

## **Samer Sarofim – Biography**

Dr. Samer Sarofim is an award-winning consumer behaviorist, scholar, and educator. His research has been published in prestigious academic journals and was honored by national awards and recognitions from the most prestigious marketing academic organizations. Dr. Sarofim received the **Best Paper Award in Consumer Behavior Track** at the **American Marketing Association Summer conference**. Dr. Sarofim is also the recipient of **Pearson Education Michael Solomon Consumer Behavior Best Paper Award** and the **Society for Marketing Advances Retailing Best Conference Paper Award**. In recognition to his innovative and impactful teaching methodology, Sarofim received the Marketing Management Association Outstanding Teaching-Scholar Doctoral Student Award.

Dr. Sarofim's research expertise showed an impact on major issues in Central California. His research has been informing the healthcare community and multiple business stakeholders. For instance, Dr. Sarofim has been working with **Central Valley Health Policy Institute** on research that tackles, and is titled, **"Effective Communication Message Strategy for Advancing Oral Health Reform, building on The Role of Time Horizon and Regulatory Focus Theories."** Further, Dr. Sarofim has designed, conducted, and published the **Central California Consumer Sentiment Survey** for two consecutive years (2017 & 2018).

Dr. Sarofim was named a fellow for the American Marketing Association – Entrepreneurial Marketing Special Interest Group, Global Research Symposium on Entrepreneurial Marketing. He was also honored to serve as a co-chair for the Religiosity and Financial Decision-Making track at the 2017 Transformative Consumer Research Conference (TCR) Conference at Cornell University in New York.

Dr. Sarofim holds a Ph.D. in Business Marketing from The University of Kansas. He also holds an MBA from the American University in Cairo, including a semester at George Washington University in Washington D.C. His Bachelor degree in Pharmaceutical Sciences was granted by Ain Shams University.