

Jan Boehmer, Ph.D.

Head of Digital & Marketing Science

The&Partnership • m/SIX

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PROFESSIONAL & ACADEMIC INTERESTS

A marketing science and measurement expert with a background in academia, I distil clients' business challenges into attainable targets and develop a strategic vision for advancing their marketing effectiveness. My goal is to establish a culture of academic rigor and data curiosity that facilitates agile measurement and learning agendas highlighting how clients can drive tangible business impact by employing better measurement techniques.

At the same time, I strive to apply my professional expertise in the classroom and prepare students for a fast-paced, ever-changing business and media landscape. Although my research and teaching have evolved over the past years, they fall into three general clusters:

- The impact of data on the organization and practice of marketing as well as its effectiveness
- How interactions and engagement within digital media affect human behavior
- Innovation within the business of journalism: opportunities & threats

SELECTED PROFESSIONAL EXPERIENCE

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|-----------------------|---|
| 2017 – present | Head of Digital & Marketing Science
The&Partnership m/SIX: Planning, execution and evaluation of data-driven strategic marketing campaigns for Toyota / Lexus, Electronic Arts, and Bridgestone. Supporting the global leadership team on international pitches; winning Electronic Arts' worldwide business. |
| 2016 – 2018 | Consultant: Digital Marketing & Analytics
Digital and social media analytics & strategy development for clients including BMW Bank, BMW Classic Group, Comdirect Bank |
| 2011 – 2014 | Social Media Manager & Editor; Perform Media
Social media coaching; development & analyses of social media messages promoting editorial content across platforms |
| 2007 – 2011 | Editor & Community Engagement Manager; SPOX Media
Implementation of user generated content; management and growth of online sports news community from 30,000 to 90,000 members |
| 2007 | Editor & Product Manager, ProSiebenSat1 Media AG
Development and testing of interactive television formats using connected remote control and mobile messaging services |

ACADEMIC POSITIONS

- 2016 - 2017** **Assistant Professor of Journalism**
John Curley Center for Sports Journalism, Department of Journalism,
Bellisario College of Communications, Pennsylvania State University
- 2014 - 2016** **Assistant Professor of New Media**
Department of Journalism & Media Management, School of
Communication, University of Miami

EDUCATION

- 2011 – 2014** **Ph.D., Media & Information Studies**
Michigan State University. Advisor: Dr. Stephen Lacy
Dissertation title: The commenting trap: How flaming undermines the
positive effect of user comments on online news sites
- 2002 – 2007** **M.A. / German Diploma, Online Journalism**, Department of Media,
Darmstadt University of Applied Sciences. Advisor: Dr. Klaus Meier
- 2006 – 2007** **International Student Exchange, Mass Communication & Physical
Education**, University of Wisconsin – Green Bay.

REFEREED JOURNAL ARTICLES

- Harrison, V.S. & **Boehmer, J.** (2019). Sport for development and peace: Framing the global conversation. *Communication & Sport*. Advance Online Publication.
doi: 10.1177/2167479519831317
- Boehmer, J.**, Carpenter, S., & Fico, F. (2019). More of the same? Influences on source use and source affiliation diversity in for-profit and nonprofit news organizational content. *Journalism Studies*, 20(2), 173-192. doi: 10.1080/1461670X.2017.1368409
- Boehmer, J.**, Carpenter, S., & Fico, F. (2018). Filling the void: Nonprofit news and factors affecting government conflict coverage. *Digital Journalism*, 6(3), 369-388.
doi: 10.1080/21670811.2017.1297683
- Carpenter, S., **Boehmer, J.**, & Fico, F. (2016). The measurement of journalistic role enactments: A study of organizational constraints and support in for-profit and nonprofit journalism. *Journalism & Mass Communication Quarterly*, 93(3), 587-608.
doi: 10.1177/1077699015607335
- Boehmer, J.** (2016). Does the game really change? How students consume mediated sport in the age of social media. *Communication & Sport*, 4(4), 460-483.
doi: 10.1177/2167479515595500
- Boehmer, J.**, & Tandoc Jr., E. (2015). Why we retweet: Factors influencing intentions to share sport news on Twitter. *International Journal of Sport Communication*, 8(2), 212-232.
doi: 10.1123/IJSC.2015-0011

