

Samantha Voelker Galvan, MBA, PhD

Curriculum Vitae

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EDUCATION

The University of Texas at San Antonio August 2022
PhD in Business Administration, Marketing

The University of Texas at San Antonio December 2013
MBA

Trinity University, San Antonio, TX May 2006
BA, International Studies and French
Courses taken in French at L'Institut Catholique de Paris and Université Paris Diderot

ACADEMIC EMPLOYMENT

Our Lady of the Lake University, San Antonio, TX August 2022 – Present
Assistant Professor of Marketing/Business Analytics

Trinity University, San Antonio, TX August 2021 – June 2022
Visiting Instructor of Marketing

RESEARCH

Published Articles

Galvan, S. V., Kim, Y., & Gretz, R. T. (2025). EXPRESS: Drink, but Please Don't Drive: Spillover Effects of Ridesharing on Alcohol Sales and Drunk Driving Arrests. *Journal of Public Policy & Marketing*, 0(ja). <https://doi.org/10.1177/07439156251385578>

Works in Progress

1. "Uber Effects: Who Benefits Most from Ridesharing?"
Status: Data collection and preparation
2. "Workplace Gender Diversity and Financial Outcomes: Evidence from the Video Game Industry" with Richard T. Gretz
Target journal: *Journal of Marketing*
Status: editing and preparing for submission

CONFERENCE PRESENTATIONS

- 2019 American Marketing Association Summer Academic Conference – Chicago
“Workplace Gender Diversity and Financial Outcomes: Evidence from the Video Game Industry”
- 2020 American Marketing Association Summer Academic Conference – Virtual
“Do People Drink More Alcohol When Ridesharing is Available?”
- 2021 American Marketing Association Marketing and Public Policy Conference – Virtual
“Drink But Don’t Drive: Spillover Effects of Ridesharing on Alcohol Sales and Drunk Driving Arrests”

AWARDS

Doctoral Fellowship, UTSA	2016-2021
Virginia Tech Future Faculty Diversity Program	November 2018
AMA HigherED SIG Doctoral Student Grant	May 2020
AMA Foundation Valuing Diversity Scholarship	June 2020
Outstanding Graduate Teaching Assistant, UTSA Graduate School	April 2021
PhD Program Excellence Fund, UTSA	May 2021
AMA Marketing and Society SIG Doctoral Student Scholarship	May 2021

TEACHING

Teaching Experience

Advertising, Business Analytics, Digital Marketing, Integrated Marketing Communications, Marketing Research, Marketing Strategy, Principles of Marketing, Marketing Analytics, International Marketing, Business Ethics, Professional Technical Communication, Hispanic Marketing, Marketing Management

Undergraduate Teaching Experience – Face to Face

Advertising (course evaluation: 4.3/5)	Fall 2018
Advertising (course evaluation: 4.9/5)	Spring 2019
Advertising (no course evaluations due to pandemic)	Spring 2020
Principles of Marketing (course evaluation: 5/6)	Fall 2021
Integrated Marketing Communications (course evaluation: 5.7/6)	Fall 2021
Principles of Marketing (course evaluation: 5/6)	Spring 2022
Marketing & Business Research (course evaluation: 4.7/6 and 5.4/6)	Spring 2022
Hispanic Marketing (course evaluation: 2.95/3)	Fall 2022
Marketing Research (course evaluation: 2.97/3)	Fall 2023
Professional Business Ethics (course evaluation: 2.97/3)	Fall 2023
Professional Technical Communication (course evaluation: 2.97/3)	Spring 2024
International Marketing and Emerging Markets (course evaluation: 2.95/3)	Spring 2024

Principles of Marketing (course evaluation: 3/3)	Fall 2024
Marketing Research Project (course evaluation: 3/3)	Fall 2024
Principles of Advertising (course evaluation: 3/3)	Spring 2025
International Marketing and Emerging Markets (course evaluation: 2.93/3)	Spring 2025
Professional Business Ethics (course evaluation: 2.89/3)	Fall 2025
Principles of Sales Promotion (course evaluation: 2.83/3)	Fall 2025

Graduate Teaching Experience – Face to Face

Marketing Strategies and Policies (course evaluation: 2.85/3)	Fall 2022
Introduction to Business Analytics (course evaluation: 2.6/3)	Fall 2023
Marketing Today (course evaluation: 2.97/3)	Spring 2024
Introduction to Marketing (course evaluation: 2.95/3)	Spring 2025

