

COMMHIT26 SPEAKER

Riley T. Krotz

PHD

Marketing Professor

Florida State University Herbert Wertheim College of Business

ON STAGE AT COMMHIT26

THU, DEC 10

3–3:45pm

Academic–Community Partnerships Advancing Better Care Panel

PANEL

Facilitated by Kendra Siler · with Karen Panetta, Glenn Barnes, Rayna Letourneau, Janeen M. Blythe

ABOUT RILEY

Riley T. Krotz, PhD is an award-winning marketing professor and the Dr. Persis E. Rockwood Emerging Scholar at Florida State University's Herbert Wertheim College of Business.

Dr. Krotz's research focuses on solving complex challenges at the intersection of healthcare, frontline employee management, and public policy. His impactful work is published in top-tier business journals and is backed by over $200,000 in grant funding from globally recognized organizations, including the American Marketing Association and the American Antitrust Institute. Dr. Krotz also serves as an expert witness, offering independent analysis on consumer and organizational behavior, marketing practices, survey design, and business and nonprofit strategy. Widely recognized for bridging the gap between rigorous research and real-world application, Dr. Krotz has received numerous prestigious accolades. Most notably, his work has earned a Congressional Commendation from the United States Senate, the Advancement in Healthcare Access Award, and the LifeShare Advancement in Blood Science Award. He is also a celebrated community leader and educator, holding multiple honors for innovation, entrepreneurship, and outstanding community contribution, including the City of Lubbock's Top 20 Under 40 Award.

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