



Region 5 Officer Candidate Profile

Name: Denise Gochenouer

School: Southwest Minnesota State University

Title: Department Chair and Marketing Professor

Running for:

- ☐ President
- ☐ Vice President
- ☐ Secretary
- ☒ Treasurer

Bio

Dr. Denise Gochenouer, Professor of Marketing and Department Chair of Business Innovation and Strategy, with demonstrated experience in higher education, research, and the banking industry. She is skilled in Brand Name development and Identity, Market Research, Segmentation, Consumption and Cultural Research, Advertising, Experiential Learning, and Management. She earned her Ph.D. in Sociology (Demography) (Social Organization) from South Dakota State University and holds a Master's in Management and a Bachelor's in Marketing. Denise transitioned into academia from marketing research and the banking industry (credit card and insurance). She has also owned and operated a resort, adding to her marketing, sales, and operations expertise. Her publications appear in the Journal of Business and Economics, the Journal of Marketing and Competitiveness, and the International Journal of Arts & Sciences. She is a member of the American Marketing Association (AMA) and served as council chair for marketing strategy for three years. She also served as a board member at a private equity bank in Kingston, Jamaica.



Reason Seeking Position

Serving as a treasurer for an organization like IACBE can be a great opportunity to contribute to the organization's financial management, budgeting, and reporting. It can also provide me with the chance to work closely with other members of the organization's leadership team, while making a positive impact on the organization's mission and goals.