

# GERALDO (GERRY) MATOS

Assistant Professor of Marketing  
Roger Williams University  
Gabelli School of Business

## EDUCATION

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*Ph.D., Business Administration (Marketing)*, 2017

University of Rhode Island, College of Business Administration, Kingston, RI

Dissertation Title: "Producers' Perspectives on What Makes (and Keeps) Brands Cool"

*M.B.A., Marketing*, 1991

University of Wisconsin-Madison, Madison, WI

*B.A., Communication & Business*, 1986

University of Pittsburgh, Pittsburgh, PA. Graduated cum laude.

## RESEARCH INTERESTS

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Branding, Branding & Culture, Cool Brands, Lifestyle Brands, Self-Brand Connection, Marketing to People of Color

## PUBLICATIONS

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Matos, Geraldo, Gema Vinales, and Daniel Sheinin (2017) "The Power of Politics in Branding," *Journal of Marketing Theory and Practice*, 25 (2), 125-140.

## CONFERENCE PRESENTATIONS

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- "Marketing to Women of Color: The Impact of European Beauty Standards," Geraldo Matos and Lindsey Lopez (RWU student), Northeast Decision Sciences Institute Conference, March 2017.
- "Learning Outcomes of National Competitions," Marketing Management Association, Fall Conference, September 2016.
- "The Power of Politics with Brands," Geraldo Matos, Gema Vinales, and Daniel Sheinin, AMA Summer Educators Conference, August 2015.
- "Lifestyle Brand: The Elephant in the Room," Carole Graham Austin and Geraldo Matos, *Association for Consumer Research Conference*, October 2013.
- "Loci of Cool Brands," Geraldo Matos and Hillary A. Leonard, *Society for Consumer Psychology Conference*, March 2014 (part of special session I developed and coordinated on topic of cool).
- "What Makes Brands Cool: An Exploration of Producer Perspectives," Geraldo Matos, Nikhilesh Dholakia, Hillary A. Leonard and Delancy Bennett, *European Association for Consumer Research Conference*, July 2013.

## HONORS, AWARDS AND GRANTS

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Foundation to Support Scholarship and Teaching Grant of \$4500  
and course release for research related to Presence of Branding in Cuba

2017-2018

Beta Gamma Sigma Honor Society Inductee	2017
Provost Fund for Student Research Grant for Lindsey Lopez research project collaboration	2017
Student Senate Professor of the Semester finalist	2016
American Marketing Association Foundation Sheth Consortium Doctoral Fellow	2014
University of Rhode Island Alumni Association Diversity Fellowship Award – full tuition, service waiver, and stipend	2014-2015
Society for Consumer Psychology Diversity Travel Scholarship – \$2100	2014
American Marketing Association Foundation Valuing Diversity Ph.D. Scholarship – \$1000	2014

### **SELECTED INDUSTRY EXPERIENCE**

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NEW ERA CAP COMPANY, Buffalo, NY Senior Vice President of Marketing Vice President of Strategic Business Units	2003 - 2010
SCHERING-PLOUGH HCP, Berkeley Heights, NJ Marketing Director – Dr. Scholl’s Marketing Director – Coppertone	1997 - 2003
FISHER PRICE, INC., East Aurora, NY Marketing Manager /Team Leader - Boys Team	1994 - 1997

### **SELECTED ACADEMIC SERVICE**

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Developed RWU Alumni Panel focused on careers in Marketing/Advertising with the AAF Student E-board	2017
Faculty Sponsor for Honor Student Capstone Project (Chris Hanson)	2017
Faculty Sponsor for more than ten student internships	2015-2017
New Faculty Learning Community participant	2015-2017
Sports & Marketing Panel Discussion Moderator for RWU career center	2015-2016
Marketing Faculty (Visiting & Tenure-Track) Search Committee member	2016-2017
American Advertising Federation Club advisor	2015-2017

### **PROFESSIONAL AFFILIATIONS**

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Association for Consumer Research	The PhD Project
Consumer Culture Theory	Marketing Management Association
Beta Gamma Sigma	