

A professional headshot of Paulo Albuquerque, a man with short dark hair and glasses, wearing a dark suit jacket, a light blue shirt, and a patterned tie. He is looking directly at the camera with a slight smile.

Paulo Albuquerque

Associate Professor of Marketing INSEAD

Paulo Albuquerque is an Associate Professor of Marketing at INSEAD. He holds a PhD in Management from the UCLA Anderson School of Management. Before joining INSEAD, he was an Associate Professor of Marketing and the Faculty Director of the MBA program at the Simon Business School, University of Rochester, where for 8 years he lectured the marketing core course and the elective class on distribution channels. Paulo's research interests focus on several marketing areas including consumer decisions to search and buy products online and children and parents' joint decisions to purchase and use educational products. His research has appeared in several top marketing academic journals such as Marketing Science, Journal of Marketing Research, and Management Science.



Susan Beacham

Chief Executive Officer Money Savvy Generation

Susan Beacham is the founder and CEO of the multi-platform financial education company Money Savvy Generation. An award-winning, nationally-syndicated columnist, author, inventor, entrepreneur and motivational speaker, Susan Beacham understands how to successfully teach children one of life's most critical skills...how to manage money. In a world of increasing financial complexity, her passion is to empower children and young adults to take control of their financial lives and financial futures.

A sought-after speaker and writer, she is the inventor of the award-winning Money Savvy Pig® piggy bank which was named one of best new products of the year when it was introduced. It is also the centerpiece of the award-winning Money Savvy Kids® Basic Personal Finance Curriculum, a pioneering platform which uses age-appropriate instructional materials to teach kids about money.

Susan is the co-author of a four-part children's book series on money, *The Money Savvy Kids Club®* as well as the personal finance series for young adults entitled *O.M.G. Official Money Guide*, with titles written specifically for teenagers and college students. She also created Savings Spree®, a fun, educational App for kids to help them practice their money skills.

Her books, curriculum, products and apps have received dozens of best-in-class awards from many important organizations that evaluate these media, such as Parents' Choice Foundation, National Parenting Publications, *USA Today*, *Business Week*, Institute for Financial Literacy, *Children's Technology Review*, *Creative Child Magazine* and others.

Susan founded Money Savvy Generation in 1999 after almost two decades in private banking and investment management complemented by considerable time teaching at the elementary level. The company develops innovative products to help parents and educators teach basic personal finance skills to school-aged children.

Susan is a former Board member of the National Jump\$tart Coalition for Personal Financial Literacy. Her financial advice has appeared in *The Wall Street Journal*, *The New York Times*, *USA Today*, *Huffington Post*, and many other national and local publications. Additionally, Money Savvy Generation's financial literacy solutions have been featured on *The Dr. Phil Show*, *The Oprah Winfrey Show*, the *Today Show*, *The Jane Pauley Show*, the *CBS Evening News*, *CBS This Morning*, *Chicago Tonight!*, *CNN*, *NPR*, *Fox & Friends*, *CBC News*, among others.



Margaret C. (Meg) Campbell

Professor of Marketing
Leeds School of Business
University of Colorado at Boulder

Margaret C. Campbell is the Provost Professor of marketing at the Leeds School of Business, University of Colorado Boulder. She has an A.B. in psychology and economics, with honors, from Stanford University and a Ph.D. from the Stanford Graduate School of Business. She is President of the Association for Consumer Research, an Associate Editor at the *Journal of Marketing Research* and serves on several editorial review boards.

Professor Campbell's research addresses how consumers make inferences or use existing knowledge in responding to the marketplace. In addition to research on adult consumers, recent research has explored how children's stereotypes and pre-existing domain knowledge impact their food choices. Her research has been published in a variety of journals including the *Journal of Consumer Research*, the *Journal of Marketing Research*, the *Journal of Consumer Psychology*, and the *Personality and Social Psychology Bulletin*.