Boehmer, J., LaRose, R., Rifon, N., Alhabash, S. & Cotton, S. (2015). Determinants of online safety behaviour: Toward a strategy for public education of young adults. *Behaviour & Information Technology*, 34(10), 1022-1035. doi: 10.1080/0144929X.2015.1028448

Boehmer, J., & Friedman, M.B. (2015). Sharing fear via Facebook: A lesson in political public relations. *Media Watch*, 6(1), 5-15. doi: 10.15655/mw/2015/v6i1/55371

Boehmer, J., & Lacy, S. (2014). Sport news on Facebook: How engagement affects readers' browsing behavior. *International Journal of Sports Communication*, 7(1), 1-15. doi: 10.1123/IJSC.2013-0112

Oh, H., Lauckner, C., **Boehmer, J.**, Fewins-Bliss, R., & Li, K. (2013). Facebooking for health: An examination into the solicitation and effects of health-related social support on social networking sites. *Computers in Human Behavior*, 29(5), 2072-2080. doi:10.1016/j.chb.2013.04.017

Boehmer, J. (2013). Engaging readers on Facebook: The effect of direct appeals on engagement with online news. *Proceedings of the 12th Annual IADIS International Conference on the WWW/INTERNET (ICWI 2013)*, Fort Worth, Tx., 51-58.

Khan, M.L., & **Boehmer, J. (2013).** Small business use of Facebook for marketing: The case of a family owned Mediterranean restaurant. *Proceedings of the 78th Annual International Convention of the Association for Business Communication (ABC)*, New Orleans, La. 1-13.

BOOK CHAPTERS

Boehmer, J. (2019). Die 5 Säulen Daten-getriebener Innovation im Marketing [The 5 pillars of data-driven innovation in marketing]. In A. Baetzgen (Ed.), *Brand Innovation. Impulse für das Markenmanagement von morgen*. Stuttgart, Germany: Schäffer-Poeschel Verlag.

Boehmer, J. (2018). Digitale Sportkommunikation in den USA [Digital sport communication in the US]. In J. Stiehler, T. Schierl, & T. Horky (Eds.), *Digitalisierung des Sports in den Medien*. Cologne, Germany: Herbert von Halem-Verlag.

Boehmer, J. (2017). El uso de las redes sociales en el deporte [The use of social media in sports]. In J. L. Rojas Torrijos (Ed.), *Manual de Periodismo Deportivo* (Chapter 12). Valencia, Spain: Tirant Humanidades.

Bor, S., & **Boehmer, J. (2016).** The Internet. In A. E. Grant & J. H. Meadows (Eds.), *Communication technology update and fundamentals*. Waltham, MA: Focal Press.

Boehmer, J., Jung, Y., Wash, R. (2015). Electronic commerce recommender systems. In Charles Steinfield (Ed.), *CMC Commercial Applications. International Encyclopedia of Digital Communication & Society*. Somerset, N.J.: Wiley Blackwell.

Boehmer, J. (2013). Social media and the news: How users' interactions with new technologies shape their purpose. In Emilee Rader (Ed.), *HCI Imagined: Thoughts from Today's Graduate Students about the Future of HCI*. Lansing, Mich.: Espresso Press. 43-53.

PEER-REVIEWED CONFERENCE PRESENTATIONS

Boehmer J. (2019, August). The 5 pillars of data success: A skills-based approach to data-driven marketing. Paper accepted for presentation at the 2019 AMA Summer Academic Conference, Chicago, Ill.

