



CLAUDIA TOWNSEND, PH.D.

Associate Professor of Marketing
Miami Herbert Business School
University of Miami

Claudia Townsend is an associate professor of marketing at the University of Miami Patti and Allan Herbert Business School, where she performs research on consumer behavior and decision-making. Specifically, she examines how people make choices such as the decision to donate. Claudia also considers how aesthetics and the visual presentation of information influences judgment and choice. Her research has been published in top academic marketing journals, including the *Journal of Marketing*, *Journal of Consumer Research*, and *Journal of Marketing Research* and covered by the popular press including *The Wall Street Journal*, *Harvard Business Review*, and NPR's *Marketplace*. Claudia serves as an Associate Editor for the *Journal of Marketing* and on the editorial review board of the *Journal of Consumer Research* and the *Journal of Marketing Research*. She also has industry experience in market research and economic consulting and has consulted for Fortune 500 companies as well as start-up businesses.

Claudia received her doctorate at UCLA's Anderson School of Management and her Bachelor of Arts degree from Brown University, graduating *magna cum laude*.