

Chadelle R.H. Robinson

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Curriculum Vitae
January 12, 2018

EDUCATION

Ph.D. in Marketing; Business Administration, New Mexico State University

Graduation: August 2018

Dissertation Title: *An Exploration of the Marketing Placebo Effect on Taste Perceptions*

Dissertation Advisor: Mihai Niculescu, Ph.D., Department of Marketing, New Mexico State University

M.S. in Agricultural Economics, New Mexico State University, 1998

Title: *Meta-Analysis of Generic Advertising Effectiveness*

Advisor: Dr. Cynda R. Clary, Associate Dean, Academic Programs, College of Agricultural Sciences and Natural Resources, Oklahoma State University

B.S. in Agricultural Economics/Agricultural Business, New Mexico State University, 1996

PROFESSIONAL APPOINTMENTS

New Mexico State University, Agriculture Economics and Agricultural Business Department, Assistant Professor, College of Agriculture, Consumer, and Environmental Sciences, New Mexico State University, August 2018 - Present.

New Mexico State University, Marketing Department, College of Business, Temporary Traveling Faculty, August 2017 – August 2018.

New Mexico State University, Agricultural Economics & Agricultural Business, College of Agricultural, Consumer and Environmental Sciences, Assistant College Professor, 2011 - 2017.

PROFESSIONAL DEVELOPMENT

- National Agri-Marketing Association Annual Conference, 2011 - 2017.
- New Mexico Produce Growers Conference, Las Cruces, NM 2011 & 2013.
- University of Tennessee “Agriculture & Food Vulnerability Assessment Program,” 2007
- NEC-63 “Commodity Promotion Evaluation Workshop for Managers”, Washington, D.C. 1997

PUBLICATIONS

Peer-Reviewed Journal Articles

Robinson, C. and Leonhardt, J. *Consumer Innovativeness and Loyalty to Non-GMO foods: The Role of Cognitive and Affective Beliefs*. Journal of Food Product Marketing, 2017, Vol. 24, No. 1, p. 39-55.

Henry, C.R. and C.R. Clary. *Meta-Analysis of Generic Advertising Effectiveness*. American Journal of Agricultural Economics, 1998, Vo. 80, No. 5, p. 1170.

CONFERENCE PRESENTATIONS

Conference Presentations

Wilbanks, J., C. Robinson, R. Acharya, and J.M. Lillywhite. “Do Nutritional Health Claims on Front-of-Package Labeling Have an Impact on Consumers’ Willingness to Purchase Pecans.” 2016 International Food and Agribusiness Management Association Symposium. Aarhus, Denmark, June 2016.

Lillywhite, J.M., R. Acharya, C. Robinson, and J. Wilbanks. “Enhancing Pecan Nutrition: Do Consumers Care About the Source of the Enhancement.” 2016 International Food and Agribusiness Management Association Symposium. Aarhus, Denmark, June 2016.

Robinson, C. “Trends and Future Outlook for Fresh Market Onions,” New Mexico Dry Onion Conference, Las Cruces, NM April 2011. Invited Speaker.

Clary, C. and C. Robinson. “Meta-Analysis of Generic Advertising Effectiveness,” presented at the 1998 Annual American Agricultural Economics Association Meeting, Salt Lake City, Utah, August 3, 1998. Competitive Selection.

GRANTS AND CONTRACTS

Submitted

Egypt Center of Excellence: A-WE, sponsor: US Agency for International Development (USAID), co-PI with Gutierrez and Ramsey, under review, \$30,000,000.

Integrated Strategies to Eliminate Food, Energy, and Water Waste in the Supply Chain of Fresh Agricultural Products, sponsor: Arizona State University, co-PI with Gutierrez, Ramsey, and St. Hilaire, under review, \$400,000.

Integration of Small Farmers into Technology-enabled, Rapid-response Fresh Food Supply Chains, sponsor: Arizona State University, co-PI with Gutierrez and Ramsey, under review, \$280,000.

Funded

Jujube cultivar Trails and Marketing in New Mexico, co-PI with Yao, Lauriault, Flores, Guldan, and Marsalis. Funding Source: USDA, 2018 Federal Specialty Crop Block Grant, June 2018 – August 2021. Funding Amount \$22,735.

