

CARLOS J. TORELLI, PhD.

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Marketing and Logistics Management Department
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EDUCATION

- 2003 – 2007 **College of Business, University of Illinois at Urbana – Champaign**
Doctor of Philosophy in Business Administration
Major: Marketing
Minor: Psychology
- 1995 – 1997 **College of Business Administration, Marquette University, WI**
Master of Business Administration
Concentration: Marketing
- 1989 – 1993 **College of Engineering, Simon Bolivar University, Venezuela**
Master in Business Engineering (With Honors)
Concentration: Finance
- 1981 – 1986 **College of Engineering, Andres Bello Catholic University, Venezuela**
Bachelor of Civil Engineering

ACADEMIC EXPERIENCE

- 2007 – Current **Carlson School of Management, University of Minnesota**
Assistant Professor of Marketing
- 1988 – 1994 **College of Civil Engineering, Universidad Catolica Andres Bello, Caracas, Venezuela**
Assistant Professor of Civil Engineering

ACADEMIC HONORS/AWARDS

- Recipient of the Grant from the Institute for Research in Marketing, University of Minnesota. Title of the Project: “Iconic Brands and Multi-Cultural Markets: Consequences for Existing Models of Brand Management.” Date of Award: July 30, 2008. Amount: \$17,000.
- Recipient of the Grant-in-Aid of Research, Artistry, and Scholarship from the Graduate School, University of Minnesota. Title of the Project: Brand and Category Iconicity. Date of Award: April 18, 2008. Amount: \$20,360.
- Recipient of the Faculty Small Research Grant from the Office of International Programs, Carlson School of Management, University of Minnesota. Title of the Project: Cross-Cultural Preferences for Brand Values. Date of Award: January 31, 2008. Amount: \$5,000.
- Co-recipient of the Robert Wood Johnson Foundation Grant for Advancing Measurement of Equity and Patient-Centered Care to Improve Health Care Quality. Title of the Project: Cultural Variability in Patient Responding to Survey Measures, Date of Award: December 2007. Amount: \$100,000, Investigators: Timothy Johnson, Timothy Beebe, Noel Chávez, Young Ik Cho, Allyson L. Holbrook, Sharon Shavitt, Saul Weiner, and Carlos Torelli.
- Named Program Committee Member. 2008 North American Conference of the Association for Consumer Research.
- Robert Ferber Award, University of Illinois at Urbana-Champaign, September 2006.
- Co-winner of the ACR/Sheth Foundation Cross-Cultural Dissertation Proposal Competition, August 2006.
- AMA-Sheth Foundation Doctoral Consortium Fellow, University of Maryland, July 2006.
- FMC Technologies, Inc. Fellowship, University of Illinois at Urbana-Champaign, April 2006.
- Conference Travel Award, Center for International Business Education and Research, University of Illinois at Urbana-Champaign, May 2006.
- Irwin Fellowship, University of Illinois at Urbana-Champaign, April 2006.
- Albert J. Haring Symposium Representative (Presenter), Indiana University, March 2006.

- Presenter at the Social Psychology Seminar, University of Illinois at Urbana-Champaign, March 2006.
- Conference Travel Award, University of Illinois at Urbana-Champaign, February 2006.
- Sheth Foundation/Sudman Award for Research, University of Illinois at Urbana-Champaign, January 2006.
- Albert J. Haring Symposium Representative (Discussant), Indiana University, March 2005.
- Doctoral Fellowship, University of Illinois at Urbana-Champaign, 2003-2006
- T.R. Martin Award, Marquette University, 1997
- Graduate Scholarship, Marquette University, 1996-1997
- Antonio Jose de Sucre Excellence Award (Fundayacucho-Venezuela), 1994

TEACHING HONORS/AWARDS

- List of Excellent Instructors (top 10% campus-wide), University of Illinois at Urbana-Champaign, Summer 2006

RESEARCH INTERESTS

International Business
 Global Marketing
 Cross-Cultural Psychology
 Promotion Management
 Branding
 Motivated Social Cognition

