

Alison S. Munsch, Ph.D.

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PROFILE

Seasoned, creative, innovative professional with a depth of experience in marketing research, strategy development, multicultural insights, and teaching marketing, consumer behavior, international business, statistics, and research topics at the university level.

Founder and principal owner of Insights for Actions Research, a marketing and research consulting organization. Research professional in premier organizations including The Gillette Company, Pepsi Cola Company, Kraft Foods, and MetLife. Award-winning educator at the university level and scholar.

Academic Background

Ph.D. Saybrook University, Oakland, CA, Psychology and Interdisciplinary Inquiry (Organizational Consulting Certificate)

M.A. Queens College of The City University of New York, Flushing, New York, Applied Research and Analytics

B.A. The City College of The City University of New York, New York, New York, Psychology (Economics Minor)

Professional Memberships

American Marketing Association

The International Information Management Association

The United States Association for Entrepreneurship and Small Business

Skills

Expertise

Microsoft Office

Strategy

Consulting

Qualitative and Quantitative Research

Qualtrics

SPSS, R

Statistical Modeling

Student Advisement

WORK EXPERIENCE

Interim Associate Provost of Diversity, Equity, Inclusion and Belonging, Iona University, New Rochelle, New York September 2022 – Present

Collaborate with the Office of The Provost to conceptualize, develop, socialize, and execute a strategy for diversity, equity, inclusion, and belonging. Serve as a partner and resource in faculty development, curriculum, and pedagogical development. Develop and execute campus-wide education and programming for diversity, equity, inclusion, and belonging for students, faculty, and staff.

Associate Professor, Iona University, La Penta School of Business, New Rochelle, New York May 2022 – Present

Assistant Professor, Iona University, La Penta School of Business, New Rochelle, New York January 2016 – May 2022

Teach Statistics, Consumer Behavior, Marketing Management, Introduction to Business, International Business, and Quantitative Tools for Management. Curriculum developer. Recipient of Junior Faculty Award, 2021. Organize guest speakers to enhance student education on the application of core business concepts and career possibilities.

Service to the college includes: Member of the Evidence Team Working Group for the college's Middle States Self-Study Evaluation 2021; Member of the MOSAIC Mentoring Team; Diversity Trainer; Mentor in the Hynes Institute for Entrepreneurship and Innovation; Chair of the La Penta School of Business Diversity, Equity, and Inclusion Committee.

WORK EXPERIENCE CONTINUED

Founding Faculty Advisor, La Penta School of Business Women in Business Club; Member, Search Committee for the Founding Dean of The New York Presbyterian Iona School of Health Sciences; Research Lead, President's Strategic Innovation Committee, 2020; Member of the Title IX Committee, 2016-2017; Core Curriculum Committee Member 2016-2021; Member of the Iona College Assurance of Learning Committee for AACSB Accreditation 2017-2018; Faculty Advisor, Hynes Institute for Entrepreneurship and Innovation CEO Student Club 2017-2018.

Assistant Adjunct Professor, New York University School of Professional Studies, New York, New York

September 2012 – Present

Teach Statistical Measurements, Analysis, and Research in the Integrated Marketing Department. Asynchronous online course developer. Innovation Scholar Award Recipient, 2019. Teaching Excellence Award Recipient, 2021. Organize guest speakers to enhance student education on the application of core business concepts and career possibilities.

Principal Owner, Insights for Actions Research, Pound Ridge, NY

November 2000 – Present

Working with companies within the Fortune 500 and smaller to develop, execute and manage quantitative and qualitative research to inform business decision-making with minimized risk.

Adjunct Professor, Iona College, La Penta School of Business, New Rochelle, New York

January 2008 - January 2016

Taught Consumer Behavior and Marketing Management. Organized guest speakers to enhance student education on the application of core business concepts and career possibilities.

Adjunct Professor, Fordham University, New York, New York

January 2001 - December 2015

Taught Marketing Research, Experimental Design, Qualitative Research, and Multicultural Marketing at the Gabelli School of Business. Curriculum developer. Organized guest speakers to enhance student education on the application of core business concepts and career possibilities.

