

LANCE D. GREGORY

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EDUCATION

University of Alberta Expected 2027
Ph.D., Business Management, Marketing
▪ Advisor: Gerald Häubl

Brigham Young University 2022
Bachelor of Science, Entrepreneurial Management
▪ Spanish Studies Secondary Major
▪ Portuguese Minor
▪ 3.91 GPA
▪ Recipient of Merit Based Academic Scholarship (2018, 2019, 2020, 2021) and Foreign Language and Area Studies Scholarship (2019, 2020)

RESEARCH INTERESTS

Persuasion, Social Influence, Emotional Decision Making

RESEARCH EXPERIENCE

Dr. Darron Billeter (BYU) 2021
Research Collaborator / Assistant
▪ Generated research ideas and pursued specific questions to contribute to marketing theory and impact management practice
▪ Created hypotheses and performed literature research to examine consequences of COVID-19 on tipping behavior

Dr. Wesley Sine (Cornell University) and Dr. Ryan Coles (UCONN) 2021
Research Collaborator / Assistant
▪ Conducted 30 open interviews with business owners in Mexico in Spanish and translated exact quotes to make recommendations
▪ Developed an interview guide and described qualitative interview methodology for future researchers
▪ Provided evidence to guide hypotheses and the difference-in-difference estimation of a data set of over one hundred family-owned businesses
▪ Summarized findings from interviews and wrote a paper section explaining the qualitative processes implemented

Dr. Brian Reschke (BYU) 2019 – 2020
Research Collaborator / Assistant

- Executed extensive literature reviews to define the measurement of novelty and understand consequences of popularity and publicity
- Prepared specific variables for regression analysis by completing data profiles of 247 TED talk speakers

Dr. Nile Hatch (BYU) 2018
Research Collaborator / Assistant

- Processed historical data to create a numerical table to enable future researchers to understand a bias inherent in power function representations of learning curves
- Discovered that a complex system of equations needed to predict a statistical bias was unsolvable algebraically

WORK EXPERIENCE

Lance's Properties 2018 - Current
Owner and Manager

- Analyzed market data and completed due diligence to purchase real estate investment
- Obtained financing from multiple sources and projected payback period and ROI
- Improved asset and managed tenant relationships to mitigate turnover and meet financial expectations

Elan Solar 2021
Sales Representative

- Initiated contact with new customers and delivered value by sharing detailed renewable energy information for certain geographical areas
- Produced robust presentations to educate consumers on a variety of energy saving solutions
- Led consumers through the decision making process to purchase and finance a large home investment

Vivint Smart Home 2020
Sales Representative

- Acquired new customers through solving pains and fulfilling home security needs
- Presented innovative product information to build custom smart home solutions
- Replaced obsolete technology to retain current customers, provide peace of mind, and enhance home automation

VOLUNTEER EXPERIENCE

Latinos Engaged in Academics and Development (LEAD), *Program Director* 2019
 The Church of Jesus Christ of Latter-day Saints, *Missionary* 2015 – 2017

AWARDS

First Place Inventech Case Competition (BYU)
 Eagle Scout Recipient (The Boy Scouts of America)

Elected Student Body Vice President (Timpview High School)

LANGUAGES

English – native language

Spanish – fluent in writing and conversation

Portuguese – fluent in writing and conversation

REFERENCES

Dr. Ryan Elder

Professor of Marketing

Marriott School of Business, BYU

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Dr. Wesley Sine

Professor of Management and Organizations

Johnson Graduate School of Business, Cornell University

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Dr. Brian Reschke

Professor of Entrepreneurship

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Dr. Nile Hatch

Professor of Entrepreneurship and Strategy

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