

Tyrha Lindsey-Warren

Clinical Assistant Professor of Marketing at Baylor University

Waco, TX, US

Dr. Tyrha Lindsey-Warren studies consumer behavior and attitudes, multicultural media & advertising, movies and entertainment

Biography

Tyrha M. Lindsey-Warren, Ph.D., is a marketing scholar, business executive, artist and entrepreneur. As a consumer behavior scholar, Dr. Lindsey-Warren's research is rooted in narrative transportation theory (i.e., storytelling) that exudes the emotion of empowerment and its impact on consumer attitudes, behaviors, purchase intention and message recall. She also studies health edutainment, multicultural media and advertising, as well as movies and entertainment. Dr. Lindsey-Warren is an expert in effective communications strategies for leaders, multicultural communications and marketing. She speaks nationally on these topics for Americans for the Arts, The Junior League, Public Relations Society of America, Black Data Processing Associates, and in her undergraduate/MBA classes at Rutgers Business School, Baruch College and Baylor University. She received her B.S. in radio/TV/film from Northwestern University in Evanston, Illinois and her M.B.A. with a concentration in marketing from the Peter F. Drucker School of Management at Claremont Graduate University. She received her Ph.D., with a concentration in marketing and minor in international business, from Rutgers University. As managing director of L.A.I. Communications (Lindsey & Associates International Communications), she has over 15 years of experience working in marketing and public relations, the arts, entertainment and non-profit arenas. L.A.I. clients include Bishop T.D. Jakes' International Faith and Family Film festival at MegaFest, CURLS, Fairweather Faces, National Leadership Commission on AIDS, The Domestic Violence Hotline, UMADAOP, and Nepperhan Community Center. Dr. Lindsey-Warren started her career working in Hollywood for the likes of Quincy Jones*David Salzman Entertainment, NBC, Creative Artists Agency (CAA), and Edmonds Entertainment, both in the development of television and film ideas and properties. Most recently, she served as Director of Public Relations for UniWorld Group, the longest-standing multicultural advertising and communications agency in the United States. Dr. Lindsey-Warren volunteers as a board member for Iris House in Harlem, New York, which is an agency dedicated to helping women of color with AIDS; and Jazz Forum Arts, which presents nationally renowned jazz artists in the Greater New York City area. Dr. Lindsey-Warren is an accomplished jazz singer who has performed around the world. She is married to Sidney Warren.

Industry Expertise

Public Relations and Communications, Motion Pictures and Film, Advertising/Marketing, Entertainment

Areas of Expertise

Consumer Attitudes, Entertainment, Multicultural & Diversity, Consumer Behavior, Marketing & Advertising, Film & Television Development, Edutainment, Public Relations

Education

Rutgers University

Doctor of Philosophy (Ph.D.) Marketing and International Business

Peter F. Drucker School of Management, Claremont Graduate University

Master of Business Administration (M.B.A.) Marketing

Northwestern University

Bachelor of Science (B.S.) Radio/TV/Film

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