



**DR. DANIELLE PARKER
MARKETING PROFESSOR
WOODBURY UNIVERSITY**

Originally, I did not want to teach. I didn't want to become a professor. But as an undergraduate, I didn't want to leave school. Later I would realize that this was telling me something.

My undergraduate degree was in journalism and public relations, but I just knew that I didn't want to do a 40 hour week in a cubicle. I went to graduate school, and I became a teaching assistant for Dr. Edmond Gordon, Director of the Center for African and African American studies at UT. He was my mentor and inspiration for becoming a professor.

Now I do research on ethnic identity, looking at consumer behavior in purchase decisions. I have found what I love.