TEACHING INTERESTS

Brand Management
 Consumer Behavior
 Principles of Marketing
 Marketing Research

RESEARCH AND PUBLICATIONS

Publications in Refereed Journals

- Wan, C., Torelli, C. J., & Chiu, C-Y (2009). Intersubjective Consensus and the Maintenance of Normative Shared Reality, *Social Cognition*, forthcoming.
- Shavitt, S., Torelli, C. J., & Wong, J. (2009). "Identity-Based Motivation: Constraints and Opportunities in Consumer Research," *Journal of Consumer Psychology*, 19(3), 261-266.
- Viswanathan, M., Torelli, C. J., Xia, L., & Gau, R. (2009). "Understanding the Influence of Literacy on Consumer Memory: The Role of Pictorial Elements." *Journal of Consumer Psychology*, 19(3), 389-402.
- Torelli, C. J. & Kaikati, A. M. (2009). "Values as Predictors of Judgments and Behaviors: The Role of Abstract and Concrete Mindsets." *Journal of Personality and Social Psychology*, 96 (1), 231-247.
- Torelli, C. J. (2006). "Individuality or Conformity? The Effect of Independent and Interdependent Self-Concepts on Public Judgments." *Journal of Consumer Psychology*, 16 (3), 238-246.
- Shavitt, S., Lalwani, A. K., Zhang, J., & Torelli, C. J. (2006). "The Horizontal/Vertical Distinction in Cross-Cultural Consumer Research." *Journal of Consumer Psychology*, 16 (4), 325-342.
- Shavitt, S., Zhang, J., Torelli, C. J., & Lalwani, A. K. (2006). "Reflections on the Meaning and Structure of Horizontal and Vertical Individualism and Collectivism." *Journal of Consumer Psychology*, 16 (4), 357-362.
- Garrett, D.E., Torelli, C. J., & Gunderson, A.O. (1998). "Toll-free Customer Service Telephone Lines: Are They Accessible for Spanish-Speaking Consumers?" *Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior*, 11, 159-170.

Book Chapters

- Torelli, C. J., Keh, H. T., & Chiu, C. Y. (2009). "Cultural Symbolism of Brands." In "Brands and Brand Management: Contemporary Research Perspectives," (Ed.) Loken, Barbara, Ahluwalia, Rohini, and Houston, Michael J., Routledge, New York.
- Shavitt, S., Lee, A. Y., & Torelli, C. J. (2008). "Cross-Cultural Issues in Consumer Behavior." in the new volume "Social Psychology of Consumer Behavior," edited by M. Wanke (part of the *Frontiers of Social Psychology* series edited by Kruglanski & Forgas), 217-240.

Publications in Refereed Conference Proceedings

- Kaikati A. & Torelli C. J. (2009). "When do Personal Values Predict Behavior? It's All in the Mindset," *Advances in Consumer Research*, forthcoming.
- Torelli, C. J. & Ahluwalia, R. (2009). "Cultural Symbolism of Brands: Effects on the Evaluation of Brand Extensions," *Proceedings of the Society for Consumer Psychology 2009 Winter Conference*.
- Torelli, C. J. (2009). "New Perspectives in Brand Extension Research," *Proceedings of the Society for Consumer Psychology 2009 Winter Conference*.
- Torelli, C. J. (2008). "Brand Symbolism and Reference Groups: Perspectives on the Identity Value of Brands," *Advances in Consumer Research*, forthcoming.
- Torelli, C. J., (2008). "New Perspectives in Global Branding," *Advances in Consumer Research*, forthcoming.
- Torelli, C. J., Chiu, C. Y., Keh, H. T., & Amaral, N. (2008). "Brand Iconicity: A Shared Reality Perspective," *Advances in Consumer Research*, forthcoming.
- Torelli, C. J., Ozsomer, A., Carvalho, S., Keh, H. T., & Maehle, N. (2008). "A Measure of Brand Values: Cross-Cultural Implications for Brand Preferences," *Advances in Consumer Research*, forthcoming.
- Torelli, C. J. & Ozsomer, Aysegul (2008). "Effects of the Interplay between Local and Foreign Brands on Product Evaluations." *2008 AMA Winter Marketing Educators' Conference*
- Torelli, C. J., Chiu, C. Y., & Keh, H. T. "Iconic Brands and Iconic Categories: Consequences for the Use of Cultural Knowledge in Judgments about Foreign Brands." *2008 AMA Winter Marketing Educators' Conference*
- Torelli, C. J. & Shavitt, S. (forthcoming). "Culture and Mental Representations of Power Goals: Consequences for Information Processing." *Advances in Consumer Research*, Vol 35. Proceedings of the 2007 North American ACR Conference.
- Torelli, C. J. & Shavitt, S. (forthcoming). "Culture and Mental Representations of Power." *European Advances in Consumer Research*, Vol. 8. Proceedings of the 2007 European ACR Conference.
- Torelli, C. J. (2007). "Culture and Mental Representations of Power: Implications for Consumers' Information-Processing Strategies, Judgments, and Influence Attempts." *Proceedings of the Society for Consumer Psychology 2007 Winter Conference*
- Torelli, C. J. (2007). "Individuality, Relatedness, or None of the Above? How Thinking Concretely Can Impair the Activation of Self-Relevant Goals." *Advances in*

