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Dr. Tanford has 16 years of industry experience in the travel and hospitality industry, most recently at Harrah's (now Caesars) Entertainment in Las Vegas. At Harrah's, Tanford held management positions in corporate planning, pricing, and business strategy. Previously, Tanford was employed by Sabre, Inc., the global travel distribution network, in market research and marketing strategy. Tanford received her Ph.D. in social psychology at the University of Wisconsin-Madison, and served on the faculty at Purdue University before joining the business sector. Tanford teaches strategic management and research methods, and conducts research in the areas of customer loyalty, pricing, consumer behavior and gaming.