Lan Nguyen Chaplin

Associate Professor of Marketing University of Illinois at Chicago

Lan Nguyen Chaplin, Ph.D. is a marketing professor at the University of Illinois at Chicago. She received her Ph.D. in marketing from the University of Minnesota (Carlson School of Management), and her B.A. in biological basis of behavior with a concentration in behavioral medicine from the University of Pennsylvania. Prior to coming to UIC, she was at the Villanova School of Business, University of Arizona (Eller College of Management), and the University of Illinois at Urbana-Champaign where she was also Head Coach of the Illinois Women's Lacrosse team. She conducts research in the areas of children's consumer behavior and branding. Her work on the development of materialism in children was awarded the ACR-Sheth award for public purpose research. She publishes in journals including *Journal of Consumer Research*, *Psychological Science*, *Journal of Consumer Psychology*, *Child Development*, and *The Journal of Public Policy & Marketing*. She serves on the Editorial Review Board of the *Journal of Consumer Research* and *Journal of Positive Psychology*. Her research has been covered by TIME, Forbes, The New York Times, Fortune, ABC news radio, CBS news, Washington Times, Boston Globe, Yahoo! Finance, Yahoo! Parenting, Scientific American, Smithsonian Magazine, New York Magazine, Popular Science, Psychology Today, and Glamour.



Claire Coyne, Ph.D.

Psychologist Center for Childhood Resilience Lurie Children's Hospital

Dr. Coyne received a BA in Psychology with Honors from the University of Chicago, and a doctoral degree in Clinical Science from the Department of Psychological and Brain Sciences at Indiana University. She joined the Center for Childhood Resilience in 2015. She collaborates with community organizations and schools to promote the use of evidence-based interventions and trauma-informed practices. Her clinical training and work has focused broadly on providing evidence-based treatment for at-risk youth and their families, including youth exposed to childhood trauma, and gender-nonconforming and transgender youth. Dr. Coyne provides consultation services to Chicago Public Schools, other school Districts and organizations to implement practices and frameworks to address the mental and behavioral health needs of children and adolescents, and to build the capacity of adults working with these youth.

She is a member of the Lurie Children's Trauma Team and provides trauma-related outpatient services to children and adolescents referred to the hospital due to exposure to traumatic violence, physical or sexual abuse, or neglect. Dr. Coyne is part of the Lurie Children's Gender and Sex Development Program (GSDP), a multidisciplinary team designed to support the physical and psychosocial health of children and adolescents throughout gender identity development.



Staci Croom-Raley

**Executive Director
HIPY-USC (Home Instruction for Parents of
Preschool Youngsters)**

Staci Croom-Raley is the executive director for HIPY USA, an evidence-based home visiting program that helps parents become their child's first teacher and prepare them for kindergarten and beyond.

Prior to joining HIPY USA, Staci served as Vice President of Workforce Development at Goodwill of Arkansas and in Arkansas State government addressing workforce and public health initiatives for communities in need.

She's held positions with Creighton Medical Center and The Boys and Girls Club in Omaha, Nebraska.



Whitney Cross

Chicago Community Engagement Fellow
UNICEF

Whitney Cross is the Chicago Community Engagement Fellow for UNICEF USA. In this role, she has engaged over 21,000 constituents, bringing together networks of faith-based communities, schools, universities, volunteers, advocates, elected leaders and others on behalf of children's rights. Through leveraging and implementing UNICEF USA's national campaigns, she encourages Chicagoans to effect global impact through their local action. Prior to joining UNICEF USA, Whitney worked as a process consultant with one of the largest international women's fraternities. She is a graduate of Loyola University Chicago, where she earned her Bachelor of Arts in Political Science and International Relations.



Ori Friedman

Professor of Psychology University of Waterloo

Ori is an Associate Professor in the Department of Psychology at the University of Waterloo. He received his PhD in psychology at Boston College. In 2014, he was awarded Fellow Status by the Association for Psychological Science.

His research focuses on social cognitive development, conceptual development and related topics. Particularly, he focuses on how children and adults reason about ownership of property, pretense and fiction, and people's mental states.



Agata Gasiiorowska

Associate Professor
SWPS University of Social Sciences and
Humanities, Poland

Agata Gasiiorowska is an associate professor affiliated to the Center for Research in Economic Behavior at Faculty of Psychology in Wroclaw of SWPS University. She received a PhD in management from Wroclaw University of Technology in 2003 and a PhD in psychology from University of Wroclaw in 2009. She has undertaken research on the psychology of money and consumer behavior, and is currently the Polish representative for the International Association for Research in Economic Psychology and the President of Polish Academic Association for Economic Psychology.



