

JENNIFER BONOFF

Lecturer, Salve Regina University



Department of
Business Studies & Economics

Lecturer of Marketing

Salve Regina University
100 Ochre Point Avenue
Newport, RI 02840

401-341-3151
jenniferbonoff@gmail.com

EDUCATION

- | | |
|--------------|--|
| 2011-present | University of Rhode Island, Kingston, RI. 4 th year PhD student, Business Administration with a concentration in Marketing (AACSB), expected graduation December 2015 |
| 2010 | Northeastern University, Boston, MA. M.S. Technology Commercialization (AACSB) |
| 1998 | Yale University, New Haven, CT. BA, Political Science |

TEACHING EXPERIENCE

- | | |
|--------------|---|
| 2010-present | Lecturer of Marketing, full-time faculty, Salve Regina University |
|--------------|---|

Courses Taught:

- Marketing Management (*graduate level*)
- Building Value Through Marketing (*graduate level*)
- Entrepreneurial Enterprise (*graduate level*)
- Healthcare Marketing (*graduate level*)
- Principles of Marketing
- Marketing Communications
- Social Media Marketing
- Professional Selling
- Consumer Behavior
- Sports Marketing
- E-Business & E-Commerce
- Internet Marketing

- | | |
|-----------|--|
| 2006-2010 | Faculty Adjunct, Salve Regina University |
|-----------|--|

2000-present

Small Business / Internet Marketing Strategy and Implementation Trainer

- Conducts group training webinars relating to areas of small business start-up and marketing implementation. Also maintains individual consulting arrangements.
- Extensive work with the Rhode Island Small Business Development Center
- Social Media expertise, management and implementation

PUBLICATIONS – PEER REVIEWED

- 2014 Reyes, I., Dholakia, N., & Bonoff, J. K. (2014). Disconnected/connected On the “look” and the “gaze” of cell phones. *Marketing Theory*, 1470593114558535.
- Dholakia, N., Reyes, I., & Bonoff, J. (2014). Mobile media: from legato to staccato, isochronal consumptionscapes. *Consumption Markets & Culture*, (ahead-of-print), 1-15.

ACHIEVEMENTS & SCHOLARSHIP

- 2015 Contracted by Salve Regina University to develop hybrid course for grant-funded (Davis Education Foundation) innovative pedagogy initiative that combines online learning, flipped classroom, and experiential learning (networked curriculum)
- Contracted by Salve Regina University to develop online interactive graduate course, MGT 524: Entrepreneurial Enterprise
- 2014 Completed Quality Matters “Applying the QM Rubric” course, earned certification September 2014
- Contracted by Salve Regina University to develop online interactive graduate course, MGT 530: Building Value through Marketing
- 2012 Sigma Beta Delta Award, Salve Regina University
- Keynote Speaker, Business Studies & Econ Honors Ceremony

UNIVERSITY / COMMITTEE SERVICE

- 2014-present American Marketing Association Salve Regina University Chapter, Co-Chair
- 2013-present Sigma Beta Delta International Business Honor Society Chapter Advisor
- Departmental Liaison, Marketing / Global Business & Economics
- University Mission Committee
- Women and Gender Studies Working Group, received faculty approval to create a new minor launching this Fall semester
- 2012-2013 Business Studies and Economics Dept Task Force

CONFERENCE WORK

- 2013 Ian Reyes, Nikhilesh Dholakia, Jennifer Bonoff, "50 shades of mobile: The fetishism of mobile devices in contemporary consumptionscapes." 38th Annual Macromarketing Conference
- Jennifer Bonoff, "Mobile Technology Devices and Public Spaces: Contradictory Contemporary Consumptionscapes." 38th Annual Macromarketing Conference (paper accepted to the conference, but not presented)
- Jennifer Bonoff, "The Mobile Device: A Cultural Object and Marketing Phenomenon." 2013 Annual Meeting of the Northeast Decision Sciences Institute (paper accepted to the conference, but not presented)

SELECTED RESEARCH IN PROGRESS

- 2015 "Mobility and Emergent Consumptionscapes: The Viability and Role of the Marketer within the Non-Place"
- Research includes three qualitative studies, that is practitioner driven yet theoretically grounded, and that contributes to the literature surrounding mobility, consumptionscapes, marketing, and "non-places." Research will investigate if and how marketers can have a viable place within the "non-place" by using observation, cutting-edge mobile ethnography methods, and in-depth interviews to assess the behavior, attitudes and needs of the 20-something audience.
- "To Share or Not To Share. Online Content Sharing: The Role of Construal Theory"
- "Mobile Technology Devices and Public Spaces: Contradictory Contemporary Consumptionscapes"

