

# Samantha Voelker Galvan, MBA, PhD

Curriculum Vitae

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## EDUCATION

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The University of Texas at San Antonio August 2022  
*PhD in Business Administration, Marketing*

The University of Texas at San Antonio December 2013  
*MBA*

Trinity University, San Antonio, TX May 2006  
*BA, International Studies and French*  
Courses taken in French at L'Institut Catholique de Paris and Université Paris Diderot

## ACADEMIC EMPLOYMENT

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Our Lady of the Lake University, San Antonio, TX August 2022 – Present  
*Assistant Professor of Marketing/Business Analytics*  
*Program Head, Master of Science in Business Analytics*

Trinity University, San Antonio, TX August 2021 – June 2022  
*Visiting Instructor of Marketing*

## RESEARCH

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Research in Progress

1. “Drink But Don’t Drive: Spillover Effects of Ridesharing on Alcohol Sales and Drunk Driving Arrests”  
Status: 3rd round of revisions at *Journal of Public Policy and Marketing*
2. “Uber Effects: Who Benefits Most from Ridesharing?”  
Status: Data collection and preparation
3. “Workplace Gender Diversity and Financial Outcomes: Evidence from the Video Game Industry” with Richard T. Gretz  
Target journal: *Journal of Marketing*  
Status: editing and preparing for submission

## CONFERENCE PRESENTATIONS

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- 2019 American Marketing Association Summer Academic Conference – Chicago  
 “Workplace Gender Diversity and Financial Outcomes: Evidence from the Video Game Industry”
- 2020 American Marketing Association Summer Academic Conference – Virtual  
 “Do People Drink More Alcohol When Ridesharing is Available?”
- 2021 American Marketing Association Marketing and Public Policy Conference – Virtual  
 “Drink But Don’t Drive: Spillover Effects of Ridesharing on Alcohol Sales and Drunk Driving Arrests”

## **AWARDS**

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Doctoral Fellowship, UTSA	2016-2021
Virginia Tech Future Faculty Diversity Program	November 2018
AMA HigherED SIG Doctoral Student Grant	May 2020
AMA Foundation Valuing Diversity Scholarship	June 2020
Outstanding Graduate Teaching Assistant, UTSA Graduate School	April 2021
PhD Program Excellence Fund, UTSA	May 2021
AMA Marketing and Society SIG Doctoral Student Scholarship	May 2021

## **TEACHING**

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### **Teaching Experience**

Advertising, Business Analytics, Digital Marketing, Integrated Marketing Communications, Marketing Research, Marketing Strategy, Principles of Marketing, Marketing Analytics, International Marketing, Business Ethics, Professional Technical Communication, Hispanic Marketing, Marketing Management

### **Undergraduate Teaching Experience – Face to Face**

Advertising (course evaluation: 4.3/5)	Fall 2018
Advertising (course evaluation: 4.9/5)	Spring 2019
Advertising (no course evaluations due to pandemic)	Spring 2020
Principles of Marketing (course evaluation: 5/6)	Fall 2021
Integrated Marketing Communications (course evaluation: 5.7/6)	Fall 2021
Principles of Marketing (course evaluation: 5/6)	Spring 2022
Marketing & Business Research (course evaluation: 4.7/6 and 5.4/6)	Spring 2022
Hispanic Marketing (course evaluation: 2.95/3)	Fall 2022
Marketing Research (course evaluation: 2.97/3)	Fall 2023
Professional Business Ethics (course evaluation: 2.97/3)	Fall 2023
Professional Technical Communication (course evaluation: 2.97/3)	Spring 2024
International Marketing and Emerging Markets (course evaluation: 2.95/3)	Spring 2024
Principles of Marketing (course evaluation: 3/3)	Fall 2024

Marketing Research Project (course evaluation: 3/3) Fall 2024

**Graduate Teaching Experience – Face to Face**

Marketing Strategies and Policies (course evaluation: 2.85/3) Fall 2022

Introduction to Business Analytics (course evaluation: 2.6/3) Fall 2023

Marketing Today (course evaluation: 2.97/3) Spring 2024

**Undergraduate Teaching Experience – online**

Advertising (course evaluation: 4.75/5) Summer 2020

Principles of Marketing (course evaluation: 4.6/5) Fall 2020

Advertising (course evaluation: 4.4/5) Spring 2021

Principles of Marketing (course evaluation: 4.42/5) Summer 2021

Advertising (course evaluation: 4.53/5) Summer 2021

Business and Society (course evaluation: 2.92/3) Summer 2023

Business Analytics (course evaluation: n/a) Summer 2023

Professional Business Ethics (course evaluation: n/a) Summer 2024

Principles of Marketing (course evaluation: n/a) Summer 2024

Business Analytics I (course evaluation: 2.7/3) Spring 2024

Marketing Management (course evaluation: 2.98/3) Spring 2024

Business Analytics II (course evaluation: 2.94/3) Fall 2024

**Graduate Teaching Experience – online**

Marketing Analytics (course evaluation: n/a) Fall 2022

Marketing Analytics (course evaluation: 2.97/3) Fall 2023

**PROFESSIONAL EXPERIENCE**

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The PM Group February 2014 – August 2016

