



## **National Center for Arts Research Leadership Biographies**

### **Zannie Giraud Voss Director**

Zannie Giraud Voss, Ph.D., is chair and professor of Arts Management and Arts Entrepreneurship in the Meadows School of the Arts and Cox School of Business at Southern Methodist University, and an affiliate professor at Euromed Management in Marseille. Prior to joining the SMU faculty, she was a professor at Duke University in Theatre Studies and the Fuqua School of Business. At Duke, she also served as producing director of Theater Previews at Duke, developing and co-producing over a dozen new plays and musicals, two of which transferred to Broadway. Before transitioning to academia, Zannie served as managing director of PlayMakers Repertory Company, associate manager of the Alley Theatre, and assistant director of Audience Development at the Mark Taper Forum. She has served as a consultant for the Irvine Foundation, Theatre Development Fund, Philadelphia Theatre Initiative/Theatre Alliance of Greater Philadelphia, the National Endowment for the Arts, and Theatre Communications Group, co-authoring *Theatre Facts* since 1998.

She has published over a dozen articles in academic and practitioner journals on research examining the strategic factors that influence organizational performance in the arts using multiple stakeholder measures, including publications in the *Journal of Marketing*, *Organization Science*, *Academy of Management Journal*, and *Journal of Marketing Research*. She is on the Scientific Committee of the International Association of Arts and Cultural Management, associate editor of the *International Journal of Arts Management*, and a member of the board of trustees of Big Thought and the board of directors of the Cultural Data Project. She serves as vice chair of programs on the board of trustees of TACA and is co-author of the book *Outrageous Fortune: The Life and Times of the New American Play*, published by Theatre Development Fund.

### **Glenn Voss Research Director**

Glenn Voss (Ph.D., Texas A&M University) is the Marilyn and Leo Corrigan, Jr. Endowed Professor of Marketing at the Cox School of Business, Southern Methodist University. His research on innovation and organizational learning, relationship management and customer satisfaction, and retail pricing strategies has appeared in leading journals in marketing and management. In 2008, Glenn was recognized by the American Marketing Association as a Top-100 Cutting Edge Marketing Faculty on the basis of research productivity for the period 2000-07. He is the recipient of research grants awarded by the National Science Foundation, Marketing Science Institute, and Aspen Institute.

As an editorial review board member, he was recognized as an Outstanding Reviewer at the *Journal of the Academy of Marketing Science* during the years 2000-03, 2003-06 and 2008-09; at the *Journal of*



*Retailing* in 2006 and 2010; and at the *Journal of Service Research* in 2011. He has taught M.B.A. and Ph.D. courses and seminars in marketing strategy, market research and pricing strategy at leading business schools in the United States, Europe and China. He was a member of the executive committee for Triangle Opera Company from 1996 to 1998 and a member of the North Carolina Museum of Art Council from 1998 to 2007, and has been a member of the North Carolina Museum of Art International Committee since 2009.

**Marla Teyolia**  
**Associate Director**

Marla Teyolia (M.A., Columbia University) has worked in the fields of arts and culture for over 10 years, specializing in audience development and community engagement. In 1999, she founded Luminating Works, an artist management and production company. During her tenure, she produced theatrical events for internationally renowned artists as well as coordinated theatrical tours in over 25 states and 55 cities abroad. Marla also has served as a consultant, developing educational and marketing outreach services for the NYC Hip Hop Theater Festival, the Bay Area Hip Hop Theater Festival, and the San Francisco International Arts Festival.

As a writer, Marla's work can be found in *Who's Your Mama: the Unsung Voices of Women and Mothers* (Soft Skull Press, 2009), *We Got Issues! A Young Woman's Guide to a Bold, Courageous and Empowered Life* (New World Library, 2006) and *Women's Health: Readings on Social, Economic, and Political Issues, 5th Edition* (Kendall/Hunt, 2008). Marla has appeared on stage, in film and as a voice-over actress.

**Richard A. Briesch**  
**Research Fellow**

Richard A. Briesch, Ph.D., is an associate professor of marketing and a Marilyn R. and Leo F. Corrigan, Jr. Endowed Research Professor at the Cox School of Business, Southern Methodist University. His primary areas of research are the modeling of consumer decision making, pricing, sales promotions and econometric methods. His articles have appeared in *Journal of the American Statistical Association*, *Journal of Consumer Research*, *Journal of Consumer Psychology*, *Journal of Business and Economic Statistics*, *Journal of Marketing Research*, *Marketing Science*, *Marketing Letters*, *Journal of Retailing* and other leading academic journals. He has won the William R. Davidson Award for the best paper in *Journal of Retailing*, and was a finalist for the Paul Green award in 2010 and 2012 in the *Journal of Marketing Research*. Over the past 15 years, Professor Briesch has also consulted for many regional, national and multinational firms.