

Sydney Lanning

(209) 539-0440 | skl222@cornell.edu | <https://linkedin.com/in/sydney-lanning>

EDUCATION

Cornell University – SC Johnson Graduate School of Management

Ithaca, NY

PhD Student, Marketing (Consumer Behavior Track)

August 2026 – Present

Brigham Young University – Marriott School of Business

Provo, UT

Bachelor of Science, Marketing Major, Global Business Certificate

April 2026

- GPA 3.92
- *Half Tuition Academic Scholarship*, 4 years
- *Dean's List*, multiple semesters
- Marriott Research Fellow

RESEARCH INTERESTS

- Consumer and salesperson judgement and decision making
- Data privacy and consumer welfare
- Skill acquisition in goal pursuit

PUBLICATIONS

Lanning, Sydney and Marchant, Margaret.

The Demand for Data: How Marketing Data Resources Build Awareness and Empower Autonomy. Forthcoming in *portal: Libraries and the Academy* (January 2027).

WORKING PAPERS

Beck, Ben; Petersen, J. Andrew; Lanning, Sydney; Liechty, John; and Venkatesan, Rajkumar.

Signals After the Cookies Crumble: Bayesian VAR with Variable Selection in a Privacy-First Marketing Attribution Landscape.

CONFERENCE PRESENTATIONS

- AMA Summer Academic Conference (2025)
- Utah Conference on Undergraduate Research (2025)

RESEARCH APPOINTMENTS

Marriott School of Business

Provo, UT

Research Assistant – Marketing Strategy

January 2025 – April 2026

- Led conceptual re-framing and writing for a paper applying Bayesian VAR with variable selection to marketing attribution under emerging data privacy constraints
- Designed and analyzed a national survey of marketing managers to identify current industry challenges and inform the model's contextual assumptions
- Synthesized co-author feedback and substantially rewrote the manuscript for journal submission
- Presented findings in a poster presentation at 2025 Summer AMA
- Conducted interviews of top academics for the Marketing and Society Special Interest Group (MASSIG) of the American Marketing Association

Marriott School of Business

Provo, UT

Research Assistant – Consumer Behavior

Sept 2024 – Sept 2025

- Prepared and submitted IRB applications for Behavioral Lab Studies
- Directed qualitative and quantitative behavioral studies, including experiment set-up, participant coordination, and data quality oversight
- Managed transcript collection and editing for 100 in-depth interviews

Harold B. Lee Library

Provo, UT

Research and Teaching Assistant - Finance and Economics Data

May 2024 – April 2026

- Designed and built a university-licensed website with Brightspot Developer and Tableau Public to increase data literacy and awareness of data resources
- First author on a paper based on the data literacy website case study
- Presented findings from the case study at the Utah Undergraduate Research Conference (UCUR)
- Taught and adapted workshops and course curriculum on data analysis, visualization and research skills to business and economics students
- Supported departmental decision-making by curating, analyzing and distributing data using Excel and database research

INDUSTRY EXPERIENCE**Mega Western Sales**

Tracy, CA

Marketing Strategy Consultant

June 2025 – August 2025

- Created a survey for primary data collection to identify new customer segments based on communication preferences
- Analyzed existing marketing and communication strategies to identify improvement opportunities with company executives based on primary data
- Developed executive-facing materials to guide brand identity definition and strategic goal setting
- Formulated and initiated company-wide strategic communication plans to strengthen brand alignment and internal cohesion

TEACHING EXPERIENCE**Harold B. Lee Library***Research and Teaching Assistant*

- Developed and delivered workshop curriculum in data analysis, visualization and research methods
- Adapted instructional content for business, economics, statistics, humanities and MPA students

LEADERSHIP AND PERSONAL DEVELOPMENT**The Church of Jesus Christ of Latter-day Saints**

Eugene, OR

Training Leader

July 2022 – March 2023

- Served as a volunteer representative in leadership responsibilities with local congregations
- Organized and facilitated regular trainings for 40+ volunteers, collaborating closely with community leadership to compile recurring reports
- Led volunteer mental health support initiatives and coordinated crisis management interventions
- Developed and implemented an original reading curriculum, increasing literacy levels for two volunteers

Global Marketing Study Abroad – Marriott School of Business

May 2025 – Jun 2025

- Selected for a competitive international marketing program spanning 10 countries across Europe, Africa, Asia, and Oceania
- Met with C-suite executives from global firms to analyze market entry, brand positioning, and cross-cultural strategy in diverse business contexts
- Conducted on-site case analyses and developed strategic recommendations, leveraging frameworks into actionable insights for real-world international marketing challenges

Performance Experience

Sept 2013 – April 2025

Oboe, English Horn, Organ, Piano and Flute

- Performed solo and in large orchestras, bands, and pit orchestras through the collegiate level
- Received and applied feedback from collegiate professors starting at age 10
- Scheduled, organized and led rehearsals in groups ranging from 2 to 100 people
- Reported and communicated regularly with ensemble directors while holding the title of “First Chair”
- Volunteer Choir Director and Accompanist for a weekly choir
- Piano teacher for special needs students

Technical, Research and Personal Skills

Tableau	R	Brightspot	Qualtrics	Circana	Brandwatch	Database Research
Data Visualization	Experimental Design	Survey Development				
Curriculum Development	Teaching and Mentoring	Cross-Cultural Collaboration				
Project Management	Travel Itinerary Planning	Tennis Coaching	Classical Music			
Training | Art History | Quilting | Woodworking | Lord of the Rings Trivia |