Ronald Paul Hill

Visiting Lindner-Gambal Professorship in Business Ethics, George Washington University School of Business

Ronald Paul Hill, Ph.D. in business administration from the University of Maryland, holds the Visiting Lindner-Gambal Professorship in Business Ethics, George Washington University School of Business. He has authored about 200 journal articles, book chapters, and conference papers on topics that include impoverished consumer behavior, marketing ethics, corporate social responsibility, and public policy. Outlets for this research are *Journal of Marketing Research*, *Journal of Consumer Research*, *Business and Society*, *International Journal of Research in Marketing*, *Human Rights Quarterly*, *Journal of the Academy of Marketing Science*, *Harvard Business Review*, and *Journal of Public Policy & Marketing*. His term as Editor of the *Journal of Public Policy and Marketing* extended from July 2006 until June 2012. His recent awards include: 2012 Williams-Qualls-Spratlen Multicultural Mentoring Award of Excellence, 2012 Villanova University Outstanding Faculty Research Award, 2010 Pollay Prize for Excellence in the Study of Marketing in the Public Interest, 2013 AMA Marketing and Society Special Interest Group Lifetime achievement Award, 2013 Alan N. Nash Distinguished Doctoral Graduate Award, and VSB 2104 McDonough Family Faculty Award for Research Excellence. His 2014 article won the *Journal of Public Policy & Marketing* Thomas Kinnear Award in 2016, and his 2015 *Journal of Consumer Affairs* article won the best paper award in 2016.



Melissa Koenig

**Professor
Institute of Child Development
University of Minnesota**

Dr. Koenig is the Director of the Early Language and Experience Lab and an associate professor at the Institute of Child Development at the University of Minnesota. She teaches CPSY 4345 (Language Development), as well as undergraduate and graduate seminars on moral development and cognitive development. She specializes in early language development and theory of mind and her recent research focuses on children's evaluation of testimony, the bases upon which they credit knowledge to others and the epistemic significance of doubt.



Susan Linn, Ed.D.

Founding Director Campaign for a Commercial-Free Childhood

Dr. Susan Linn is Lecturer on Psychiatry at Harvard Medical School and Research Associate at Boston Children's Hospital. From 2000-2015 she served as Founding Director of Campaign for a Commercial-Free Childhood. Her book, *Consuming Kids*, was praised in publications as diverse as *The Wall Street Journal* and *Mother Jones* and helped launch the movement to reclaim childhood from corporate marketers. Dr. Linn lectures internationally on the benefits of hands-on, child-driven play, and the harms of commercializing childhood. Among other honors, she received a Presidential Citation from The American Psychological Association for her work on behalf of children.



Hillary Linden

UNICEF Kid Power Coach Dawes Elementary School

Hillary Linden is a Physical Education teacher at Dawes Elementary School in Evanston, IL. She has been teaching for the past seven years. Hillary has been involved in UNICEF for the past five years. Hillary attended Florida State University where she ran Track and Field. At Florida State University she earned both her undergraduate and master degrees in Physical Education. Hillary and her husband, Jack, live with their son in Chicago.



Michal Maimaran

**Research Associate Professor of Marketing
Kellogg School of Management
Northwestern University**

Michal Maimaran is a Research Associate Professor of Marketing at Kellogg School of Management. She holds a Ph.D. in Marketing from Stanford Graduate School of Business, and an M.A. in Psychology and a B.Sc. in Mathematics and Psychology from the Hebrew University in Jerusalem. Her research focuses on studying judgment and decision making with a focus on children's decision making. Her work appears in leading academic journals, such as the *Journal of Consumer Research*, *Journal of Marketing Research*, and *Organizational Behavior and Human Decision Processes*, and was featured in the New York Times, the Time Magazine, and the Washington Post, among others. At Kellogg she teaches Marketing Research and Launching New Products.



Suzanne Martin, Ph.D.

Principal Martin Research

Suzanne Martin Ph. D., is a sought after research expert on youth, education and the Millennial generation. With over 20 years' experience actively conducting all aspects of the research process, she has been involved in hundreds of youth-centered projects, including research on toys, clothing, social marketing, materialism, media use, tobacco advertisements, intergenerational programs, substance abuse, mental health and more. Most recently many projects have revolved around generations, especially Mom's for organizations like Think Fun! and the Toy Industry Association, as well as college/university branding initiatives. Dr. Martin has worked for several internationally -recognized market research firms, including Just Kid Inc. and Harris Interactive (now part of Nielsen) and has completed research both for-profit and not-for-profit arenas.

Dr. Martin spent time as a post-doctoral fellow at the Annenberg Public Policy Center at University of Pennsylvania, working with behavior change expert, Dr. Martin Fishbein, conducting research on teens, sex and the media. She earned a Ph.D. in Educational Psychology and an M.S. in Marketing from the University of Arizona. Additionally, Dr. Martin retains an academic connection, teaching advertising communications and media, as well as collaborating on academic research. Multiple media outlets seek her point of view on today's younger generation and she has been an invited expert presenter at many conferences.



