# Jennifer R. Gordon, PhD

1230 N. Pennsylvania St. • Denver, CO 80203 • 225-324-6995 • jennifer@buglessons.com


## SCIENCE COMMUNICATOR & STRATEGIST

Leader with over 15 years of science communication experience translating complicated entomological and public health topics for domestic and international audiences

## KEY STRENGTHS

**All-star communicator**: Developed internal training program on insecticide resistance; co-authored 13 peer-reviewed publications; won competitive awards for professional presentations; co-authored fact sheet on malaria vs. Lyme disease; created multiple CEU programs teaching pesticide stewardship programs; edited and contributed to national mosquito training resource

**Results driven**: Co-generated technical sales collateral generating $5 MM INCS; created discovery pipeline that generated new to market OTC bed bug product; launched bed bug detector in less than a year resulting in 4% market growth; educated international sales teams resulting in 32% increase in European sales; led project team of 6 to achieve objectives ahead of time and pursue two patents

**Strategic**: Created 5-year vision for the Institute of Insect Science for Family Health; developed multiple portfolio roadmaps for commercial innovation and discovery products; developed compelling business plans resulting in two new research work streams; created plan to take existing disinfection products to pest control market

**Leader**: Headed PRIDE Employee Resource Group Community and Outreach Committee; ESA Science Policy Fellow and MUVE Representative to Science Policy Committee; H. Garman Entomology Club President; organized virtual teambuilding HH

## CORPORATE EXPERIENCE

**Douglas Products**, San Francisco, CA- Pest Division: Research and Development- August 2019 to January 2021
- Conducted international survey and analyzed data to outline current handling practices of quarantine exports from US to EU
- Collaborated across industries to submit systems approach proposal to mitigate spread of insects and pathogens from US to EU
- Developed new continuing education training program on use and safety of phosphine fumigations
- Managed 7-month long project updating 4 stewardship programs for sulfuryl fluoride product portfolio
- Collaborated with VA Tech to perform field research showing the utility of structural fumigation against bed bugs
- Worked with marketing and PR to develop content for YouTube and trade journals about bed bugs

**The Clorox Company**, Pleasanton, CA- Senior Technical Marketing Manager: Professional Products Division- June 2017 to July 2019
- Managed project teams of up to 6 to achieve EPA claims approval, objectives early, on budget, and submission of two patents
- Generated $5 MM incremental growth by creating compelling scientific narratives about surface disinfectants, odor remediation, and pest control
- Provided externally facing scientific authority to media for emerging technologies and claims
- Partnered with academia to validate technical reason to believe with electrostatic technology

**SC Johnson & Son, Inc.**, Racine, WI- Manager of External Scientific Affairs: Pest Control Division- July 2015 to May 2017
- Generated over $4MM in two quarters and increased market share by 4% in category by launching pest control product in one year
- Educated customers and sales about technical aspects of products in Italy, France and Germany resulting in a 32% increase in sales
- Developed portfolio roadmap leading to launch of innovative product new to category
- Created 5-year scientific vision for the Institute of Insect Science for Family Health
- Organized two scientific advisory boards: Global & Regional (India)

**Circuit City**, West Lafayette, IN- Sales Supervisor: Computers- May 2006 to August 2007
- Managed two teams of direct reports: sales (8 people) and computer services (4 people)
- Exceeded monthly revenue and margin goals for department
- Developed sales associates and increased all individual metric

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## PUBLICATIONS (selected)


AMCA. (2021). *Best Practices for Integrated Mosquito Management.* American Mosquito Control Association. Sacramento, CA. https://www.mosquito.org/general/custom.asp?page=training

Todd, D., Miller, D. & **Gordon, J.R.** (2021). Field evaluations of sulfuryl fluoride fumigation for control of common bed bugs, *Cimex lectularius* (Hemiptera: Cimicidae), using a 1.9X dosage factor in motor vehicles and filled cargo trailers. *J. Econ. Entomol.* https://doi.org/10.1093/jee/toab033

Crawley, S.E., **Gordon, J.R.**, Kowles, K.A., Potter, M.F. & Haynes, K.F. (2017). Impact of sublethal exposure to a combination insecticide containing a pyrethroid and a neonicotinoid on mating, fecundity and development in the bed bug, *Cimex lectularius* L. *PLoS One*. https://doi.org/10.1371/journal.pone.0177410

**Gordon, J.R.**, Potter, M.F. & Haynes, K.F. (2015). Insecticide resistance in the bed bug comes with a cost. *Sci Reports.* **5**: 10807; https://www.nature.com/articles/srep10807

Zhu, F., Gujar, H., **Gordon, J.R.**, Haynes, K.F., Potter, M.F. & Palli, S.R. (2013). Bed bugs evolved unique adaptive strategies to resist insecticides. *Sci Reports.* **3**:1456; https://pubmed.ncbi.nlm.nih.gov/23492626/

**Gordon, J.R**. & Ottea, J.A. (2012). Association of esterases with insecticide resistance in *Culex quinquefasciatus* (Diptera: Culicidae). *J. Econ. Entomol.* **105**: 971-978; https://doi.org/10.1603/EC11224


## ACADEMIC EXPERIENCE

**University of Kentucky**, Lexington, KY- Postdoctoral Scholar and PhD Graduate Fellow- January 2011 to June 2015

- Earned Ph.D. in Entomology specializing in evolutionary insecticide toxicology
- Developed, designed and implemented a line of research investigating insecticide resistance in the bed bug, *Cimex lectularius*
- Won first place in three national student research competitions and finished in the top three of ALL events entered
- Co-developed Pesticide Efficacy Testing Kit LightsOut™ Lab-in-a-Bag, a commercial product designed to prescribe the most effective commercial insecticide against different populations of bed bugs and other urban pests
- Co-authored 8 peer-reviewed research and trade articles and won 13 competitive awards

**Louisiana State University**, Baton Rouge, LA- M.S. Graduate Assistant- August 2008 to December 2010

- Earned M.S. in Entomology specializing in insecticide toxicology
- Developed, designed and implemented a line of research investigating insecticide resistance in the southern house mosquito, *Culex quinquefasciatus*
- Created insecticide resistance management strategy to manage esterase mediated pyrethroid resistance in field populations of mosquitoes
- Authored 3 peer-reviewed articles and presented research at six conferences in four states
- Won four competitive research and travel awards

## ADDITIONAL EXPERIENCE

**Peer reviewer** (2017 to present) *Journal of Medical Entomology*- peer review submitted manuscripts to journal

**Science Policy Fellow** (2016-2018) Entomological Society of America- Two years of training and experience communicating with legislators, government organizations and NGOs.

**Co-Editor n' Chief** (2002-2003) Kokomo High School *Red & Blue*- Co-editor n' chief of high school newspaper.

## EDUCATION

**Doctor of Philosophy** (2014) UNIVERSITY OF KENTUCKY, Entomology- Insecticide Toxicology

**Master of Science** (2010) LOUISIANA STATE UNIVERSITY, Entomology- Insecticide Toxicology

**Bachelor of Science** (2008) PURDUE UNIVERSITY, Entomology