*Account Executive*

- Oversaw the creation of 45+ TV spots from storyboarding to uploading completed spots.
- Facilitated new partnership between Spurs Sports and Entertainment and Rudy's BBQ in which Rudy's became a new vendor inside the AT&T Center.
- Managed large promotions between IHOP and major theme parks, including Six Flags Fiesta Texas, Schlitterbahn, and SeaWorld San Antonio.
- Clients: Planet Fitness (both corporate and franchisees), IHOP, San Antonio Shoemakers, Rudy's BBQ and A&E Air Conditioning

The University of Texas at San Antonio June 2012 – December 2013

*Graduate Associate for the Center for Student Professional Development*

- Coordinated career and professional development events for over 150 undergraduate students each semester, including mock interviews, speed networking and business etiquette seminars.

The City of San Antonio, Economic Development Department May 2013 – August 2013

*International Business Development Intern*

- Researched investment trends in France, Spain and India as part of the Brookings Institution's Metropolitan Export Exchange Program.

The PM Group

September 2008 – May 2012

*Media Compliance Supervisor, February 2011 – May 2012*

- Clients: IHOP, Cotton Patch Café, Pizza Hut, KFC, Taco Bell, the WNBA San Antonio Silver Stars, the AHL San Antonio Rampage, and the NBA San Antonio Spurs

*Media Compliance Coordinator, September 2008 – February 2011*

- Clients: Taco Bell, KFC, Pizza Hut, Long John Silver's, IHOP
- Software used: SmartPlus, Advantage (agency management software)

Bromley Communications

June 2008 – August 2008

*Assistant Media Planner*

- Clients: Coors Brewing Company, Payless ShoeSource, Burger King
- Software used: AdViews, Media Pro, MediaTools, DDS SpotPak

Helen Thompson Media

June 2007 – June 2008

*Media Coordinator/Buyer*

- Clients: Pocket Communications, Security Service Federal Credit Union, Rosenberg Indoor Comfort, Texas Lutheran University

## **SERVICE**

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McNair Scholars Program Faculty Mentor, OLLU, 2025

Chief Marketing Officer Hiring Committee, OLLU, October 2024

Business Double Major Taskforce, OLLU, 2024

Professional Development Seminar on Call and Vocation, OLLU, 2023-2024

Faculty Affairs Committee, OLLU, 2022-2023

Advisor for OLLU Exchange Program with Universidad Anahuac, Puebla, Mexico

Biology Professor Hiring Committee, OLLU, Fall 2023

Marketing Ethnic Faculty Association Member

Reviewer for American Collegiate Retailing Association 2019 conference

The PhD Project Member

Trinity University San Antonio Alumni Chapter Board

UTSA Graduate Business Association

## **DOCTORAL COURSEWORK**

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Seminar in Experimental Design

Seminar in Cross Cultural Consumer Research

Seminar in Marketing Theory

Seminar in Consumer Judgment and Decision Making

Seminar in Consumer Behavior

Research Methods I

Applied Linear Statistical Models

Multivariate Statistical Analysis  
Applied Econometrics  
Econometrics and Business Forecasting  
Advanced Quantitative Research Methods  
Doctoral Teaching Seminar

## **TECHNOLOGY SKILLS**

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Learning Management Software: Blackboard, Blackboard Ultra, Moodle, Brightspace  
Office Management: Microsoft Excel, Word, PowerPoint, and Outlook  
Media Research: AdViews, SQAD MediaTools, DDS SpotPak, SmartPlus, Strata  
Agency Management: Advantage  
Statistical Analysis: Stata, SPSS, R  
Online Marketing and Website Building: Google Adwords, Google Analytics, WordPress, Weebly  
Social Media: Twitter, Reddit, Facebook, Snapchat, Instagram, LinkedIn  
AI: Google Gemini, Microsoft CoPilot

## **ADDITIONAL**

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Fluent in English, Spanish, French  
Lived in Denver, CO for 14 years  
Residing in San Antonio, TX since 2002

## **PROFESSIONAL REFERENCES**

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Richard T. Gretz, Ph.D.  
Associate Professor of Marketing and Ph.D. Advisor  
The University of Texas at San Antonio, Carlos Alvarez College of Business  
One UTSA Circle  
San Antonio, TX 78249  
Office: 210-458-5741  
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