- Consumer Research*, 34, 567-568. Proceedings of the 2006 North American ACR Conference.
- Torelli, C. J. (2006). Abstract and Concrete Mindsets and the Activation of Self-Relevant Goals. *Proceedings of the Society for Consumer Psychology 2006 Winter Conference*.
 - Torelli, C. J. (2006). Reasons to “Me” or reasons to “Us:” The Interaction between Self-Construal and a Search for Reasons and its Impact on Consumer’s Judgments. *Proceedings of the Society for Consumer Psychology 2006 Winter Conference*.
 - Torelli, C. J., Viswanathan, M., & Lalwani, A. K. (2006). Relationship between Literacy and Cognitive Characteristics Relating to Categorization. *Proceedings of the Society for Consumer Psychology 2006 Winter Conference*.
 - Torelli, C. J., Viswanathan, M., & Xia, L. (2006). Literacy and Consumer Memory. *Proceedings of the Society for Consumer Psychology 2006 Winter Conference*.
 - Torelli, C. J. (2005). Self-Construal Priming and Perceived Risk: The Moderating Role of Motivation. *Proceedings of the Society for Consumer Psychology 2005 Winter Conference*.
 - Torelli, C. J., Viswanathan, M., & Rosa, J.A. (2005). An Exploration Of Consumption Practices Of Hispanic Immigrants: Effects Of Literacy And English As A Second Language. *Proceedings of the Society for Consumer Psychology 2005 Winter Conference*.

Peer-Reviewed Conference Presentations

- Torelli, C. J. (2009). "New Perspectives in Brand Extension Research," *Society for Consumer Psychology 2009 Winter Conference*
- Torelli, C. J. & Ahluwalia, R., (2009). "Cultural Symbolism of Brands: Effects on the Evaluation of Brand Extensions," *Society for Consumer Psychology 2009 Winter Conference*
- Torelli, C. J. (2008). "Brand Symbolism and Reference Groups: Perspectives on the Identity Value of Brands," *Association for Consumer Research 2008 North American Conference*
- Torelli, C. J., (2008). "New Perspectives in Global Branding," *Association for Consumer Research 2008 North American Conference*
- Torelli, C. J., Chiu, C. Y., Keh, H. T., & Amaral, N. (2008). “Brand Iconicity: A Shared Reality Perspective,” *Association for Consumer Research 2008 North American Conference*

- Torelli, C. J., Ozsomer, A., Carvalho, S., Keh, H. T., & Maehle, N. (2008). "A Measure of Brand Values: Cross-Cultural Implications for Brand Preferences." *Association for Consumer Research 2008 North American Conference*
- Torelli, C. J. & Ozsomer, Aysegul (2008). "Effects of the Interplay between Local and Foreign Brands on Product Evaluations." *2008 AMA Winter Marketing Educators' Conference*
- Torelli, C. J., Chiu, C. Y., & Keh, H. T. "Iconic Brands and Iconic Categories: Consequences for the Use of Cultural Knowledge in Judgments about Foreign Brands." *2008 AMA Winter Marketing Educators' Conference*
- Torelli, C. J. & Shavitt, S. (2007). "Culture and Mental Representations of Power Goals: Consequences for Information Processing." *Association for Consumer Research 2007 North American Conference*
- Torelli, C. J. & Shavitt, S. (2007). "Culture and Mental Representations of Power." *Association for Consumer Research 2007 European Conference*
- Torelli, C. J. (2007). "Culture and Mental Representations of Power: Implications for Consumers' Information-Processing Strategies, Judgments, and Influence Attempts." *Society for Consumer Psychology 2007 Winter Conference.*
- Torelli, C. J. (2006). "Individuality, Relatedness, or None of the Above? How Thinking Concretely Can Impair the Activation of Self-Relevant Goals." *Association for Consumer Research 2006 North American Conference.*
- Torelli, C. J. (2006). Abstract and Concrete Mindsets and the Activation of Self-Relevant Goals. *Society for Consumer Psychology 2006 Winter Conference.*
- Torelli, C. J. (2006). Reasons to "Me" or reasons to "Us:" The Interaction between Self-Construal and a Search for Reasons and its Impact on Consumer's Judgments. *Society for Consumer Psychology 2006 Winter Conference.*
- Torelli, C. J., Viswanathan, M., & Lalwani, A. K. (2006). Relationship between Literacy and Cognitive Characteristics Relating to Categorization. *Society for Consumer Psychology 2006 Winter Conference.*
- Torelli, C. J., Viswanathan, M., & Xia, L. (2006). Literacy and Consumer Memory. *Society for Consumer Psychology 2006 Winter Conference.*
- Torelli, C. J. (2005). Self-Construal Priming and Perceived Risk: The Moderating Role of Motivation. *Society for Consumer Psychology 2005 Winter Conference.*
- Viswanathan, M., Torelli, C. J., Yoon, S., Riemer, H., & Qiu, T. (2005). "An exploration of decision making and coping strategies of English as second language consumers," *La Londe International Research Seminar in Marketing.*

