

Chance McCullough
Department of Marketing and Supply Chain
Gatton College of Business and Economics – 445M
University of Kentucky
Lexington, KY 40506-0034
Cell: (256) 651-4447
chance.mccullough@uky.edu

EDUCATION

- Ph.D.** **University of Kentucky**, Gatton College of Business and Economics, Lexington, KY
Concentration: Marketing
Expected Graduation: May 2023
- M.S.** **University of Alabama**, Manderson Graduate School of Business, Tuscaloosa, AL
Concentration: Marketing
Degree awarded: May 2015
- B.S.** **University of North Alabama**, Florence, AL
Concentration: English - Professional Writing
Degree awarded: August 2012

PUBLISHED PAPERS

Meike Eilert, Aditya Gupta, **Chance McCullough**
“Service Lessons During COVID-19: The Case of Food Trucks.”
Chapter for *COVID-19 and the Future of the Service Industry Post-Pandemic: Insights and Resources*.

WORKING PAPERS

Chance McCullough, Alexander H. Ziegler, Daniel Sheehan, Haipeng (Allan) Chen, and David Hardesty, “A Multi-Method Investigation of Culture and Private Label Aversion”
Status: Two lab studies and two secondary data studies are complete, with collection of final study underway.
Manuscript in development for submission to *Journal of Marketing* (Spring 2021).

Chance McCullough, Daniel Sheehan, David Hardesty
“Flank It or Tank It: The Impact of Opening Price Points on Private Label Aversion.”
Status: One lab study complete, with collection of additional studies in development.
Manuscript in development for submission to *Journal of Marketing* (Fall 2023).

CONFERENCE PRESENTATIONS

Chance McCullough, Alexander H. Ziegler, Daniel Sheehan (2020), “Private Labels, Public Embarrassment,” Southeastern Marketing Symposium, Oxford, MS (Conference canceled).

Doug Waller, The Coca-Cola Company; **Chance McCullough**, Walmart Home Office: “Walmart and Coca-Cola Join Forces with Tableau as the Unifying Factor”, Tableau Conference 2017, Las Vegas, NV

Doug Waller, The Coca-Cola Company; **Chance McCullough**, Walmart Home Office: “Walmart and Coca-Cola Join Forces with Tableau as the Unifying Factor,” National Retail Foundation’s (NRF) “Big Show” 2018, New York, NY

RESEARCH INTERESTS

Retail, Private Labels, and Research Methods

SOFTWARE PROGRAMS & LANGUAGES

SPSS	Mplus	SQL
Stata	Qualtrics	Canvas
AMOS	Alteryx	
IRT Pro	Tableau	

TEACHING

INSTRUCTOR RATINGS

Instructor:

MKT 310: Consumer Behavior, Fall 2020 – 42 students	4.3/5.0
MKT 310: Consumer Behavior, Fall 2019 – 44 students	4.9/5.0

Teaching Assistant:

<i>MKT 450: Marketing Strategy and Planning</i>	2020
Instructor: Dr. Meike Eilert	
<i>MKT 310: Consumer Behavior</i>	2020
Instructor: Dr. Daniel Sheehan	
<i>MBA 616: Supply Chain Operations</i>	2019
Instructor: Dr. Haoying Sun	

SERVICE

Reviewer for AMA Winter Conference	2021
Reviewer for AMA Summer Conference	2020
University of Kentucky Behavioral Research Lab Assistant	2018 to Present

HONORS AND AWARDS

Professional:

<i>Walmart: Bending the Curve Award</i>	2018
<i>Walmart: Enabling Merchandizing Strategy Award</i>	2017
<i>Walmart: Support Associate of the Quarter Award</i>	2017
<i>Walmart: Strategy Innovation Award</i>	2017

Academic:

AMA Sheth Foundation Doctoral Consortium Fellow	2021
Luckett Doctoral Fellowship	2020
Gatton Doctoral Fellowship	2020
Luckett Doctoral Fellowship	2019
Gatton Doctoral Fellowship	2019
Gatton Doctoral Fellowship	2018
Magna cum Laude Honors	2012

