

Julian K. Saint Clair, Ph.D.

Associate Professor of Marketing, College of Business Administration at Loyola Marymount University

Los Angeles , CA, US

MBA Academic Program Director & Co-founder of the A-LIST Pathway

Biography

You can contact Julian Saint Clair at Julian.SaintClair@lmu.edu. Julian K. Saint Clair earned a B.A. in business administration from Clark Atlanta University and an M.S. and Ph.D. in marketing & consumer psychology from University of Washington's Foster School of Business. His work focuses on marketplace equity through the lens of consumer identity and learning. Subtopics include multiple identities, multiculturalism, intersectionality, stereotypes and diversity marketing. Saint Clair's interdisciplinary approach has led to publications in premier outlets such as Journal of Marketing, Marketing Science, Journal of Consumer Research, Journal of Consumer Psychology, Journal of Marketing Education, and the Association for Consumer Research (ACR) Film Festival. He has been recognized by the American Marketing Association, National Black MBA Association, Ph.D. Project, and ACR for excellence in diversity marketing. Saint Clair uses his expertise in inclusive brand strategy and communications to work with individuals and organizations to create positive value for stakeholder communities across a range of industries and sectors.

Industry Expertise

Research, Education/Learning, Training and Development

Areas of Expertise

Consumer Identity, Learning, Branding & Advertising, Diversity Marketing

Event Appearances

Brand Activism Webinar
Marketing Science Institute

Education

University of Washington
Ph.D. Marketing

University of Washington
M.S. Business Administration

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