

JULIAN E. MARTINEZ-MORENO

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EDUCATION

2023 (anticipated)	Cornell University , School of Industrial and Labor Relations Ph.D. in Human Resource Studies
2020 (anticipated)	Cornell University , School of Industrial and Labor Relations Master of Science in Human Resource Studies
2017	University of Illinois at Urbana-Champaign , School of Labor and Employment Relations Master of Human Resources and Industrial Relations (MHRIR)
2017	University of Illinois at Urbana-Champaign , Gies College of Business Master of Business Administration (MBA)
2013	University of Illinois at Urbana-Champaign , College of Liberal Arts and Sciences Bachelor of Science in Psychology and Sociology

HONORS AND AWARDS

University of Illinois at Urbana-Champaign

- Graduate College Fellowship, Illinois Graduate College, 2015 - 2017
- Dean's Fellow, Illinois MBA, Gies College of Business, 2016 - 2017
- The Illinois x2 Scholarship, Illinois MBA, Gies College of Business 2015 - 2017
- Undergraduate Student Paper Award, Department of Sociology, 2013
- Highest Distinction in Sociology, Department of Sociology, 2013
- President's Award Scholarship, Office of Minority Student Affairs, 2009

PUBLISHED PROCEEDINGS

Atkins, L., **Martinez-Moreno, J. E.**, Patil, L., Andrews, K. J., Wu, M. S., Dutta, D., ... Bresler, L. (2015). Fostering innovative skills within the classroom: A qualitative analysis from interviews with 60 innovators. *ASEE Annual Conference and Exposition, Conference Proceedings*.

RESEARCH POSITIONS

Oct 2016 - Dec 2017	Faculty Assistant for Prof. Sharon Shavitt, Department of Business Administration, University of Illinois at Urbana-Champaign <ul style="list-style-type: none"> • Conducted literature searches on cross-cultural consumer behavior • Edited book chapter manuscripts to adhere to APA formatting standards
Aug 2017 - Dec 2017	Behavioral Lab Assistant, Department of Business Administration, University of Illinois at Urbana-Champaign <ul style="list-style-type: none"> • Assisted with subject pool applications, records and SONA maintenance

Apr 2013 - Sep 2015	<p>Researcher, Applied Technologies for Learning in the Arts and Sciences, University of Illinois at Urbana-Champaign</p> <ul style="list-style-type: none"> Administered surveys, created analytic reports and qualitative codebooks
Jun 2014 - Aug 2014	<p>Research Assistant for Prof. Anna-Marie Marshall, Department of Sociology, University of Illinois at Urbana-Champaign</p> <ul style="list-style-type: none"> Conducted literature searches on legal consciousness in organizations
Apr 2014 - Aug 2014	<p>Incarcerated Voices Intern, Freeform Radio Initiative, Green Cove Springs, FL</p> <ul style="list-style-type: none"> Content analyzed prisoners' letters for perspectives on the American penal system
Jan 2012 - May 2013	<p>Research Assistant, Psychology of Religion, Agency, and Morality Laboratory, University of Illinois at Urbana-Champaign</p> <ul style="list-style-type: none"> Proctored experiments, created and distributed lab and field surveys

PROJECTS¹

Aug 2017 - Dec 2017	<p><i>Benchmarking Leadership Development</i></p> <ul style="list-style-type: none"> Created a survey and distributed it to leadership development program employees at Fortune 500 firms Conducted semi-structured interviews and developed a strategic planning report
Aug 2017 - Dec 2017	<p><i>Cross-Cultural Consumer Behavior</i></p> <ul style="list-style-type: none"> Found and recreated preexisting survey measures from academic journals Proctored lab experiments, administered onsite and field surveys
May 2017 - Dec 2017	<p><i>Hurricane Coding Project</i></p> <ul style="list-style-type: none"> Conducted sentiment analysis of print and web news articles
Feb 2017 - May 2017	<p><i>Women Negotiate by Mode of Communication</i></p> <ul style="list-style-type: none"> Ran subject pool studies and managed SONA Systems scheduling
Jun 2013 - Jun 2015	<p><i>Fostering Innovative Skills within the Classroom: A Qualitative Analysis from Interviews with 60 Innovators</i></p> <ul style="list-style-type: none"> Grounded theory analysis of 1- to 3-hour interview transcripts Co-authored American Society for Engineering Education 2015 Conference paper
Jun 2013 - May 2015	<p><i>Educate to Innovate: What? How?</i></p> <ul style="list-style-type: none"> Generated subject biographies and analyzed interview data Project findings published in report, "Educate to Innovate: Factors that Influence Innovation: Based on Input from Innovators and Stakeholders (2015)", DOI: 10.17226/21698
Oct 2013 - Nov 2013	<p><i>Menstruation and the Cycle of Poverty</i></p> <ul style="list-style-type: none"> Troubleshoot field surveys on iPads to verify skip-logic and indexing consistencies