Career Advisor, Fordham University, New York, New York

January 2015 - December 2015

Advised MBA students on career and job search strategies in the Marketing, Media, Information Systems, and Management areas. Developed and conducted workshops and provided mock interview support for current students and alumni. Organized guest speakers to enhance student education on career possibilities. Successfully collaborated with employers to curate and post job openings within their organizations for students and alumni. Responsible for a significant increase in student placement post-graduation.

Research Manager, The Oracle Corporation, Stamford, Connecticut

January 1998 - November 2000

Improved and managed the customer satisfaction measurement function for Hyperion Solutions. Created dashboards to monitor key performance indicators with responsibility for making recommendations for business action. Utilizing key insights increased customer satisfaction and created opportunities for deeper engagement with Hyperion Solutions.

Market Research Consultant, Market Research Consultancy, Pound Ridge, NY

December 1996 - January 1998

Working with corporate clients, designed, executed, and managed research projects utilizing qualitative and quantitative methodologies. Minimized decision-making risk with actionable research.

Senior Project Director, Moderator, Market Segment Research, Coral Gables, Florida.

February 1994 - December 1996

Supervised quantitative research analyzed to ensure actionable, insightful research projects. Led projects with Fortune 500 corporations: developing, executing, analyzing, and reporting research data. Responsible for customer service and development among Northeast clients. Supervised junior qualitative moderators. Conducted qualitative sessions for multicultural demographics. Increased company profitability with effective business development and customer service.

WORK EXPERIENCE CONTINUED

Marketing Research Supervisor, Kraft General Foods, White Plains, New York.

December 1991 - February 1994

Worked with internal clients to identify information needs for actionable business decision-making. Designed, executed, and managed a variety of research projects in a variety of brand categories. Utilized statistical techniques and qualitative techniques to enhance analytical insights. Minimized decision making risk with actionable research.

Assistant Manager, The Pepsi Cola Company, Somers, New York.

October 1988 - December 1991

Consulting with brand management, designed, implemented, and managed research projects to inform business decision-making. Utilized multivariate techniques and qualitative techniques to enhance insightful analyses. Minimized decision-making risk with actionable research.

Business Analyst, The Gillette Company (May 1986 - October 1988), Boston, Massachusetts.

Analyzing and forecasting shipments, consumer sales, and market share in the personal care categories for business decision making.

INTELLECTUAL CONTRIBUTIONS

Refereed Articles

Munsch, A., Cante, C., & Diffenderfer, J. (2021). The Impact of Advertising, Promotions and Media Spend by College and University on Class Quality and Size, *Journal of International Technology and Information Management (JITIM)*.

Munsch, Alison Ph.D. and Munsch, Peter MBA (2021) "The Future of API (Application Programming Interface) Security: The Adoption of APIs for Digital Communications and the Implications for Cyber Security Vulnerabilities," *Journal of International Technology and Information Management (JITIM)*.

Munsch, A. (2019). Millennial Digital Marketing Communication and Advertising Effectiveness. *The Journal of Global Scholars of Marketing Science (JGSMS)*.

Munsch, A. (2019). College Choice Criteria Utilizing Conjoint Analysis. *The Journal of International Technology and Information Management (JITIM)*.

Munsch, A. (2016). Authenticity, A Key to Successful Consulting Engagements. *International Journal of Business Continuity and Risk Management (IJBCRM)*.

Non-Refereed Articles

Munsch, A. (2014). Marketing to the multicultural consumer. *Psych Discourse*.

Book Chapter

Munsch, A. (2018). Data-Driven-Public-Relations-Research-21st-Century-Practices-and-Applications. The Guest author for the chapter: Problem Definition in Data-Driven Public Relations (pp.15) New York, NY: Routledge.

Books

Developing a textbook for Bus 100, Introduction to Business at the La Penta School of Business. Initial book proposal accepted by Cognella Publishing with a target publication timeline for the 2024/2025 academic year.