- Torelli, C. J., Viswanathan, M., & Rosa, J.A. (2005). An Exploration Of Consumption Practices Of Hispanic Immigrants: Effects Of Literacy And English As A Second Language. *Society for Consumer Psychology 2005 Winter Conference*.

Invited Presentations

- “*Cultural Symbolism of Brands*” Office of International Programs - CSOM, “International Seminar Series”
- “Cultural Symbolism of Brands and Group Identity: Consequences for Self-Brand Relationships” *Guanghua School of Management Peking University*. March 2009
- “Cultural Values and Brand Preferences.” *The Food Industry Center Spring 2008 Conference – Branding Beyond Borders*. April 2008
- “Brand Iconicity: A Shared Reality Perspective.” *University of Illinois at Urbana-Champaign*. March 2008.
- “Culture and Mental Representations of Power.” *Bilkent University*. April 2007.
- “Iconic Brands and Iconic Categories: Consequences for the Use of Cultural Knowledge in Judgments about Foreign Brands.” *Koç University*. April 2007.
- “Culture and Mental Representations of Power.” *University of Minnesota*. November 2006.
- “Culture and Mental Representations of Power.” *University of California - Riverside*. November 2006.
- “Culture and Mental Representations of Power.” *Stanford University*. November 2006.
- “Culture and Mental Representations of Power.” *University of Arizona*. October 2006.
- “Culture and Mental Representations of Power.” *Colorado State University*. October 2006.
- “Culture and Mental Representations of Power.” *University of Nevada – Las Vegas*. October 2006.
- “Culture and Mental Representations of Power.” *Rutgers University*. September 2006.
- “Individuality, Relatedness, or None of the Above? How Thinking Concretely Can Impair the Activation of Self-Relevant Goals.” *Social Psychology Seminar*. University of Illinois at Urbana-Champaign. April 2005

PROFESSIONAL EXPERIENCE

- 2002 – 2003 **Marketing Vice President, Citibank N.A.**, Istanbul – Turkey
Profit & Loss, Strategic, and Promotion Management.
- 1999 – 2002 **Marketing Vice President, Citibank N.A.**, Caracas – Venezuela
Profit & Loss, Strategic, and Promotion Management.
- 1998 – 1999 **Marketing Manager, Citibank N.A.**, Caracas – Venezuela
Promotion Management.
- 1997 – 1998 **Assistant Brand Manager, Mavesa S. A.**, Caracas – Venezuela
Part of the biggest consumer packaged goods company in Venezuela.
- 1993 – 1995 **General Manager, Redimix C.A.**, Barcelona – Venezuela
B2B Marketing and sales – ready-mixed concrete.
- 1986 – 1993 **Civil Engineer, Edivial C.A.**, Barcelona – Venezuela
Project management – construction of highways and airports.

TEACHING EXPERIENCE

- Marketing Management (Executive MBA - China)
- Brand Management (Undergraduate):
 - **Assistant Professor**, University of Minnesota, Fall 2007, 2008
- Principles of Marketing (Undergraduate):
 - **Instructor**, UIUC, Summer 2006
Teaching Evaluation (overall): 4.5 out of 5.0
 - **Teaching Assistant** (for Prof. Jeff Schmidt), UIUC, Fall 2003 and Spring 2004
- Consumer Behavior (Undergraduate):
 - **Guest Lecturer** (for Prof. Lan Nguyen), UIUC, Fall 2005
- Promotion Management (Undergraduate):
 - **Teaching Assistant** (for Prof. Sharon Shavitt), UIUC, Fall 2005
- Marketing Research (Undergraduate and Graduate-MBA):
 - **Teaching Assistant** (for Prof. Madhu Viswanathan), UIUC, Fall 2004
- Marketing Management (Graduate – Executive MBA)
 - **Teaching Assistant** (for Prof. Richard Robinson), Marquette U., Fall 1996
- Globalization (Graduate – on line IT Master)
 - **Instructor**, Nueva Esparta U., Venezuela, each semester Fall 1998 – Spring 2000.

PROFESSIONAL MEMBERSHIPS

- American Psychological Association
- Association for Consumer Research
- Society for Consumer Psychology
- American Marketing Association