Consumer Preferences of Jujube Fruit: variety selections and taste test, co-PI with Yao, Lauriault, Guldan, and Marsalis. Funding: USDA, 2015 Federal Specialty Crop Block Grant, June 2016 – August 2018. Funding Amount: \$60,000.

Sweet Grass Market Research, Funding: Sweet Grass Cooperative, 2011, Funding Amount: \$14,000.

Unfunded

NMSU Extension Food Technology Program Evaluation – NMSU Extension Agents, co-PI with Flores, April 2018.

NMSU Extension Food Technology Program Evaluation – New Mexico Stakeholders, co-PI with Flores, April 2018.

Directing the Choices of Dining Out: Manipulations and Evaluations of Menu Descriptions and Changes in Consumption Patterns, Invitation to submit RFP due February 2018, Paso Del Norte Health Foundation, El Paso, Texas, December 2017.

Developing an interdisciplinary research and extension program to promote jujube industry in the United States, co-PI with Delgado Licon and Yao. Submitted to USDA, June 2017.

Consumer Innovativeness and Loyalty to Non-GMO Foods: The Role of Cognitive and Affective Beliefs, co-authored with Leonhardt. Published 2017.

TEACHING EXPERIENCE

Undergraduate

Consumer Behavior (MKTG 311V), Spring 2018

Evaluation Scores (5pt scale): new prep for Spring 2018

Number of registered students: 48

Marketing and Pricing of Agricultural Products (AGE 305), Fall & Spring 2011 - 2018

Evaluation Scores (4pt scale): 3.67

Number of registered students: 27-48

Introduction to Agricultural Economics and Business (AGE 100), Spring 2014, 2016 and 2018

Evaluation Scores (4pt scale): 3.47

Number of registered students: 18-28

Market Research (MKTG 310), Fall 2017 and Spring 2018

Evaluation Scores (5pt scale): 4.50

Number of registered students: 18-20

Advertising Strategies (MKTG 314), Fall 2017

Evaluation Scores (5pt scale): 3.92

Number of registered students: 56

Agribusiness Market Research/Skills (AGE 451), Fall 2012 - 2017

Evaluation Scores (4pt scale): 3.86

Number of registered students: 11-16

Agribusiness Presentation and Public Speaking (AGE 452), Spring 2013 - 2017

Evaluation Scores (4pt scale): 3.75

Number of registered students: 10-15

Survey of Food and Agricultural Issues (AGE 210G), Fall 2013 - 2015

Evaluation Scores (4pt scale): 3.37

Number of registered students: 33-38

Marketing Special Topics (AGE 420), Summer 2014

Evaluation Scores: Not available for summer courses

Number of registered students: 2-6

Special Topics (AGE 200), Fall & Spring 2012 - 2016

Evaluation Scores (4pt scale): 3.81

Number of registered students: 2-5

Academic Advising

Fall 2017 - Spring 2018: Serve as an Agricultural Economics/Business Career/Graduation Mentor. Currently mentor 25+ undergraduates and 4+ graduate students.

2012 - 2017: Serve as an on-call academic advisor (open door policy) for undergraduate students. Typical advising load consist of 40-60 undergraduate students each semester.

Career Advising

Assist students with the development and critique of their resumes, cover letters and applications. Created a repository for those resumes in response to company requests. Coordinate company interviews through the AEAB department. Work closely with the NMSU Placement and Career Services to connect students with this resource.

