

**Dr. Carly Drake**  
Assistant Professor of Marketing  
School of Business and Entrepreneurship • North Central College  
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## **Education**

**Haskayne School of Business, University of Calgary**, Calgary, Alberta, Canada  
Doctor of Philosophy in Management (Marketing), 2014–2019  
Dissertation: *Runner's World* meets runners' worlds: Female recreational athletes, ideal bodies, and fitness advertising  
Supervisors: Drs. Scott Radford and Fiona Nelson

**Dalhousie University**, Halifax, Nova Scotia, Canada  
Master of Arts in International Development Studies, 2010–2012  
Thesis: "Day by day, day by day": A study of immigrant women's entrepreneurship and settlement in Halifax, Nova Scotia  
Supervisors: Drs. Pauline Gardiner Barber and Evangelia Tastsoglou

**Carleton University**, Ottawa, Ontario, Canada  
Bachelor of Journalism and Political Science, 2006–2010  
Graduated with Highest Honours

## **Research Interests and Expertise**

- Gender, identity and the body in consumer culture and marketing communication
- Consumer well being and critical marketing
- Qualitative research methods
- Poststructuralist theoretical perspectives

## **Honours and Awards**

- 2019** University of Calgary Sessional Instructor Teaching Award – Nominee
- 2018** Social Sciences and Humanities Research Council Doctoral Fellowship - \$20,000  
Robert A. Willson Doctoral Management Scholarship - \$10,000  
AMA-Sheth Foundation Doctoral Consortium - Fellow  
University of Calgary Graduate Teaching Assistant Award - Nominee
- 2017** Queen Elizabeth II (Doctoral) Scholarship - \$15,000  
University of Calgary Faculty of Graduate Studies Doctoral Scholarship - \$10,000
- 2016** Queen Elizabeth II (Doctoral) Scholarship - \$5,000
- 2015** Queen Elizabeth II (Doctoral) Scholarship - \$10,000  
Haskayne School of Business Research Prize - \$5,000
- 2014** Haskayne School of Business Entrance Scholarship - \$15,000
- 2013** United Nations Association in Canada Young Leaders Op-Ed Competition, Second Prize - \$2,000

## Carly Drake

- 2012** Best Graduate Student Oral Presentation, Tenth Year at the Crossroads: Health Research at the New Millennium Conference (Halifax, Nova Scotia)
- 2010** Dalhousie University Entrance Scholarship - \$13,000
- 2010** Ontario Public Library Association Angus Mowat Award for Excellence (for designing a teen space in the Huntsville Public Library as part of a consulting project)
- 2009** Marissa Ann Golini Memorial Scholarship in Journalism - \$2,000
- 2009** K. Phyllis Wilson Scholarship in Journalism - \$1,000
- 2008** K. Phyllis Wilson Scholarship in Journalism - \$1,000
- 2007** K. Phyllis Wilson Scholarship in Journalism - \$1,000
- 2006** Carleton University Entrance Scholarship - \$10,000

### Research

#### Peer-Reviewed Publications

**Drake, C., & Radford, S. K.** (Forthcoming). Here is a place for you/know your place: Critiquing “biopedagogy” embedded in images of the female body in fitness advertising. *Journal of Consumer Culture*.

**Drake, C., & Radford, S. K.** (2018). [Softly assembled] gender performance through products: Four practices responding to masculine and feminine codes in product design. In A. Venkatesh, S. Cross, C. Ruvalcaba & R. Belk (Eds.), *Consumer Culture Theory (Research in Consumer Behavior, Volume 19)* (p. 123-144). Bingley, UK: Emerald.

Kano, L., Verbeke, A., & **Drake, C.** (2015). The multinational head office as a joint value orchestrator: Managing the global factory. In R. van Tulder, A. Verbeke & R. Drogendijk (Eds.), *The Future of Global Organizing (Progress in International Business Research, Volume 10)* (p. 315-340). Bingley, UK: Emerald.

**Drake, C., & Gahagan, J.** (2015). Working “upstream”: Why we shouldn't use heterosexual women as health promotion change agents in HIV-prevention interventions aimed at heterosexual men. *Health Care for Women International*, 36(11): 1270-89.

Gahagan, J., Jason, T., & **Pender, C.** (2011). Promoting adolescent males' health: Utilization of school-based youth health centers in Nova Scotia, Canada. *Journal of Community Medicine & Health Education*, 2(1).