PROFESSIONAL EXPERIENCE

Business Analytics Manager – Snacks and Beverages

07/2016 to 07/2018

Walmart Corporate Home Office, Bentonville AR

- Headed strategic negotiations with key supplier partners to optimize replenishment strategy using internal replenishment data, driving an additional \$120 million in department sales and fostering stronger collaborative sales partnerships
- Created a three-year strategy for the snacks and beverages businesses for the Chief Merchandizing Officer of Walmart US by working with cross-functional support teams to forecast market growth and redesign category space allocation, category adjacencies, the supply chain, private brand penetration, and supplier trade fund allocation to meet and exceed growth in the market
- Led financial forecasting and decision support for the \$2.5 billion cookie/cracker category group, providing analytics and insights for cost negotiations, replenishment improvements, promotional activities, and product assortment to the senior buying manager and vice president
- Directed new employee onboarding for snacks and beverages business analytics senior managers, teaching retail math, Walmart database management, supplier negotiation support, syndicated data analysis, SQL, Alteryx, and Tableau

Business Analyst – Private Brands and Special Projects

03/2016 to 07/2016

Walmart Corporate Home Office, Bentonville AR

- Provided reporting, data-driven insights, and business opportunities for the total food, health and wellness, and consumables portfolio to the Senior Vice President of private brands and the Chief Merchandizing Officer of Walmart US
- Analyzed US government SNAP (Supplemental Nutrition Assistance Program) trends within the total food division to optimize replenishment and item assortment strategies to account for variable sales demand

Merchant Leadership Program (MLP)

06/2015 to 03/2016

Walmart Corporate Home Office, Bentonville AR

- Completed nine months of expert-led classroom training and project-based rotations in the core functions of Walmart merchandizing: store operations, buying, financial planning, replenishment, pricing, and category management
- Completed the MLP capstone final project, developing a 2017 produce department strategy concept for packaged salads, cooking vegetables, and premium juices, and presented concept to the Chief Merchandizing Officer of Walmart US and the Senior Vice President of Walmart US Produce

- Served as buyer trainee for the Hispanic beverages subcategory, negotiating 2017 product assortment strategy and product cost and promotions with key suppliers
- Created new assortment and product innovation strategy process for the broader Hispanic food category by utilizing Nielsen and point-of-sale data from Walmart Mexico

Communication Consultant - Social Media Marketing

06/2012 to 03/2013

Alpha Tau Omega Headquarters, Indianapolis, IN

- Supported the marketing department with print and digital development through social media, news releases, and email marketing
- Produced and directed 2012 risk management video series for new member education

DOCTORAL COURSEWORK

Marketing Theory

Seminar in Consumer Behavior I	Dr. Haipeng (Allan) Chen
Seminar in Consumer Behavior II	Dr. John Peloza
Advanced Topics in Consumer Behavior	Dr. Adam Craig
Seminar in Marketing Strategy	Dr. Brian Murtha
Behavioral Research, Design, and Analysis I	Dr. David Hardesty
Behavioral Research, Design, and Analysis II	Dr. Aaron Garvey

Methods, Measurement, and Analyses

Intro to Measurement Theory and Techniques	Dr. Michael Toland
Univariate Analysis	Dr. Xin Ma
Qualitative Methods	Dr. Phil Hutchison
Advanced Regression Techniques	Dr. Xin Ma
Causal and Quasi-Experimental Methods	Dr. Richard Waddington
Item Response Theory (IRT) and Rasche Modeling	Dr. Michael Toland
Advanced Social Network Analysis	Dr. Stephen Borgatti

Teaching

Teaching Methods in Business	Drs. Gail Hoyt and Robert Gillette
------------------------------	------------------------------------

Other Training

Consumer Neuroscience: Integrating Biometric Measurement within Research
(University of Memphis 02/2019)

REFERENCES

David M. Hardesty (Dissertation Co-chair)

Professor of Marketing

Carol Martin Endowed Chair

Gatton College of Business & Economics

University of Kentucky

Email: david.hardesty@uky.edu

Dan Sheehan (Dissertation Co-chair)

Assistant Professor of Marketing

Director of the Behavioral Research Lab

Gatton College of Business & Economics

University of Kentucky

Email: dan.sheehan@uky.edu

Haipeng (Allan) Chen

Professor of Marketing

Gatton Endowed Chair in Marketing

Gatton College of Business and Economics

University of Kentucky

Email: allanchen@uky.edu

Adam W. Craig

Associate Professor of Marketing

Gatton College of Business & Economics

University of Kentucky

Email: adam.craig@uky.edu

Aaron M. Garvey

Associate Professor of Marketing

Gatton College of Business & Economics

University of Kentucky

Email: aarongarvey@uky.edu