¹ See Appendix for project descriptions

Apr 2013 - Oct 2013	<p><i>Coursera Records</i></p> <ul style="list-style-type: none"> • Coded open-end survey data, reconciled double-coding inconsistencies using ATLAS.ti, Microsoft Excel, and SPSS Statistical Analysis Package
Jan 2013 - May 2013	<p><i>The Reality of Courtroom Workgroup Functioning</i></p> <ul style="list-style-type: none"> • Performed 7 felony courtroom site visits, wrote double-entry field notes • Highest Distinction in Sociology granted upon completion
Aug 2012 - Dec 2012	<p><i>“As Long as You’re Lifting”: A Weight Room Ethnography</i></p> <ul style="list-style-type: none"> • Created 150+ page project portfolio with semi-structured interview data, field notes, theoretical literature, and historical and content analyses • Project paper selected as Best Undergraduate Student Paper in Sociology

TEACHING EXPERIENCE

MBA Courses

Instructor and Course Developer
Business English Through Cases and Culture, Summer 2018
 MBA Program, Gies College of Business, University of Illinois at Urbana-Champaign

TEACHING ASSISTANCE

MBA and Masters Courses

Marketing Insights Using Survey Research, Spring 2018, supervised by Prof. Sharon Shavitt
 PMBA Program, Gies College of Business, University of Illinois at Urbana-Champaign

Survey Research for Business Professionals, Spring 2017, supervised by Prof. Sharon Shavitt
 PMBA Program, Gies College of Business, University of Illinois at Urbana-Champaign

Global Immersion, Spring 2017, supervised by Profs. Hayden Noel and Andrew Allen
 MBA Program, Gies College of Business, University of Illinois at Urbana-Champaign

Negotiations, Spring 2017, supervised by Prof. Jeffrey Loewenstein
 MBA Program, Gies College of Business, University of Illinois at Urbana-Champaign

Leadership and Teams, Spring 2017, Fall 2016, supervised by Prof. Jeffrey Loewenstein
 EMBA and PMBA Programs, Gies College of Business, University of Illinois at Urbana-Champaign

Business Fundamentals, Graduate Course, Fall 2016, supervised by Prof. Hayden Noel
 MSBA and MSTM Programs, Gies College of Business, University of Illinois at Urbana-Champaign

New Product Development, Graduate Course, Fall 2016, supervised by Prof. Hayden Noel
 MSBA and MSTM Programs, Gies College of Business, University of Illinois at Urbana-Champaign

Leading People & Organizations, Graduate Course, Fall 2016, supervised by Prof. Jeffrey Loewenstein
 MBA Program, Gies College of Business, University of Illinois at Urbana-Champaign

Undergraduate Courses

Marketing Communications, Spring 2018, supervised by Prof. Sharon Shavitt
 Gies College of Business, University of Illinois at Urbana-Champaign

PANELS, COMMITTEES, AND LEADERSHIP

Member, Dean's Fellows Board, Illinois MBA, 2016 - 2017

Member, Student Recruitment Board, School of Labor and Employment Relations, 2017

Panelist, Exploring HR Information Session, School of Labor and Employment Relations, Fall 2017

Panelist, Coursework Information Session, Illinois MBA, 2017

Panelist, Prospective MBA Preview Day, Illinois MBA, 2017

Member, Students Advising on Graduate Education (SAGE), Illinois Graduate College, 2016 - 2017

Panelist, Exploring HR Information Session, School of Labor and Employment Relations, Spring 2017

Member, Teaching Excellence Award Committee, School of Labor and Employment Relations, 2017

Panelist, Joint Degree Information Session, Illinois MBA and School of Labor and Employment Relations, 2017

President, MBA Human Resources Club, Illinois MBA, 2015 - 2016

Co-Vice President, Multicultural Student Association, School of Labor and Employment Relations, 2015 - 2016

Member, Search Committee for the Coordinator of Recruitment and Admissions, Illinois MBA and Business Masters Programs, 2016

Panelist, Coursework Information Session, Illinois MBA, 2016

Panelist, Joint Degree Information Session, Illinois MBA and School of Labor and Employment Relations, 2016

Student Consultant, Net Impact, Illinois MBA, 2015 - 2016

OTHER WORK EXPERIENCE

May 2017 - Aug 2017; Feb 2014 - Sept 2015	<p>Recruiter, NextLevel Executive Search LLC, Crystal Lake, IL</p> <ul style="list-style-type: none"> Utilized databases, direct sourcing, and networking to present qualified candidates to hiring managers in the food manufacturing industry
May 2016 - Aug 2016	<p>Human Resources Intern, PepsiCo, Kearny, NJ</p> <ul style="list-style-type: none"> Provided HR Generalist support for a 200-person satellite warehouse and 15 campus new hires across the New Jersey and Philly Metro markets
Jan 2016 - Sept 2016	<p>Graduate Advisor, Engineering Career Services, University of Illinois at Urbana-Champaign, Champaign, IL</p> <ul style="list-style-type: none"> Assisted students through mock interviews, resume reviews, and development workshops to audiences of up to 100 people
May 2011 - Aug 2013	<p>Shipping & Receiving Worker, Coordinated Science Laboratory, University of Illinois at Urbana-Champaign, Urbana, IL</p> <ul style="list-style-type: none"> Filed and inventoried purchase orders, distributed mail, and performed general manual labor such as moving furniture and cleaning offices