DEPARTMENT / UNIVERSITY SERVICE

- Sam Steel Society, Board Member and Social Committee member, 2015 - Present.
- Undergraduate Curriculum Committee, AEAB, NMSU, 2015 - Present.
- Graduate Curriculum Committee, AEAB, NMSU, 2017 - Present.
- National Agri-Marketing Association, National Student NAMA Committee, Advisor Representative, 2018 - 2020.
- Careers in Agriculture, Chaparral Elementary, AEAB Representative, November 2017
- Aggie Experience, AEAB representative, Summer 2017.
- Agriculture Appreciation Day, Southern New Mexico State Fair, AEAB representative, 2017.
- Undergraduate Advisor Committee, Member, Agricultural Economics & Business, New Mexico State University, 2015 - Present.
- National Agri-Marketing Association, Student Chapter Advisor, New Mexico State University, 2012 - Present.
- National Agri-Marketing Association, Marketing Team Advisor, New Mexico State University, 2011- Present.
- Dean's Search Committee, College of Agricultural, Consumer and Environmental Sciences, 2015 - 2016.
- Department Head's Search Committee, College of Agricultural, Consumer and Environmental Sciences, Agricultural Economics and Agricultural Business, 2015.
- Collegiate Farm and Livestock Bureau, Advisor, New Mexico State University, 2013 - 2014.

- Agriculture Appreciation Day, Represented AEAB, New Mexico Department of Agriculture, 2014 - 2017.

AWARDS AND HONORS

- *Advisor of the Year* nominee, National Agri-Marketing Association Annual Conference, 2014.
- *Diamond in the Rough*, New Mexico Women in Agriculture Leadership Conference, 2014.

COMMUNITY INVOLVEMENT / OUTREACH

- National Watermelon Promotion Board, Public Member, USDA, 2018 - 2020.
- Las Cruces High School, FFA Alumni Committee Member, 2016 - Present.
- Wrangler 4-H Parent Member, Dona Ana County 4-H, 2015 - Present.
- Cowboys for Cancer Research, Golf Tournament Fundraiser Volunteer, 2011 - Present.
- Cowboys for Cancer Research, Dinner/Dance Fundraiser Volunteer, 2011 - Present.
- National Onion Association (NOA), Member, 2003 - Present.
- First Step Women's and Children's Clinic, Board of Directors, Fundraiser Chair, 2007 - 2015.
- Southern New Mexico State Fair and Rodeo, Executive Board, 2007 - 2010.
- National Biodiesel Board (NBB), Member, 2007 - 2011.
- New Mexico Women in Agriculture Leadership Conference, Founding Member, 1998 - 2013.

Industry Experience

- Marketing Consultant, Carzalia Valley Produce, Columbus, NM. 2015 - 2017
Coordinate and assist with international tradeshows and local events. Create booth displays and promotional materials for potential customers.
- Marketing Director, J.H. Rose Logistics, Santa Teresa, NM. 2010 - 2014
Created new image including corporate logo, website, promotional materials.
Coordinated event displays and assisted with recruitment fairs.
- Assistant Controller, Global Alternative Fuels, El Paso, TX. 2009 - 2011
Processed accounts payable and receivable, payroll and vendor qualifications. Assist with daily management activities and procurement of feedstocks.
- Project Manager, Global Alternative Fuels, El Paso, TX. 2007 - 2009
Coordinated grant applications and processing. Secured grant of \$1.3 million from NADB.
Completed all air quality and environmental (EPA) permits required for operations.
- Promotions Director, Carzalia Valley Produce, Columbus, NM. 2003 - 2015
Created new company image including corporate logo, website, promotional materials, retail displays and packaging, public relations, and all media communication. Secured new customers to expand Carzalia into new markets. Managed all media purchases.
- Special Project, Southwest Border Food Safety & Defense, Las Cruces, NM. 2007
Coordinated and recruited N.M. growers for food safety training and certification.
- Promotions Director, Griffin Holder Co., Rocky Ford, CO. 2003 - 2007
Assisted customer relationships and company image management. Managed company media presence and scheduling media purchases.
- Marketing Specialist, New Mexico Department of Agriculture, NM. 1997 - 2003
Assisted NM producers with access into retail outlets. Created the "Taste the Tradition" and

“Grown with Tradition” promotional programs.

TEACHING AREAS / COURSES PREPARED TO TEACH

- Personal Selling
- Food Marketing
- Agricultural Marketing
- Marketing
- Introduction to Economics
- Market Research
- Consumer Behavior
- Advertising Strategy
- Agricultural Marketing and Pricing
- Agricultural Market Research
- Marketing Presentations and Public Speaking
- Agricultural Issues and Discussions
- Business Etiquette and Job Preparedness