Papers Under Review

Munsch, A. (2021). Multicultural Persons' Perceptions of the Implications of Multiculturalism and Ethnic Identity Formation on Consumer Behavior and Marketing, *Journal of Marketing*, Revision under second review.

Mangiero, G. A. and Munsch, A. (2021). "Business Statistics Pedagogy Utilizing Contemporary Approaches, *Journal of Business and Economic Studies*, initial submission.

INTELLECTUAL CONTRIBUTIONS CONTINUED

Working Papers

- Mariola, E. and Munsch, A. (2021), Approaching Student Loan Crisis: Managing Adverse Effects.
- Munsch, A. and Manley, J. (2021), The Financial, Political and Sociocultural Implications of Black Female Entrepreneurial Learning, targeted for Business Horizons.
- Munsch, A. (2021). To Develop Smart Systems for Complex Problems, Start Here, targeted for Journal of International Technology and Information Management.

Refereed Proceedings

- Mariola, E. and Munsch, A. (2021), Approaching Student Loan Crisis: Managing Adverse Effects. International Business and Economy (IBEC) Annual Conference.
- Munsch, A. (2021), The Tools Behind Million Dollar Brands. Hynes Faculty Fellow Symposium.
- Munsch, A. (2021), College Choice a Qualitative Exploration, International Economic Conference, London, England, UK.
- Munsch, A. (2020), The Financial, Political, and Sociocultural Implications of Black Female Entrepreneurial Learning. USABE National Conference, New Orleans, LA.
- Munsch, A., Cante, C., & Diffenderfer, J. (2019). The Impact of Advertising, Promotions and Media Spend by College and University on Class Quality and Size, Journal of International Technology and Information Management, New Rochelle, New York.
- Munsch, A. (2019), Business Analytics: Opportunities/Challenges in the Present Business Environment and an Exploration of Future Trends. International Information Management Association Conference, New Rochelle, NY.
- Munsch, A. (2018). The Future of Applications Programming Interface (API) Security. International Information Management Conference, Houston, Texas.
- Munsch, A. (in press, 2017). Digital Advertising Engagement Among Millennials. 2018 American Marketing Association's Winter Conference, Orlando, Florida.
- Munsch, A. (2017). Understanding College Choice Criteria Utilizing Conjoint Analysis. Annual International Information Management Conference, Paisley, Scotland, UK.
- Munsch, A. (2017). Choice-Based Criteria for Millennial Digital Marketing and Advertising Engagement. International Business and Economy (IBEC) Annual Conference, San Francisco, CA.
- Munsch, A. and Soluade, O. A. (2015). Modeling & Simulation of Consumer Preferences in Financial Institutions: A Statistical Approach. International Information Management Association Conference, Chattanooga, Tennessee.

Presentations

International

- Munsch, A., Curran, C., Trimble, C., (2021), The Humanization of Digitization: Understanding Bias in the Conversion Funnel Journey The 31st International Information Management Association Annual Conference, Amsterdam, The Netherlands (Virtual).
- Munsch, A. (2019, February), College Choice a Qualitative Exploration, International Economic Conference, London, England, UK. Recipient of the Best Presentation Award.
- Munsch, A. (2019, January). Understanding Choice Criteria When Developing New Business Opportunities Utilizing Conjoint Analysis. United States Association for Small Business and Entrepreneurship (USASBE), Saint Petersburg, Florida.
- Munsch, A., Cante, C., & Diffenderfer, J. (2019). The Impact of Advertising, Promotions and Media Spend by College and University on Class Quality and Size, The 30th International Information Management Association Annual Conference, New Rochelle, New York.
- Munsch, A. (2018, February). The Future of Applications Programming Interface (API) Security. 29th International Information Management Conference, Prairie View A&M University, Houston, Texas.

INTELLECTUAL CONTRIBUTIONS CONTINUED

Munsch, A. (2017, February). Servicing Millennials with Digital Marketing Communication. 2018 American Marketing Association's Winter Conference, New Orleans, Louisiana.

