

# SANDRA SCAMARDO LAMPO

## **Business Address**

Department of Marketing  
Texas A&M University  
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## **EDUCATION**

- Ph.D.** Texas A&M University, College Station, Texas 2001  
Major in Marketing; Minor in Statistics; GPA 3.86
- M.B.A.** Southern Methodist University, Dallas, Texas 1995  
Emphasis in International Marketing
- B.B.A.** Texas A&M University, College Station, Texas 1993  
Major in Marketing, graduated *cum laude*

## **BUSINESS EXPERIENCE**

Assistant Buyer – Couture Leather Accessories, Neiman Marcus, Dallas, Texas, 1996-1997

Marketing Intern - Strategic Initiative Development in New Markets, Johnson & Johnson Medical, Inc., Arlington, Texas 1994

Founder and Creator, Accessories by Scamardo, Bryan, Texas 1988-1993  
Established private business selling hand crafted bows, T-shirts, and accessories. Sold locally out of the home, at craft shows, and at the Dallas Market Center. Organized, budgeted, and implemented all business and managerial duties.

## **ACADEMIC EXPERIENCE**

Senior Lecturer for the Marketing Department, Texas A&M University, College Station, Texas, September 2008 to Present

Lecturer for the Marketing Department, Texas A&M University, College Station, Texas, September 2002 to 2008

Undergraduate Advisor for the Marketing Department, Texas A&M University, College Station, Texas, 2006 to 2009

Graduate Assistant to Dr. Leonard L. Berry, Marketing Department, Texas A&M University, College Station, Texas, January 1997 to December 1998, Fall 2000, Summer 2001

Graduate Assistant to Dr. Peter A. Dacin, Marketing Department, Texas A&M University,  
College Station, Texas, Fall 1999

Research Assistant, Arthur Andersen & Texas A&M University Center for Retailing Studies,  
College Station, Texas, 1991

## **COURSES TAUGHT**

### **Undergraduate:**

*Introduction to Marketing (MKTG 321): Summer 2003, Summer 2005, Fall 2007 (Honors)*

Through a variety of in-class exercises, individual assignments, videos, and guest speakers, students gain a broad view of marketing and learn the role marketing plays in the business world.

*Marketing Research (MKTG 323): Fall 2009, Spring 2010, Fall 2010*

This course is designed to familiarize students with the field of marketing research and its application in the business environment. Through in-class exercises, guest speakers and a variety of group projects, students learn how to conduct focus groups, develop questionnaires, analyze qualitative and quantitative data, and ultimately, communicate that information to the decision makers.

*Retail Concepts and Policies (MKTG 325): Spring 2003, Spring 2005, Spring 2007, Spring 2008, Spring 2009*

This course emphasizes practical applications of retailing policies, methods and procedures. Students, in groups, complete a full retail audit on local companies in both written and oral formats. This project comprises the Stanley Marcus Retail Communications Competition and is sponsored by Neiman Marcus and the TAMU Center for Retailing Studies.

*Strategic Retailing (MKTG 326): Fall 1998, Fall 2001, Fall 2002, Fall 2003, Fall 2004, Fall 2005, Fall 2006, Fall 2007, Fall 2008*

This course focuses on retail strategy and how to succeed in today's volatile and intensely competitive retail marketplace. Through the study of today's retailers & the great retail entrepreneurs of the past, numerous written assignments on the retail environment, guest speakers from a variety of retailers, as well as in-class short answer and discussion activities, students gain an understanding of the development, implementation and evaluation of retail strategy in today's marketplace.

*Advertising (MKTG 347): Spring 2000, Summer 2000, Spring 2001, Summer 2005, Spring 2006*

This course addresses the fundamentals of the advertising process, advertising media, advertising campaigns, advertising methods, research, budgeting and regulatory/ethical issues. With group projects centered around an advertising competition, in-class exercises/discussions, and guest speakers, students learn how to both create and evaluate effective advertising communication.

*Fashion Retail Case Competition (MKTG 489): Fall 2010*

This course is designed around the YMA Fashion Scholarship Fund Case Competition based in New York. Students develop a complete retail audit in both written and oral formats - conducting both primary and secondary research, performing competitive analyses, assessing current promotional strategies (including social networking and e-/m-commerce), and developing strategic recommendations for effective retail strategy in today's dynamic, competitive fashion industry. Students compete against other universities for \$5000 scholarship grants and \$25,000 Geoffrey Beene Merit Scholarships.

**Graduate:**

*Survey of Marketing (MKTG 621): Fall 2002*

With a focus on case studies and class discussion, this course provides graduate students with a broad view of marketing and the role marketing plays in the business world.

**RESEARCH PUBLICATIONS**

Berry, Leonard L. and Sandra S. Lampo (2004), "Branding Labour-Intensive Services," *Business Strategy Review* 15 (1), 18-25.

Berry, Leonard L. and Sandra S. Lampo (2000), "Teaching an Old Service New Tricks – The Promise of Service Redesign," *Journal of Service Research* 2 (3), 265-275.

Scamardo, Sandra and Peter A. Dacin (1998), "Consequence of Attribution and Price on Service Recovery Expectations – A Dyadic Perspective," presented at the Frontiers In Services Conference, Vanderbilt University.