### Academic Conference Involvement

#### Invited Roundtable Participant

Global CCT PhD Student Network. (2019). Tactics of circumvention: How to evade CCT's doppelgänger brand images as an emerging scholar. Roundtable discussion conducted at the Consumer Culture Theory Conference, Montreal, Canada.

## Carly Drake

### Paper Presentations

**Drake, C., & Radford, S. K. (2018).** Here is a place for you/know your place: Understanding neoliberal “biopedagogy” embedded in images of the female body in fitness advertising. Paper presented at the 43rd Annual Macromarketing Conference, Leipzig, Germany [focusing on advertising ideology from a macro perspective].

**Drake, C., & Radford, S. K. (2018).** Here is a place for you/know your place: Understanding representations of the female body in fitness advertising. Paper presented at the International Sociological Association World Congress of Sociology, Toronto, Canada [focusing on the sociology of fitness/the body].

**Drake, C., & Radford, S. K. (2018).** Here is a place for you/know your place: Understanding neoliberal “biopedagogy” embedded in representations of the female body in fitness advertising. Paper presented at the Consumer Culture Theory Conference, Odense, Denmark [focusing on advertising’s role in consumer culture].

**Drake, C., & Radford, S. K. (2017).** Gender as a softly assembled performance: Interrogating the tenuous possession-self link when women don’t want pink and men don’t want blue. Paper presented at the North American Conference of the Association for Consumer Research, San Diego, CA.

**Drake, C., & Radford, S. K. (2017).** Gender as a soft assembly: A dynamic systems theory approach to understanding consumers' experiences with gender identity and product gender. Paper presented at the Consumer Culture Theory Conference, Anaheim, CA.

**Drake, C., & Radford, S. K. (2017).** Gender performance through the body: A hermeneutic exploration of learning within the hair industry. Paper presented at the 13th Annual Graduate Student Research Symposium, Calgary, AB.

**Drake, C., & Radford, S. K. (2016).** Portrayals of women in advertising: Reconciling instrumental and ethical perspectives. Paper presented at the 41st Annual Macromarketing Conference, Dublin, Ireland.

**Drake, C., & Radford, S. K. (2016).** The influence of gender identity on evaluations of products designed for the stereotypical man and woman. Paper presented at the 12th Annual Graduate Student Research Symposium, Calgary, AB.

**Pender, C. (2013).** Cowboy hats and business suits: The case of multiculturalism in Calgary. Paper presented at the 15th National Metropolis Conference, Ottawa, ON.

**Pender, C. (2013).** Calgary’s professional newcomer women: Building careers and lives in a thriving economy. Paper presented at the 15th National Metropolis Conference, Ottawa, ON.

**Pender, C. (2012).** Beyond buzzwords: The case of women’s “empowerment” in HIV-prevention interventions. Paper presented at the Tenth Year at the Crossroads: Health Research of the New Millennium conference, Halifax, NS.

## Carly Drake

**Pender, C.** (2012). Immigrant women in the food sector: A study of ethnic entrepreneurship in Halifax. Paper presented at Immigrant Women in Atlantic Canada: A Research Symposium, Halifax, NS.

### Poster Presentations

**Drake, C., & Radford, S. K.** (2018). How does *Runner's World* shape a runner's world? Understanding representations of the "ideal" female body in fitness advertising. Poster presented at the North American Conference of the Association for Consumer Research, Dallas, TX.

**Drake, C., & Murali, M.** (2018). Helpful mental shortcuts or a shortcut to bias? Two perspectives on heuristics and one new direction for consumer research. Poster presented at the North American Conference of the Association for Consumer Research, Dallas, TX.

**Drake, C., & Murali, M.** (2018). Helpful mental shortcuts or a shortcut to bias? Two perspectives on heuristics and one new direction for consumer research. Poster presented at the Society for Consumer Psychology Annual 2018 Winter Conference, Dallas, TX.

**Drake, C., & Radford, S. K.** (2018). Be yourself (but not too much): The role of the hairstylist as a change agent in the service sector. Poster presented at the Association for Consumer Research Gender, Marketing and Consumer Behavior Conference, Dallas, TX.

Radford, S. K., & **Drake, C.** (2015). Making the human brand: American Idol and the modern manufactured celebrity. Poster presented at the American Marketing Association's Summer Marketing Educators' Conference, Chicago, IL.

