

MARLA B. ROYNE STAFFORD – NOMINEE FOR AAA FELLOW

Marla B. Royne Stafford is Executive Associate Dean of Academic Affairs and the William F. Harrah Distinguished Chair at the University of Nevada-Las Vegas. Prior to joining UNLV, Marla was at the University of Memphis for 18 years, where she served as Chair of the Marketing Department for 13 years, as well as Interim Dean at the Fogelman College of Business.

Marla is past president of the American Academy of Advertising, and past editor-in-chief of the *Journal of Advertising*; she was the first woman to serve as *JA* editor. An active member of AAAs for more than 30 years, Marla has served AAAs in several capacities such as AAA newsletter editor, AAA secretary, two-time chair of the Publications Committee, and member of the research, finance, and publications committee. She just finished guest editing a special issue of *JA* on Hospitality Advertising and is currently finishing a special issue of *IJA* on Advertising and Well Being. Marla is a past recipient of the AAA's Ivan Preston Outstanding Contribution to Research Award and twice received the University of Memphis Alumni Association's Distinguished Research Award in Business, Social Sciences and Law. She has received best paper awards from both the *Journal of Advertising* and the *Journal of Current Issues and Research in Advertising* and was named a Superwoman in Business in 2018 by the Memphis Business Journal. She is co-chairing the Ph.D./Junior Faculty Symposium for the 2021 annual conference.

Marla has published more than 100 refereed articles in journals such as *Journal of Advertising*, *Journal of Advertising Research*, *Journal of Current Issues and Research in Advertising*, *International Journal of Advertising*, *Journal of Retailing*, *Decision Sciences*, *Journal of Business Research*, *Journal of Public Policy and Marketing*, *American Journal of Public Health*, and several other publications. Marla received her Ph.D. from the University of Georgia. Prior to academia, she worked for such companies as Tupperware Worldwide and Philip Crosby Associates.