



The PhD Project Hall of Fame

2017 Honoree

Geraldine Henderson

Associate Professor

Loyola University Chicago

Dr. Geraldine Henderson been an active contributor and ambassador of the Project. It is hard to think, for example, of a November PhD Project Conference since the mid-1990s at which she has not participated in the discipline-focused sessions on Friday mornings, or moved between tables during the reception, or engaged students at an institution's recruiting booth. Similarly, it is hard to think of an MDSA gathering since 1997 where she has not been present – in the early years as a student, and later serving on panels, delivering presentations, or aiding with mock interviews and student mentoring. Even as she advanced her research achievements and served as a role model for students of color in the classroom, she has also been a consistent contributor to The PhD Project's achievement and stature.

Dr. Geraldine Henderson is an Associate Professor with Tenure in the Department of Marketing at the Quinlan School of Business at Loyola University Chicago. She also co-authored *Consumer Equality: Race and the American Marketplace*. She was previously the Chairperson and Associate Professor with Tenure of the Department of Marketing and the Associate Research Director for The Center for Urban Entrepreneurship & Economic Development (CUEED) at the Rutgers Business School Newark/New Brunswick at Rutgers University. She previously served on the faculty at the University of Texas, Northwestern University, Howard University, and Duke University.

Her primary areas of research include: global marketplace diversity and inclusion, health disparities, public policy, consumption communities, and consumer networks (both cognitive and social). She has published over fifty articles, books, or book chapters. She is a recipient of the 2015 Kinnear Best Paper Award from the *Journal of Public Policy & Marketing*. She has served on the Board of Directors for the American Marketing Association, the National Black MBA Association, and the National Society of Black Engineers. She also serves or has served in an editorial or leadership capacity for the *Journal of Business Research*, the *Journal of Public Policy & Marketing*, and the *Journal of Advertising*. In 2015, she received the Williams Qualls Spratlen Mentorship Award from the American Marketing Association Foundation. She worked for several years in industry for IBM in Relationship Marketing (specializing in the Healthcare, Insurance, and Pharmaceutical Industries) and briefly in Brand Management at Kraft Foods. She likes to consider herself a “Doctorpreneur” since in addition to her research and teaching, she often serves as an independent consultant and focus group moderator.