Elizabeth McCostlin

Managing Director Midwest Region UNICEF

Beth McCostlin is the Managing Director, Midwest Region for UNICEF USA. The United Nations Children's Fund (UNICEF) works in more than 190 countries and territories to save and improve children's lives, providing health care and immunizations, clean water and sanitation, nutrition, education, emergency relief and more. Beth and her UNICEF USA Chicago based colleagues support UNICEF's work to put all children first through fundraising, advocacy and education. Prior to UNICEF, Beth worked in development for The Joffrey Ballet and is also a U.S. Army Reserve Veteran, having spent a year in Baghdad, Iraq as a Public Affairs Officer in 2009-2010. Beth attended Marquette University in Milwaukee, Wisconsin where she studied International Affairs and Political Science. Beth and her husband, Adam, live with their two children in Evanston.



Mary McIlrath, Ph.D.

Senior Vice President and Partner C+R Research

Mary is Partner at C+R Research, where she leads the Youth + Family division. She is a veteran of the youth + family space, having consulted for the past 20 years with Fortune 500 companies on developing youth strategies. Mary collaborates with clients to leverage holistic, custom and syndicated youth insights into product, service, and communication practices that meet young people's needs and benefit both provider and consumer. Mary is a published author, sought-after speaker, adjunct professor, and an academic advisory board member of the Children's Advertising Review Unit (CARU). She holds a Ph.D. in Communication and Human Development from the University of California-Santa Barbara.



Laura A. Peracchio

Judith and Gale Klappa Professor of
Marketing
Lubar School of Business
University of Wisconsin-Milwaukee

Laura A. Peracchio is the Judith and Gale Klappa Professor of Marketing at the University of Wisconsin - Milwaukee. Laura received her Ph.D. from Northwestern University and a dual BA and BSE from the Wharton School and the College of Arts and Sciences at the University of Pennsylvania. Laura is the immediate past Editor of the *Journal of Consumer Research*. Laura's areas of research interest are focused on Transformative Consumer Research including food and nutrition issues, storytelling, visual persuasion, children's consumer behavior, and language and culture. Her work has appeared in the *Journal of Consumer Research*, *Journal of Marketing Research*, *Journal of Consumer Psychology*, *Journal of Public Policy and Marketing*, and *Journal of Advertising*. Laura has served as an Associate Editor of the *Journal of Consumer Research* and the *Journal of Consumer Psychology* and as President of the Society for Consumer Psychology. She was awarded the Society for Consumer Psychology's Inaugural Distinguished Service Award and research awards from the American Marketing Association, the Marketing Science Institute, and the *Journal of Consumer Research*.



Michael Wood

Partner 747 Insights

Co-founder of 747 Insights, Michael is a sought-after Millennial and Generation Z expert and researcher. Over the course of his career, he has helped hundreds of the world's leading brands, organizations, colleges and universities better understand, manage and connect with the ever-changing youth market.

A partner at TRU, a full-service research firm specializing in teens and twenty-somethings, for 17 years, Michael regularly consulted with and led projects for many of TRU's clients, including: Abercrombie & Fitch, Adidas, Coca-Cola, Disney, ESPN, Estee Lauder, Footlocker, Google, HP, JCPenney, Johnson & Johnson, Kraft, Kimberly Clark, MTV, Nike, NFL, New Balance, Nintendo, North Face, Pepsi, Puma, Red Bull, Samsung, Seventeen, Sodexo, Sony, Target and Vans.

Michael has been widely quoted on youth-marketing issues, appearing in *USA Today*, *Wall Street Journal*, *New York Times*, *Chicago Tribune*, *Los Angeles Times*, *Washington Post*, *Time*, *Business Week*, *Newsweek*, *Forbes*, *Fortune*, *Advertising Age* and on CBS, CNN, CNBC, NPR, and countless more publications and electronic media.

Michael also is a frequent keynote speaker at many industry and special events. He also has been a guest lecturer at Harvard Business School and Northwestern University's Kellogg School of Management.

Before TRU, Michael worked in market research at Levi Strauss & Company in Brussels. He began his career at the Small Business Administration in Washington, DC.

Michael has a Master's degree in International Marketing from Boston University and a BS degree in Marketing from the University of Alabama.