Boehmer J. (2019, July). Data needs story: How major sports clubs use data in content marketing. Paper accepted for presentation at the annual conference of the International Association for Media and Communication Research (IAMCR 2019), Madrid, Spain

Boehmer, J. & Ferrucci, P. (2016, March). Know your teammate: How positive involvement with sports affects racial stereotypes. Paper presented at the 9th Summit on Communication and Sport (IACS 2016), Grand Rapids, Mich.

Carpenter, S., **Boehmer, J. & Fico, F.** (2015, August). An examination of sourcing behaviors of U.S. non-profit news and newspaper journalists. Poster presented at the 97th annual conference of the Association for Education in Journalism and Mass Communication, San Francisco, Calif. **Best Poster Award in the Participatory Journalism Interest Group.**

Boehmer, J. (2015, August). Motivating news engagement: How social cues affect learning from news. Paper presented at the 97th annual conference of the Association for Education in Journalism and Mass Communication, San Francisco, Calif. **Emerging Scholar Award.**

Boehmer, J. (2015, May). *The role of Twitter and parasocial interaction on college students' sport media consumption.* Paper presented at the 65th annual conference of the International Communication Association (ICA), San Juan, Puerto Rico.

Top Paper Award in the Sport Interest Group

Boehmer, J. (2015, May). *The negative effect of flaming on learning from political news.* Paper presented at the 65th annual conference of the International Communication Association (ICA), San Juan, Puerto Rico.

Boehmer, J., Carpenter, S. & Fico, F. (2015, May). *News coverage of conflict involving government and factors affecting its frequency.* Paper presented at the 65th annual conference of the International Communication Association (ICA), San Juan, Puerto Rico.

Boehmer, J. (2015, April). Journalists on Twitter: Finding the balance between breaking news and family photos on social media. Panel session at the annual conference of the Broadcast Education Association (BEA2015). Las Vegas, Nev.

Boehmer, J. (2015, April). *Couch or bleachers? Differences in college students' motivations to consume sports in the media or in person.* Poster accepted for presentation at the 8th annual CSRI conference on college sport. Columbia, S.C.

Boehmer, J. & Garrison, B. (2015, April). *Online news sites as sources of political information.* Paper presented at the "What is Journalism? Exploring the Past, Present and Future of Journalism" conference, Portland, Ore.

Boehmer, J. & Krier, D. (2015, March). *Reducing the gender gap: Involvement in high school athletics as a motivator for sport media consumption*. Paper presented the 8th Summit on Communication and Sport (IACS 2015), Charlotte, NC.

Boehmer, J. & Leith, A. P. (2015, March). *Tweeting the World Cup: Soccer teams' use of dialogic communication during the 2014 World Cup*. Paper presented at the 8th Summit on Communication and Sport (IACS 2015), Charlotte, NC.

Boehmer, J. & Tandoc Jr., E. (2015, February). *Motivations to comment on online news: A civic voluntarism perspective*. Abstract presented at the "Re-Inventing Journalism" conference hosted by ZHAW Zurich, Winterthur, Switzerland.

Carpenter, S., **Boehmer, J.**, & Fico, F. (2014, November). *The role behaviors of for-profit and non-profit journalists: A study of organizational constraints and support*. Paper presented at the 100th annual conference of the National Communication Association, Chicago, Ill.

Boehmer, J. (2014, August). *I know you, therefore I share: Parasocial relationships and sharing sport news on Twitter*. Paper presented at the 97th annual conference of the Association for Education in Journalism and Mass Communication, Montreal, Canada.

Boehmer, J., & Tandoc Jr., E. (2014, August). *I thought you would like to know: Exploring motivations for sharing sports news on Twitter*. Paper presented at the 97th annual conference of the Association for Education in Journalism and Mass Communication, Montreal, Canada.

Boehmer, J. (2014, May). *I know you on Twitter: How journalists' self-disclosures influence sharing on social media*. Paper presented at the 64th annual conference of the International Communication Association (ICA), Seattle, Wash.

