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Vanessa Patrick, PhD. is the associate dean for research, the executive director of doctoral programs (Ph.D. and D.B.A.), a Bauer professor of marketing and lead faculty of the Executive Women in Leadership Program at the Bauer School of Business at the University of Houston. She has received a number of awards for both scholarship and teaching, including the Bauer College of Business' LeRoy and Lucille Melcher Faculty Excellence award for Research Excellence (2011), for Service (2016) and for Teaching (2018). In 2012, she was named one of the top 50 most productive marketing scholars worldwide by the DocSig of the American Marketing Association. She was also appointed as a Fulbright Specialist (2019–24) by the U.S. Department of State Bureau of Educational and Cultural Affairs. She served in this role by visiting the Institut Teknologi Bandung in Indonesia in November 2022. She is a regular speaker at both academic and practitioner conferences, including the Association of Consumer Research Conference, the Society of Consumer Psychology conference, the Greater Houston Women's Chamber of Commerce annual conference, the NAWMBA Annual Gender Diversity Conference and the University of Houston Women of Color Coalition. She is a prominent scholar in her field and serves on editorial and policy boards of leading academic journals. She is currently an associate editor for the *Journal of Marketing Research* and the *Journal of Marketing*.