Presentations

International

- Munsch, A. (2017, January). Choice-Based Criteria for Millennial Digital Marketing and Advertising Engagement. International Business and Economy (IBEC) Annual Conference, San Francisco, California.
- Munsch, A. (2017, March). Developing an Interdisciplinary Student Led Entrepreneurship Club. United States Association for Small Business and Entrepreneurship (USASBE), Los Angeles, United States of America.
- Munsch, A. (2017, September). Understanding College Choice Criteria Utilizing Conjoint Analysis. 28th Annual International Information Management Conference, Paisley, Scotland.
- Munsch, A. (2017, July). Driving Positive Welfare with Marketing Communication that is Culturally Intelligent. 2017 American Marketing Association's Winter Conference, Orlando, Florida.
- Munsch, A. (2016, August). Perceptions of Multiculturalism and Identity: Implications on Consumer Marketing and Elevating Ubuntu. Association of Black Psychologists Annual International Convention, District of Columbia, District of Columbia.
- Munsch, A. (2016, March). Multicultural Persons' Perceptions of the Implications of Multiculturalism and Ethnic Identity Formation on Consumer Behavior and Marketing. 9th Annual Conference of the Society for Humanistic Psychology, American Psychological Association Division 32, San Francisco, California.
- Munsch, A. (2015, March). Humanistic Perspectives for Multicultural Marketing Communications. 8th Annual Conference of the Society for Humanistic Psychology, American Psychological Association Division 32, Chicago, Illinois.
- Munsch, A. & Johnson, Z. (2013, July). Cultural Competence: Implications for Leadership in Healthcare. Association of Black Psychologists Annual International Convention, New Orleans, Louisiana.

National

- Munsch, A. (2017, April). Authenticity and the Humanistic Perspective. 10th Annual Conference for the Society for Humanistic Psychology, American Psychological Association, Division 32, Pittsburgh, Pennsylvania.
- Munsch, A. (2015, April). Humanistic Perspectives for Multicultural Marketing Communications. Positive Marketing Annual Conference, New York, New York.

SERVICE TO THE PROFESSION

Chair: Conference / Track / Program

2019: Planning Committee Member 30th International Information Management Conference, Iona College (International).

2018: Moderator, 29th International Information Management Conference, Prairie View A&M University (International).

Reviewer – Journals

Journal of International Technology and Information Management

Journal of Services Marketing

Reviewer: Conference Papers

2018: American Marketing Association's Winter Conference (National)

2017: American Marketing Association's Winter Conference (National)

Leadership Roles

2023 – Present, The American Marketing Association, Southern Connecticut Chapter, Serve as Vice President of Diversity, Equity, and Inclusion

2018 – Present, The International Information Management Association, Serve as Vice President of Strategy. President-Elect, 2024

2018 – 2020, The American Association of Black Psychologists, Served as Strategist for 2019 President-Elect

SERVICE TO THE GREATER COMMUNITY

- 2022 – Present, Charter Associate Member of the Mid-Hudson Valley Chapter of Jack and Jill, Inc.
- 2021 – Present, Member of the Human Rights Advisory Committee for the Town of Pound Ridge
- 2016 – Present, Member of the Greater Hudson Valley Chapter of The Links Incorporated
- 2016 – Present, Member of The Arts Facet of the Greater Hudson Valley Chapter of The Links Incorporated
- 2020 – Present, Member of The Scholarship Committee of the Greater Hudson Valley of The Links Incorporated
- 2020 Strategic Consultant to the Ursuline School, New Rochelle, NY
- 2018 – 2020, Co-Chair for the Arts Facet of the Greater Hudson Valley Chapter of The Links Incorporated
- 2018 – 2019, Chair for Strategic Research, of the Greater Hudson Valley Chapter of The Links Incorporated
- 2007 – 2009, Program Director for the Mid-Hudson Valley Chapter of Jack and Jill, Inc.