Undergraduate Teaching Experience – online

Advertising (course evaluation: 4.75/5)	Summer 2020
Principles of Marketing (course evaluation: 4.6/5)	Fall 2020
Advertising (course evaluation: 4.4/5)	Spring 2021
Principles of Marketing (course evaluation: 4.42/5)	Summer 2021
Advertising (course evaluation: 4.53/5)	Summer 2021
Business and Society (course evaluation: 2.92/3)	Summer 2023
Business Analytics (course evaluation: n/a)	Summer 2023
Professional Business Ethics (course evaluation: n/a)	Summer 2024
Principles of Marketing (course evaluation: n/a)	Summer 2024
Business Analytics I (course evaluation: 2.7/3)	Spring 2024
Marketing Management (course evaluation: 2.98/3)	Spring 2024
Business Analytics II (course evaluation: 2.94/3)	Fall 2024
Marketing Management (course evaluation: 2.95/3)	Spring 2025
Principles of Marketing (course evaluation: n/a)	Summer 2025
Professional Business Ethics (course evaluation: n/a)	Summer 2025
Hispanic Marketing (course evaluation: 2.75/3)	Fall 2025

Graduate Teaching Experience – online

Marketing Analytics (course evaluation: n/a)	Fall 2022
Marketing Analytics (course evaluation: 2.97/3)	Fall 2023
Strategic Marketing (course evaluation: n/a)	Summer 2025

PROFESSIONAL EXPERIENCE

The PM Group	February 2014 – August 2016
<i>Account Executive</i>	
▪ Oversaw the creation of 45+ TV spots from storyboarding to uploading completed spots. ▪ Facilitated new partnership between Spurs Sports and Entertainment and Rudy's BBQ in which Rudy's became a new vendor inside the AT&T Center. ▪ Managed large promotions between IHOP and major theme parks, including Six Flags Fiesta Texas, Schlitterbahn, and SeaWorld San Antonio.	

- Clients: Planet Fitness (both corporate and franchisees), IHOP, San Antonio Shoemakers, Rudy's BBQ and A&E Air Conditioning

The University of Texas at San Antonio June 2012 – December 2013

Graduate Associate for the Center for Student Professional Development

- Coordinated career and professional development events for over 150 undergraduate students each semester, including mock interviews, speed networking and business etiquette seminars.

The City of San Antonio, Economic Development Department May 2013 – August 2013

International Business Development Intern

- Researched investment trends in France, Spain and India as part of the Brookings Institution's Metropolitan Export Exchange Program.

The PM Group September 2008 – May 2012

Media Compliance Supervisor, February 2011 – May 2012

- Clients: IHOP, Cotton Patch Café, Pizza Hut, KFC, Taco Bell, the WNBA San Antonio Silver Stars, the AHL San Antonio Rampage, and the NBA San Antonio Spurs

Media Compliance Coordinator, September 2008 – February 2011

- Clients: Taco Bell, KFC, Pizza Hut, Long John Silver's, IHOP
- Software used: SmartPlus, Advantage (agency management software)

Bromley Communications June 2008 – August 2008

Assistant Media Planner

- Clients: Coors Brewing Company, Payless ShoeSource, Burger King
- Software used: AdViews, Media Pro, MediaTools, DDS SpotPak

Helen Thompson Media June 2007 – June 2008

Media Coordinator/Buyer

- Clients: Pocket Communications, Security Service Federal Credit Union, Rosenberg Indoor Comfort, Texas Lutheran University

SERVICE

Delta Mu Delta Faculty Advisor, OLLU, 2026-present

McNair Scholars Program Faculty Mentor, OLLU, 2025

Chief Marketing Officer Hiring Committee, OLLU, October 2024

Business Double Major Taskforce, OLLU, 2024

Professional Development Seminar on Call and Vocation, OLLU, 2023-2024

Faculty Affairs Committee, OLLU, 2022-present

Advisor for OLLU Exchange Program with Universidad Anahuac, Puebla, Mexico

Biology Professor Hiring Committee, OLLU, Fall 2023

Marketing Experts and Faculty Alliance (MEFA)

Reviewer for American Collegiate Retailing Association 2019 conference

The PhD Project Member

Trinity University San Antonio Alumni Chapter Board

DOCTORAL COURSEWORK

Seminar in Experimental Design
Seminar in Cross Cultural Consumer Research
Seminar in Marketing Theory
Seminar in Consumer Judgment and Decision Making
Seminar in Consumer Behavior
Research Methods I
Applied Linear Statistical Models
Multivariate Statistical Analysis
Applied Econometrics
Econometrics and Business Forecasting
Advanced Quantitative Research Methods
Doctoral Teaching Seminar

TECHNOLOGY SKILLS

Learning Management Software: Blackboard, Blackboard Ultra, Moodle, Brightspace
Office Management: Microsoft Excel, Word, PowerPoint, and Outlook
Media Research: AdViews, SQAD MediaTools, DDS SpotPak, SmartPlus, Strata
Agency Management: Advantage
Statistical Analysis: Stata, SPSS, R
Online Marketing and Website Building: Google Adwords, Google Analytics, WordPress, Weebly
Social Media: Twitter, Reddit, Facebook, Snapchat, Instagram, LinkedIn
AI: Google Gemini, Microsoft CoPilot

ADDITIONAL

Fluent in English, Spanish, French
Lived in Denver, CO for 14 years
Residing in San Antonio, TX since 2002

PROFESSIONAL REFERENCES

Available upon request