On behalf of ACR President-Elect, Linda Price, we are delighted to introduce the 2014 North American Conference team.

**Conference Co-Chairs**: June Cotte (Ivey Business School) and Stacy Wood (North Carolina State) will co-chair the ACR 2014 Conference in Baltimore, Maryland.

**June Cotte** is R.A. Barford Professor of Marketing and PhD Program Director at the Ivey Business School, Western University. She has undergraduate, masters and PhD degrees in Business Administration, focused on marketing. She currently teaches marketing in Ivey's EMBA programs in Toronto and Hong Kong, as well as on Ivey executive programs in Hong Kong and Canada. June’s interests focus on behavioral issues, including why and when people will pay more for ethically produced products, how people perceive time and how that influences their loyalty and buying behavior, and why people gamble. Her research has appeared in the *Journal of Consumer Research, Journal of Consumer Psychology, MIT/Sloan Management Review, the Wall Street Journal,* as well as in other academic journals. An ACR member since 1994, one of her favorite things about her job is working with doctoral students.

**Stacy Wood** is the Langdon Distinguished Professor of Marketing, Poole College of Management, North Carolina State University. Her research interests are in the psychology of innovation—exploring how consumers learn about, adopt, adapt to, or reject new things—from high tech products to societal trends. Stacy is a multi-methodologist with published work using traditional behavioral experiments, CCT ethnography, quantitative models, and, most recently, emerging brain-imaging technologies (e.g., fMRI). Stacy has published in the *Journal of Consumer Research, Journal of Marketing Research, Journal of Marketing, Journal of Advertising Research,* and *Journal of Consumer Psychology*. She currently serves as an AE at the *Journal of Consumer Research* and has been a member of ACR for over 15 years. She has attended every North American conference since her first year as a doctoral student at the University of Florida in 1994 with the exception of last year’s 2012 conference, which she missed due to the birth of her daughter, Amalia Noel. Stacy co-chaired the 2009 ACR Doctoral Symposium with David Wooten and holds the facilitation of doctoral students’ and young professors’ success in research as one of her primary goals in serving ACR.

The 2014 **Doctoral Symposium co-chairs** are Eileen Fischer (York University) and Peter Darke (York University).