



College of Health and  
Human Sciences

TO: Purdue University Board of Trustees  
FROM: Marion K. Underwood, Dean of the College of Health and Human Sciences (HHS)  
DATE: August 25, 2022  
RE: Appointment of Dr. Ceridwyn King as the White Lodging Services Head of the White Lodging – J.W. Marriott, Jr. School of Hospitality and Tourism Management

As you may recall, thanks to the generosity of Bruce and Beth White and the White Lodging Foundation, a named endowed Headship was created for the White Lodging – J.W. Marriott School of Hospitality and Tourism Management (HTM). On July 1, 2022, Dr. Ceridwyn King began her role as the new Head and Professor of HTM. I am writing to request that Dr. King be appointed as the White Lodging Services Head of HTM.

To the role of Head of HTM, Dr. King brings a record of creative, visionary leadership. Dr. King has global understanding of higher education, far-reaching knowledge of the hospitality industry, and excellent marketing and communications skills. Her broad understanding of both the synergies and distinctive identities of HTM and its Division of Consumer Science, combined with her experience of leadership in a school with two distinctive identities, make for an exciting foundation on which to build a comprehensive and inclusive strategy for facilitating innovation and change in HTM.

Dr. King joins Purdue from Temple University, where she served as an associate professor in the School of Sport, Tourism and Hospitality Management and as director of strategic industry engagement for the Fox School of Business Translational Research Center. From fall 2016-20, she was chair of the Tourism and Hospitality Department.

Prior to joining the Temple University faculty in 2011, Dr. King started her academic career at Griffith University, following several years as a successful marketing executive. Most notably, she served as head of marketing for Conrad Jupiter's Hotel and Casino, a 609-room leisure and entertainment facility with five restaurants, nine bars and a convention center, on the Gold Coast, Queensland, Australia. Since 2005, she has served as director and principal consultant for Seed – Strategic Marketing Solutions, of which she is also the founder.

King's research focuses on service management and marketing, with an emphasis on the internal stakeholder's role in realizing marketing strategies to create competitively sustainable service experiences. She holds a PhD in marketing, a Master of Marketing Management, and a Bachelor of Hotel Management, all from Griffith University's Gold Coast campus.

In 2021, she was appointed as the Arthur F. McGonigle Research Fellow from the Fox School of Business and the School of Sport, Tourism and Hospitality Management. The award recognizes deserving scholars who contribute to the research reputation of the School of Sport, Tourism and Hospitality Management, the Fox Business School, and Temple University.

HHS is very pleased to put forward Dr. Ceridwyn King to be appointed as the White Lodging Services Head of the White Lodging – J.W. Marriott, Jr. School of Hospitality and Tourism Management. Thank you for your consideration.

Approval Recommended:

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Jay T. Akridge  
Provost and Executive Vice President for  
Academic Affairs and Diversity

A handwritten signature in black ink, appearing to read 'Mitchell E. Daniels, Jr.', written over a horizontal line.

Mitchell E. Daniels, Jr.  
President