### Media

Chamberlin, Jane (2019, February 1). Do all genders get a level playing field? Addressing the gendered arena of sport. *Explore UCalgary*. [https://explore.ucalgary.ca/gender-equality-in-sport?utm\\_campaign=NAP-GenderDynamics&utm\\_content=quote&utm\\_medium=Owned&utm\\_source=TW&fbclid=IwAR1XySBgWeCmD9TTF0uH-5Obi9ARdaWOocCFxubGCOxLpuqtRRg045Ihvg](https://explore.ucalgary.ca/gender-equality-in-sport?utm_campaign=NAP-GenderDynamics&utm_content=quote&utm_medium=Owned&utm_source=TW&fbclid=IwAR1XySBgWeCmD9TTF0uH-5Obi9ARdaWOocCFxubGCOxLpuqtRRg045Ihvg)

CTV Morning Live (2019, January 14). Live television interview with Joelle Tomlinson: "Women and sports coverage."

**Drake, C.** (2018, April 9). Boston Marathon: How advertisers target female runners. *The Conversation (Canada)*. <https://theconversation.com/boston-marathon-how-advertisers-target-female-runners-93738> [analysis for mainstream audience, republished on Altnet, CNBC, and Mashable].

Binns, S. (2017, October 24). How do you market fitness? *Academic Stories*. <https://academicstories.com/story/emphasizing-equality/how-do-you-market-fitness> [profile of my research and academic career for academic audience].

Jolly, B. (2016, November 22). Canadian retailers may see a 'grinchy' Black Friday. *Yahoo!*

## Carly Drake

*Finance.* <https://ca.finance.yahoo.com/news/canadian-retailers-may-see-a-grinchy-black-friday-160052725.html>

### Teaching Experience

- 2018** Guest Lecturer, Digital Marketing, Haskayne School of Business
- 2017** Sessional Instructor, Introduction to Marketing, Haskayne School of Business  
**Teaching evaluations:** Mean overall instruction rating: 5.89 (on a 7-point scale, N=28), department average – 5.87 (SD=1.25)
- 2017** Sessional Instructor, Marketing Communication, Haskayne School of Business  
**Teaching evaluations:** Mean overall instruction rating: 7.0 (on a 7-point scale, N=15), department average – 6.06 (SD=1.14)
- 2016** Guest Lecturer, Marketing Communication, Haskayne School of Business
- 2016** Teaching Assistant, Marketing Communication, Haskayne School of Business
- 2015-2016** Teaching Assistant, Strategic Management, Haskayne School of Business
- 2015** Teaching Assistant, Strategic Management II, Haskayne School of Business
- 2012** Teaching Assistant, Introduction to Environment, Sustainability and Society, Dalhousie University
- 2011** Writing Teaching Assistant, Introduction to Environment, Sustainability and Society

### Professional Experience

- 2013-2014** **Communications and Fundraising Coordinator**  
Immigrant Services Calgary (Calgary, Alberta)
- Responsible for internal and external agency communications, including social and digital media
  - Worked as part of a team to organize a 600-person gala celebrating local immigrants' achievements
- 2012-2013** **Settlement Coordinator**  
Immigrant Services Calgary (Calgary, Alberta)
- Led the writing of funding proposals and reports
  - Assisted in the management of counseling staff
- 2008-2013** **Lead Writer and Editor**  
MyHealth Interactive Magazine (Ottawa, Ontario)
- Developed engaging health media in a digital format for teens and educators

## Carly Drake

- 2009-2010**      **Consultant**  
Huntsville Public Library (Huntsville, Ontario)
- Contributed through primary and secondary research to the library's strategic planning in terms of young adult library services and community partnership development

### Academic Service

- 2019**              Competitive Paper Reviewer, Macromarketing Conference  
**2017-2019**        President, Doctoral Association for Students of Haskayne  
**2016-2019**        Selection Committee, Haskayne School of Business PhD Teaching Award  
**2016-2017**        Haskayne School of Business Representative, University of Calgary Graduate Students' Association  
**2015-2016**        Peer Mentor, Haskayne School of Business

### Professional Development

- 2018**              Macromarketing PhD Student Professional Development Consortium, Macromarketing Society  
**2017**              Qualitative Data Analysis Workshop, University of Calgary (with Päivi Eriksson, University of Eastern Finland, author of *Qualitative Methods in Business Research*)  
**2017**              Media Relations Training, Haskayne School of Business  
**2017**              Qualitative Data Analysis Workshop, Consumer Culture Theory Consortium  
**2016**              Instructional Skills Workshop, University of Calgary  
**2016**              Macromarketing PhD Student Professional Development Consortium, Macromarketing Society  
**2013**              Young Leaders Forum, United Nations Association in Canada