

Panelists bio:



Dr. Minita Sanghvi is an assistant professor in the management and business department at Skidmore College where she teaches business, and marketing, and a first year seminar on gender and politics in the United States. Her research centers around gender and intersectionality in marketing and consumption. Her book *Gender and Political Marketing in the United States and the 2016 Presidential Election: An Analysis of Why She Lost* was published by Palgrave MacMillan in 2019. Her research has appeared in *Journal of Marketing Management* and *Journal of Business Research* as well as books such as *Handbook of Research on Gender and Marketing*. Furthermore, Dr. Sanghvi co-curated an exhibit titled: *Never done: 100 years of women in politics and beyond in 2020-21* at the Frances Young Tang Teaching Museum. Dr. Sanghvi has also served on the Charter Review Commission and was a founding member of the Human Relations Committee for the City of Saratoga Springs. She served as a representative on the NY State Democratic Committee. She was elected to the Saratoga Springs Public Library Board in 2019 for a 5 year term.



Dr. Melissa R. Michelson (Ph.D. Yale University) is Dean of Arts & Sciences and Professor of Political Science at Menlo College. She is a nationally recognized expert on Latinx politics, voter mobilization experiments, and LGBTQ rights, and past president of the LGBT Caucus and of the Latino Caucus of the American Political Science Association. She is the award-winning author of six books, including *Mobilizing Inclusion: Transforming the Electorate through Get-Out-the-Vote Campaigns* (2012) and, most recently, *Transforming Prejudice: Identity, Fear, and Transgender Rights* (2020). Her work also appears in a variety of top-rated academic journals, and in popular outlets such as the *Washington Post's* Monkey Cage blog.



Dr. Ken Cosgrove is a Professor in Political Science & Legal Studies at the University of Suffolk (Boston, MA). Prof. Cosgrove is the author of *Branded Conservatives* – a book published internationally in 2007. He also co-authored (along with Marvin Overby) “Unintended Consequences,” an early and very important article in the legislative studies literature regarding descriptive versus substantive congressional redistricting. Cosgrove was of five editors based around the globe of the *Handbook of Political Marketing* (5th edition) under the leadership of Jennifer Lees-Marshment. (U of Auckland, NZ). He is also teaching two different political marketing classes (one North America-specific and the other



Dr. Michael Higgins is Senior Lecturer and Programme Leader in Media and Communication at the University of Strathclyde. He has published widely on political communications and its cultural influences, and has recently pursued the role of populism in the mediatisation of politics. Michael's books include *Media and Their Publics* (Open University Press, 2008), *The Cambridge Companion to Modern British Culture* (with John Storey, Cambridge University Press, 2010), *La Leadership Politica* (with Michel Sorice et al, Carocci, 2012) and *Belligerent Broadcasting* (with Angela Smith, Routledge, 2016).



Dr. Conley is the Director of Graduate Studies and an Associate Professor in the Political Science and Legal Studies Department at Suffolk University in Boston. His principal research and teaching interests are in the areas of political parties, US electoral politics, and political marketing and communication. His research and writing have appeared in the *Studies in American Political Development*, *American Review of Politics*, the *Journal of American Studies* and *Political Science Quarterly* as well as in numerous political anthologies on US politics. He has also edited, written and authored several books, most recently *The Rise of the Republican Right: From Goldwater to Reagan* (Routledge 2019), and with Jennifer Lees-Marshment, *Political Marketing: Principles and Applications*, 3rd edition (Routledge 2019). He received his Ph.D. in Political Science from the New School for Social Research in New York City.