**Work in Progress:**

Parish, Janet Turner, Leonard L. Berry, Sandi Lampo, and Ainslie Schultz (2010), "Implications for Servicescape Design for Inseparable Services," status: data are being analyzed.

Parish, Janet Turner and Sandi Lampo (2010), "Relationship marketing: Berry's insights from the past and for the future," in Robert M. Morgan, Janet Turner Parish, and George Deitz (Eds.) *Handbook of Research in Relationship Marketing*, Elgar Publishing.

**RESEARCH AND TEACHING INTERESTS**

Marketing Research  
Retailing Strategy

Branding Strategy  
Relationship Marketing

## HONORS AND AWARDS

Texas A&M University Association of Former Students Faculty Distinguished Achievement Award in Teaching (University Level), 2010.

Mays Business School Summer Teaching Grant, 2010.

Texas A&M University System Student Led Award for Teaching Excellence (SLATE) Recipient (Top 5% of all award winners) for MKTG 323 Marketing Research, Fall 2009.

Texas A&M University System Student Led Award for Teaching Excellence (SLATE) Recipient for MKTG 326 Strategic Retailing – the first semester the award was given, Fall 2008.

Texas A&M University Association of Former Students Teaching Award (College Level), 2008.

Highlighted in *Inquiry/Research-based Education of Undergraduates of TAMU* by the Office of Institutional Assessment showcasing my Retail Concepts & Policies course (MKTG 325) as an example of good practice of Inquiry based learning, Summer 2007.

Business Student Council Faculty Member of the Month, April 2007.

Identified by a Senior student in the National Survey of Student Engagement administered by the TAMU Measurement and Research Services for excellence in the classroom, 2007. (See the attached email).

Texas A&M University Howdy Camp Namesake Recipient 2003-2004.

Center for Retailing Studies Professor of the Year Award, 2003.

Department of Marketing Doctoral Student Teaching Effectiveness Award, 2001-2002.

Mays Business School Outstanding Graduate Student Teaching Award, 2001.

Chosen as “Professor of the Semester” by the Phi Beta Lambda Business Fraternity, 2001.

Listed as one of the "Top 25% Most Effective Teachers for Spring 2000" by Texas A&M University.

Received & accepted many student invitations: Fall Faculty/Student Luncheon sponsored by the Mays Business School Business Student Council 1998, Pi Phi Sorority Scholarship Banquet 1999, Delta Gamma Sorority Scholarship Banquet 2000, Zeta Tau Alpha Sorority Scholarship Banquet 2001, Delta Zeta Sorority Faculty Appreciation Banquet 2008.

## **SERVICE**

Mays Business School Communications Workgroup – Marketing representative, 2010.

Support the undergraduate advisors for the TAMU Marketing Department through advisor training seminars/meetings, communication with students, and developing and implementing innovations in all areas of advising from student registration to specific advising duties, January 2009 - Present.

Mays Business School Undergraduate Programs Committee member, 2009 – Present.

Marketing Department Faculty Panel member for Instructional Material Compliance, 2009 – Present.

Doctoral Student Teaching Mentor, 2008.

Mays Business School Transitions Freshman Business Initiatives Program – Marketing Career Lecturer, Spring 2007.

Marketing Department Undergraduate Programs Committee member, 2006 – Present.

Mays Business School Scholarship Committee member, 2006 – 2008, 2009.

TAMU Center for Retailing Studies Faculty Council member, 2006 – 2009.

TAMU Center for Retailing Studies Retailing Career Mentor, 2003 – Present.

Faculty Judge for the Annual Outstanding Retailing Teaching Award, given by the National Retail Federation, JCPenney and the TAMU Center for Retailing Studies: 2004, 2005.

Guest Speaker for the Advertising Federation of America student organization at TAMU, Fall 2000.

Reviewer/judge for TAMU Center for Retailing Studies Scholarship Awards, Spring 2000.

**From:** [Mark Troy \[metroy@tamu.edu\]](mailto:metroy@tamu.edu)      **Sent:** Wed 6/11/2008 12:43 PM  
**To:** [j-conant@tamu.edu](mailto:j-conant@tamu.edu)  
**Cc:** [mzimmer@tamu.edu](mailto:mzimmer@tamu.edu); [sandil@tamu.edu](mailto:sandil@tamu.edu)  
**Subject:** Student comment on NSSE  
**Attachments:**

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Dear Dr. Conant,

While reviewing the results of the National Survey of Student Engagement administered in 2007, I came across this comment by a student. The comment was anonymous. All we know is that the student was a senior. Students rarely mention individuals in their comments so this one is remarkable.

"The marketing professors have been of inestimable value during my time at A&M. They have all been very helpful in career paths, encouragement and class schedule advising. I specifically need to name **Sandi Lampo** and Mary Zimmer for their enthusiasm and help. They really encouraged me to educate myself beyond the classroom in my field of study."

All of the comments as well as some of the NSSE results can be found on the MARS blog:  
<http://blogs.tamu.edu/mars/student-engagement-at-texas-am-nsse/>. Additional analyses will be posted as they become available.

Best regards,  
Mark

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