APPENDIX: PROJECT DESCRIPTIONS

Aug 2017 - Dec 2017	<p><i>Benchmarking Leadership Development</i></p> <p>The School of Labor and Employment Relations was approached by a Fortune 500 multinational health care company to determine the viability of having students benchmark its leadership development program. As an independent study under Professor Joseph Martocchio's supervision, I assessed the company's attractiveness relative to competitors', devised talent retention strategies, and made recommendations for enhancing the program's return on investment.</p>
Aug 2017 - Dec 2017	<p><i>Cross-Cultural Consumer Behavior</i></p> <p>An independent study assisting Professor Minkyung Koo's research on consumer psychology as a function of consumer thinking styles and product judgments as a function of consumer lay theories in human perception. I became familiar with the research process in this domain by generating research ideas, designing studies, collecting data, and reviewing pertinent literature.</p>
May 2017 - Dec 2017	<p><i>Hurricane Coding Project</i></p> <p>This study examined the lexical and syntactical factors associated with media coverage of hurricanes from 1980 to 2012, which can inform whether hurricanes' perceived threat is consistent with the National Hurricane Center's anticipated intensity scale. Research questions consider how the gender of a hurricane name influences discussions of preparedness and the extent to which experts are involved in the media's discourse on hurricanes' anticipated severity.</p>
Feb 2017 - May 2017	<p><i>Women Negotiate by Mode of Communication</i></p> <p>A multi-site project in collaboration with researchers at Northwestern University and Louisiana State University. The study's goal was to help women overcome deficits in negotiation outcomes by managing the social context of the negotiation to avoid social backlash. The effects of gender and social distance (manipulated via chat- and video conferencing- technology) on counter offers, value claiming, and information sharing were explored. I served as the primary contact at the University of Illinois at Urbana-Champaign.</p>
Jun 2013 - Jun 2015	<p><i>Fostering Innovative Skills within the Classroom: A Qualitative Analysis from Interviews with 60 Innovators</i></p> <p>A response to the growing need to develop the innovation potential of individuals and organizations, this project focused on understanding how successful innovators perceive the role of pedagogical interventions in enhancing students' innovation capacity. Findings were derived from data collected in the Educate to Innovate project, and resulted in a conference paper.</p>
Jun 2013 - May 2015	<p><i>Educate to Innovate: What? How?</i></p> <p>Project organized by the National Academy of Engineering and the University of Illinois at Urbana-Champaign and sponsored by the National Science Foundation. The project is consisted of 60 interviews with selected successful American innovators about their education and careers. Initial findings were used to organize a workshop in Washington, D.C. that brought together leaders and stakeholders in industry, academia, and government to expand on the skill sets and experiences necessary for success as an innovator.</p>

Oct 2013 - Nov 2013	<p><i>Menstruation and the Cycle of Poverty</i></p> <p>An examination of the effects of sanitary care on girls' educational attainment in Uganda. Links between menarche and vulnerability to education, safety, economic risks, and reproductive health were considered. The project also explored how households make gendered spending decisions to send children to school, the effectiveness of three types of cloth pads, and the links between menarche and spending patterns in a secondary school setting.</p>
Apr 2013 - Oct 2013	<p><i>Coursera Records</i></p> <p>Project aimed at improving the design of courses offered on Coursera, a website that offers free online courses from top universities and organizations to anyone in the world. Surveys were distributed to students in University of Illinois Coursera offerings in order to understand student engagement and identify reasons for enrollment.</p>
Jan 2013 - May 2013	<p><i>The Reality of Courtroom Workgroup Functioning</i></p> <p>United States felony court proceedings are often depicted as adversarial in nature, but legal scholars assert courtroom workgroup members cooperate to quickly lighten their caseload. Adopting an ethnographic framework, this independent study's goal was to discern the actuality of courtroom proceedings and the role of workgroup members based on observational data gathered in the Champaign County Circuit Courthouse.</p>
Aug 2012 - Dec 2012	<p><i>"As Long as You're Lifting": A Weight Room Ethnography</i></p> <p>An ethnography that was inspired by sociology of consumption literature and focused on the Activities and Recreation Center (ARC) at the University of Illinois at Urbana-Champaign. This project detailed the lived experiences of ARC patrons and outlined disparities between their actual consumption habits and the ARC's full accessibility goals.</p>