LaRose, R., Rifon, N. Cotton, S., Alhabash, **S. Boehmer, J.**, Tsai, H.S., Jiang, M., & Shillair, R. (2014, May). *Promoting the Good Life Online: Improving online security through consumer education, good habits, software design, and public policy*. Panel Session at the 64th annual conference of the International Communication Association (ICA), Seattle, Wash.

Boehmer, J. (2014, March). *Sports journalists' credibility on Twitter: Where the audience looks for cues, and how it can boost your brand*. Paper presented at the 2014 IACS Summit on Sport and Communication (IACS 2014), New York, N.Y.

Boehmer, J. (2013, October). *Sharing is caring: Engagement with sports news content as social currency on Facebook*. Paper presented at the "Beyond Convergence: Mobile, Social, and Virtual Media" conference, Las Vegas, Nev.

Boehmer, J. (2013, October). *Influencing viral behavioral intentions and likability through self-disclosures within parasocial interactions on Facebook*. Paper presented at the Interpersonal Communication and Social Interaction Conference (ICSI) of the European Communication Research and Education Association. Lugano, Switzerland.

Boehmer, J. & Friedman, M.B. (2013, October). *Sharing fear: How the Obama and Romney campaigns used photographs to spread fear via Facebook*. Paper presented at the Fourth International Conference on the Image, University Center Chicago, Chicago, Ill.

Boehmer, J. (2013, August). *Engaging information: How targeting creates more comments but less likes on Facebook*. Paper presented at the 96th annual meeting of the Association for Education in Journalism and Mass Communication, Washington, D.C.

Graduate Student Interest Group Research Paper Award.

Boehmer, J., (2013, August). *Generating traffic through Facebook: The ambivalent role of engagement with online sports news*. Paper presented at the 96th annual meeting of the Association for Education in Journalism and Mass Communication, Washington, D.C.

Oh, H., Lauckner, C., **Boehmer, J.,** Fewins-Bliss, R. & Li, K. (2012, November) *Prescription for Facebook: How are individuals utilizing social networking sites to receive health-related social support?* Paper presented at the NCA 98th Annual Convention, Orlando, Fla.

RESEARCH GRANTS

2015 Role: Co-PI. What they say and what they think: How athletes use social media to communicate health issues and how the audience reacts. Center for Communication, Culture & Change, School of Communication, University of Miami. **Budget: \$4,500**

2013 – 2014 Role: PI. How flaming and additional user information affect elaboration and learning from online news. Research Excellence Fellowship, Michigan State University. **Budget: \$4,500**

Role: Funded Research Assistant. Online safety for the ages: Generational differences in motivations to use security protections in an online banking context, CNS-193247145. PI: Dr. Robert LaRose, Michigan State University. **Budget: \$499,475**

Summer 2013 Role: PI. Sports personalities on Facebook: The impact on brand image and relationship building. Graduate Office Fellowship for Summer Research, College of Communication Arts & Sciences, Michigan State University. **Budget: \$3,000.**

2011 – 2012 Role: Funded Research Assistant. Socio-technical design of crowdfunding websites. National Science Foundation, CCF-1101266, PI: Dr. Rick Wash, Michigan State University, **Budget: \$399,511.**

ACADEMIC AWARDS & FELLOWSHIPS

2016 **ICA Early Career Research Award**
ICA Sports Communication Interest Group

2015 **AEJMC Emerging Scholar 2015/2016**
Association for Education in Journalism & Mass Communication
Project Title: “Motivating News Engagement: How Social Cues Affect Learning from News”. **Awarded: \$2,500**

ICA Sports Interest Group

Top Paper Award

Creative Activity & Research Award

University of Miami, School of Communication. **Awarded: \$5,000**

2014

Communication Arts & Sciences Research Excellence Fellowship

Michigan State University. **Awarded: \$4,500**

Michigan State University Karen Klomparens Fellowship

Graduate School Research and Travel Award. **Awarded: \$1,600**

2013

AEJMC Graduate Student Interest Group Research Paper Award

5th place top-paper award competition, Washington, D.C.

