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Biographical Profile

Ludmilla Gricenko Wells, Ph.D.

Dr. Wells has more than 25 years of professional administrative and teaching experience in advertising copywriting and design, corporate communications management, advertising agency account supervision, and corporate marketing. Executive positions include regional and national retailing, health care, insurance, financial services industries as well as state and local governments liaison with agencies, and community organizations.

Dr. Wells' expertise is the advertising industry in the former Soviet Union and she has taught at Moscow University and the Higher Commercial Management School of the Ministry of Foreign Economic Relations, Russia. She is a member of the American Academy of Advertising, Academy of Marketing Science, Marketing Educators' Association, and a member and past chair of the National Academic Committee of the American Advertising Federation. She is fluent in English, Russian and Spanish.

Dr. Wells is an Associate Professor of Marketing in the Lutgert College of Business and a member of the Graduate Faculty at Florida Gulf Coast University. She teaches advertising, creative strategy, marketing, consumer behavior, and integrated marketing communications at the undergraduate level, and teaches marketing management, public relations, international marketing, and marketing communications management at the undergraduate level and in the MBA program. Previously she was at the University of Miami where she was an Assistant Professor of Advertising and Public Relations in the School of Communication with teaching emphasis in the creative development of effective advertising and public relations communication and a member of the Graduate Faculty. Wells earned a BA in Commercial Art, BBA in Marketing from Eastern New Mexico University, an MBA in Marketing from Fairleigh Dickinson University and a Ph.D. in Communications from the University of Tennessee.

Research interests focus on the development of the advertising industry in Russia and the Commonwealth of Independent States, the role of advertising as an institution from a socioeconomic and Russian culture perspective, and the history of advertising and western corporations in Russia. She has published in the *Journal of Advertising*, *International Journal of Advertising*, *World Communication*, *Journal of East-West Business*, *Journal of Marketing Education*, and presented and published in proceedings a number of papers at leading academic advertising and historical conferences. Dr. Wells is writing *Then and Now: Advertising and Marketing in Russian in the 20th Century*.

Dr. Wells lives in Naples, Florida and plays in Russia.