

Delancy Bennett, Ph.D. is an assistant professor at the Howard University School of Business. Bennett is an award-winning researcher, author, and teacher. He is an author of *Sports Marketing; A Winning Approach* by Stukent and the creator of the *Sports Marketing Simulation* by Stukent.

Bennett's research has been published in several top-ranking journals including *Psychology and Marketing*, the *Journal of Consumer Marketing*, *Business Horizons*, *Marketing Letters*, the *Journal of Marketing Theory and Practice*, and the *Journal of Contemporary Issues in Advertising Research*. His research focuses on the moderating effect of celebrity credibility and source persuasion on consumer affinity, information processing, and behavior in the domains of branding, advertising, and health and public policy. To date, this research draws on both qualitative and quantitative methods. Primarily, Bennett's work incorporates ethnographic methodologies, including grounded theory analysis, in-depth interviews and photo elicitation studies for construct development, and uses positivist methods such as cross-sectional factorial experiments and survey data analysis for theory testing and scale development.

Prior to an academic career, Bennett spent several years working in industry. Bennett's past experience includes employment as the Senior Executive Marketing Manager with the Carolina Panthers where he managed multiple premier sponsor accounts including Gatorade, Chrysler Dodge Jeep, Dairy Management Inc., Blue Cross Blue Shield, Bojangles, Time Warner Cable, Outback Steakhouse, and Wendy's. He also gained experience in brand management working on the "all" and Suave brands for Unilever HPC. His duties at Unilever included brand strategy, advertising, consumer promotions, public relations, Hispanic marketing, new product introduction, brand portfolio management, and business plan formulation. Bennett has also held leadership positions in and consulted for several entrepreneurial ventures.