AEJMC Graduate Student Travel Grant

Annual meeting of the Association for Education in Journalism and Mass Communication, Washington, D.C. **Awarded: \$700**

Thomas F. Baldwin Endowed Fellowship

Department of Telecommunication, Information Studies and Media, Michigan State University. **Awarded: \$4,000**

Best Junior Symposium Presentation

2nd Annual MIS Spring Research Symposium
Michigan State University. **Awarded: \$250**

2011

Nancy Seidman Dempsey Memorial Scholarship

Department of Telecommunication, Information Studies and Media, Michigan State University. **Awarded: \$3,000**

2006

Academic Exchange Scholarship

Hessen - Wisconsin - Exchange, University of Wisconsin - Green Bay
& Darmstadt University of Applied Sciences. **Awarded: \$15,600**
Semester High Honors, University of Wisconsin - Green Bay

TEACHING EXPERIENCE

Spring 2017

Reporting Methods (COMM460)

Role: Instructor of Record, 16 Students

Principles of Multimedia (COMM271)

Role: Instructor of Record, 65 Students

Fall 2016

Reporting Methods (COMM460)

Role: Instructor of Record, 16 Students

Spring 2016

Social Media for Journalists (JMM533/633)

Role: Instructor of Record, 32 students

	Advanced Data Journalism (JMM631) Role: Instructor of Record, 8 students
Fall 2015	Social Media for Journalists (CNJ533) Role: Instructor of Record, 20 students
	Introduction to Data Journalism (CVJ309) Role: Instructor of Record, 17 students
Spring 2015	Social Media for Journalists (CNJ533 – graduate) Role: Instructor of Record, 16 students
Fall 2014	Social Media for Journalists (CNJ533) Role: Instructor of Record, 15 students
	Introduction to Data Journalism (CVJ309) Role: Instructor of Record, 10 students
Summer 2014	Social Media & Society – online (TC 401-730) Role: Instructor of Record, 40 students
Fall 2013	Digital Games (TC 401-001) Instructor of Record: Dr. Wei Peng Role: Teaching Assistant, 55 students
Summer 2013	Social Media & Society (TC 401) Role: Instructor of Record, 15 students
Spring 2013	Understanding Media (TC 101) Role: Co-Instructor, 200 students
Spring 2012	Understanding Media – online (TC 101) Instructor of Record: Dr. Dave McCarthy Role: Teaching Assistant, 150 students
Fall 2011	Media Policy & Economics (TC 301) Instructor of Record: Dr. Johannes Bauer Role: Teaching Assistant, 50 students
	Bringing Media to Market – online (TC 300) Instructor of Record: Dr. Karla Robinson Role: Teaching Assistant, 120 students

ACADEMIC SERVICE & MEMBERSHIPS

Reviewer	Journal of Communication Computers in Human Behavior Mass Communication and Society Journalism & Mass Communication Quarterly (Top Reviewer 2016) International Journal of Sport Communication Journal of Interactive Communication Systems and Technologies Asian Journal of Communication IT Professional
Memberships	American Marketing Association Kappa Tau Alpha National Honour Society Association for Education in Journalism & Mass Communication International Association for Communication & Sport International Communication Association
Advising	Virgina S. Harrison, Bellisario College of Communications, Pennsylvania State University; Doctoral Studies Adviser (2017 - 2018) Joe Cruz, Bellisario College of Communications, Pennsylvania State University; Doctoral Studies Adviser (2017 - 2018) Armando Rubi, School of Communication, University of Miami Doctoral Studies Adviser (2015 - 2018) Michael F. North, School of Communication, University of Miami Doctoral Committee Member (2014 - 2015) Robert Tassy III, School of Communication, University of Miami Master of Arts Project Committee Member (2014 - 2015)
Service	Journalism Curriculum Revision Committee (2016 - 2017) College of Communication, Pennsylvania State University Curriculum Advancement: Sport & Digital Media (2014 - 2016) School of Communication, University of Miami Online Teaching and Learning Group (2013 - 2014) Department of Media & Information, Michigan State University