

New Faculty and Staff

E. Deanne Brocato, assistant professor of marketing. Brocato recently finished her postdoctoral studies and was a visiting scholar at IC² Institute at the University of Texas at Austin. She earned her Ph.D. in marketing from the University of Texas at Arlington. Her research interests are in services marketing.

Suzanna de Baca ('86 Art and Design), lecturer of finance. de Baca is founder and president of Private Capital Solutions Group in Des Moines, Iowa.



Mary Evanson ('00 Psychology), director of development for the ISU Foundation. She was previously employed at Dominican University as the director of annual giving.



Guy Helmer ('98 M.S. and '00 Ph.D., Computer Science), lecturer of management information systems. Helmer is currently employed as chief system architect at Palisade Systems in Ames, Iowa.

Chrystal Martin, academic advisor and graduate assistant in the Union Pacific Undergraduate Programs Office. She is a graduate of the University of Minnesota.



Rob Musselman, academic advisor in the Union Pacific Undergraduate Programs Office. He was previously

an advisor and adjunct instructor at Buena Vista College.



Sekar Raju, assistant professor of marketing. Raju previously taught at the School of Management at the University of Buffalo. He earned his Ph.D. in marketing from the Ohio State University. His research interests are brand commitment, attitude strength, memory, customer relationship management, and the effects of advertising.



Valentina Salotti, lecturer of finance. Salotti is currently a visiting scholar in the College of Business at Iowa State and a Ph.D. student at the University of Bologna, Italy.

Laura Smarandescu, assistant professor of marketing. Smarandescu came to Iowa State from the Moore School of Business at the University of South Carolina, where she earned her Ph.D. and spent time as a research assistant in psychology. Her research interests include behavioral decision theory, context effects, affect and cognition interplay, and special consumer groups.



Tammy Stegman, career coordinator for Business Career Services. Stegman comes to Iowa State from ATW Training and Consulting, Inc., where she was a corporate trainer, working

with staff and leadership development training programs. She earned her bachelor's degree from the University of Northern Iowa.



Nicole Vidden, academic advisor in the Union Pacific Undergraduate Programs Office. Vidden was previously employed at Minnesota State University, Mankato, where she worked in the First Year Experience Office and with learning communities.



Maria Wolfe, lecturer of management. She currently is a graduate student at Iowa State, majoring in English.



Peng Xu, lecturer of finance. Xu previously taught at Rotman School of Management, University of Toronto.



Jing Zhang, assistant professor of management. She was previously RCUK research fellow at Lancaster University Management School in Lancaster, United Kingdom. Zhang earned her Ph.D. in business policy from the National University of Singapore and has research interests in strategic management, entrepreneurship, social network theories, and international business. ■