OTHER PUBLICATIONS

- 2014 Published commentary in "The Catholic Intellectual Tradition" Salve Regina University. Office of Mission Integration
- 2004 100% Marketing: 100 Concrete Ways to Market Your Business Online and Offline. eBook, 2004.
- 2003 *Zero To Six Figures*, 2003. ISBN: 0-9743848-0-1

BOARDS

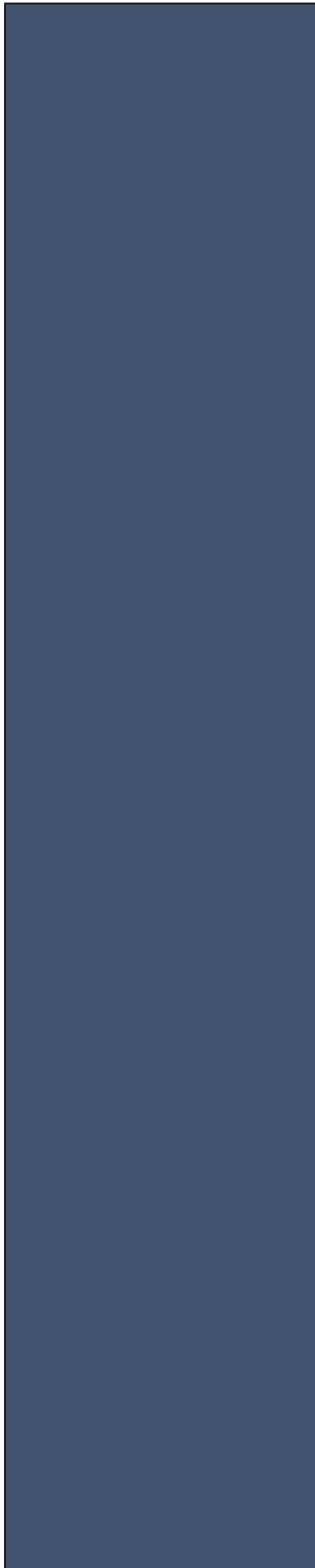
- | | |
|-----------|---|
| 2010-2011 | Member of the Board of Trustees for The Pennfield School, Portsmouth, RI |
| | Member of the Salve Regina University Business Studies and Economics Advisory Board |
| 2002-2007 | Yale Association of Rhode Island, Young Alumni Board Member, 2002-2007 |

FEATURES

- | | |
|------|--|
| 2004 | Inc. Magazine, August 2004. <i>The Ultimate Valuation Guide: What's Your Company Worth Now?</i> Featured the sale of first business, page 73. |
| | The Home Business Association, <i>The Right Move</i> , 2004. Featured in the Infomercial; offered book, <i>Zero To Six Figures</i> , in hard copy and CD form as part of their membership package. |

OTHER WORK EXPERIENCE

- | | |
|--------------|--|
| 2015 | Owner and President of ClearDesignMarketing.com <ul style="list-style-type: none">Provides small business owners with digital tools and training: websites & blogs, search engine optimization, social media setup and marketing |
| 2002-present | Owner and President of The Home Business People, Inc. (THBP) <ul style="list-style-type: none">The Home Business People, Inc is the premier International provider of custom capture websites, website hosting, and digital services, branding, marketing and training for the Direct Marketing industryResponsible for product development, design, marketing, staff management, webinar developmentHas assisted over 5,000 customers worldwide since 2002Manages both full-time employees and independent contractors and freelancers |
| 2000-2002 | Owner and President of New View Design, Inc. <ul style="list-style-type: none">Started as a sole proprietorship in June 1998. Incorporated in 2000 |



Offered website design and hosting services; generated and sold business opportunity leads; launched an email autoresponder system; authored an Internet marketing training course

After a successful 18-month launch period, sold the Internet-related assets including the websites, domain names, online training courses and services of New View Design to KMT Media in March 2002.

PERSONAL STATEMENT

2015

As a society, we are in the midst of a pivotal time in which digital technology is playing a larger and more pronounced role in daily life. In terms of the global business and marketing environment, conventional approaches are becoming less viable, and while the explosive growth of digital marketing and practices cannot be denied, the future path is uncertain. In such a fast-paced and evolving world, the tenets of Salve Regina's mission provide a grounding perspective which helps students look not only at the dilemmas facing the business world, but rather on the impact of new technology on society as a whole. As a faculty member at Salve, I have the wonderful privilege and responsibility to educate students to harness the full potential of the new digital environment, while simultaneously maintaining a focus on personal integrity and social justice. As a business owner and entrepreneur for the last 15 years, my business background also plays an essential role in my preparedness to educate and research at the highest level. I bring energy and enthusiasm into the classroom while infusing real-world examples and experience into the material. I have a true passion for teaching, a unique connection to the students, and I thrive in the role of an innovator.