Deluxe, General Mills, Land O' Lakes, Lunds), 2011
– Consulting Advisor for Carlson Consulting Enterprises (Best Buy, Cargill, Cummins, College of Pharmacy), 2011
– Consulting Advisor for Carlson Brand Enterprises (Memoves, Fairmount, Alpine Lace, 3M, SuperValu, Immunization Action Coalition, Colder, Valspar, Trivent), 2010
– Consulting Advisor for Carlson Consulting Enterprises (Koozala, 3M), 2010
– Consulting Advisor for Carlson Brand Enterprises (Toro, Polaris, Lifetime Fitness, Life Settlements, 3M, General Mills), 2009
– Advisory board member at uTead.com (business started by former student)