Celebration of Life:  
Dr. Gerald Hampton,  
Professor of Marketing

Dr. Gerald Hampton, a beloved member of our Marketing Department for more than two decades, died unexpectedly last weekend. In celebration of his life, a brief summary of his accomplishments at NMSU and our collective memories of him follow.

Accomplishments at NMSU

In his 22 years at NMSU, all at the rank of Full Professor, Dr. Gerald Hampton showed exceptional commitment and personal dedication to NMSU’s mission. Although significant contributions stem from his sustained record of administrative leadership as Department Head of Marketing, his record of commitment and achievement after returning to the faculty remained meritorious.

Dr. Hampton served as Department Head of Marketing for almost 15 years. During this tenure, he pioneered the development of online courses in his department and college, revamped his department’s Ph.D. curriculum in accord with graduate school requirements and the ever-changing job market, and encouraged faculty commitment to higher standards for scholarship and instruction. He also worked closely with the Professional Golf Association Golf Management program director, Mr. Pat Gavin, to build and maintain the PGAGM’s stellar national reputation. Despite limited financial resources and an already overcommitted faculty, Dr. Hampton oversaw a doctoral program that truly prepared students for successful academic careers; the high completion rate and 100% placement history speak to the outstanding program that evolved under his leadership.

In addition to cementing the Marketing Department’s excellent national reputation, Dr. Hampton worked extensively to boost its international reputation. While Department Head, he established a study abroad program at University of Applied Science (Germany), worked as an advisor for the Marketing Department at City University of Hong Kong, and spent one semester as a visiting
As Department Head, Dr. Hampton’s exemplary leadership attracted talented colleagues who thrived at NMSU. He perpetuated a highly collegial environment that encouraged high research productivity, especially through joint projects among faculty members and doctoral students. Given the department’s success with him at the helm, the faculty, students, and staff all hoped he would continue as Department Head indefinitely.

After stepping down as Department Head, Dr. Hampton continued his already laudable teaching, research, and service. He was an active researcher who spoke frequently at scholarly meetings and wrote articles published in highly respected academic journals. Some of his articles focused on mainstream marketing topics; other articles focused on specialty areas such as professionalism and quality of life. He worked tirelessly with Ph.D. students, assisting their research and scholarly writing efforts by helping them grasp the intricacies of the research and publication process. He served as a chair or a member of several Ph.D. dissertation committees.

Students enrolled in Dr. Hampton’s undergraduate and MBA classes evaluated him favorably despite the rigorous coursework and exams. He created and applied creative pedagogical methods that enhanced learning; for example, he created materials for teaching and assessing critical thinking skills. He restructured the MBA-level marketing management class and willingly shared this new content with colleagues who requested it. Furthermore, he recognized the importance of continuous renewal and improvement of instructional techniques and inspired his colleagues to embrace and use innovative learning technologies.

Dr. Hampton’s service record was impeccable. He was an active member of the American Marketing Association and the Marketing Educators’ Association, and served on the Educational Testing Services’ national committee for the MBA field exam. He also served with distinction on Faculty Senate and worked extensively to prepare documents and procedures required for the college’s accreditation by AACSB International—The Association to Advance Collegiate Schools of Business. In this vein, he developed assessment of learning programs now critical to accrediting bodies.

Dr. Hampton was an outstanding member of our faculty. He provided invaluable service as a long-time administrator, teacher, researcher, and professional colleague. More importantly, he remained a dedicated, productive, active, motivated, and supportive member of our faculty.
Our Collective Memories

Jerry and I have been pals for well over 30 years. During that interval of time, we have spent many hours together, both in private and in public, some devoted to serious matters, and some just devoted to fun. As a result, I seem to have some insight as to his motivations and character.

This guy never used the words "I" or "me" very much. Rather, he used "you" "he," "she", and "they" extensively. This is because he has always focused more on other people than on himself.

Whenever we would go out for coffee, we would argue as to whose turn it was to buy. Jerry always insisted it was not his turn, unless I produced written evidence to the contrary.

While visiting in the office, Jerry would almost universally mention some problem or problems confronting the department, particular students, or groups of students. He would ask me for my opinion as to what we could do to overcome the problems. In essence, he was a problem solver for others, not for himself. He never gossiped. It was not Jerry's style to bring up shortcomings of others.

He had a great sense of humor. Others were always laughing at his remarks. He was especially adept at teasing colleagues (like me) on subjects such as golf swing and dress. This was, however, a gentle and well-meaning tease technique, not meant to hurt the feelings of others. If Jerry teased you, he probably liked you a lot.

Jerry was brought up in humble beginnings. He realized his considerable accomplishments through intelligence and hard work. He has always been a giver and not a taker--making sure that he did his part on everything.

He always held considerable love in his heart. His wife Dorle, sons Toby and Ollie, daughter-in-law Lauren, and granddaughter Olivia, as well as many friends, are the benefactors of this love.

Jerry is now with God almighty. Many of us hope to see him again, in God's domain.

— Robin Peterson, Robin T. Peterson Chair and Distinguished Achievement Professor of Marketing, NMSU

Jerry was the best department head a faculty member could ask for....he fought tenaciously for the best interests of his department and was a fair and compassionate leader. At the same time, his
love and pride in his family was always a part of his day to day life. I remember when calls would come in from Dorle, she was his highest priority and his words always conveyed the fact that she was his one true love. Similarly, he beamed with pride and love when he spoke of his sons, their accomplishments, and their times together as a family. My heart goes out to each of them. I was blessed to have learned so much from Jerry as a colleague and a friend. Godspeed.

— Pookie Sautter, Emeritus Professor of Marketing, NMSU

Jerry Hampton was a great Aggie, a pleasure to work with, very creative, and had a laser focus on student success. I am proud that he was a long-time friend and colleague.

— Garrey Carruthers, President, NMSU

Jerry Hampton was a great friend and colleague. He always encouraged me in whatever I was pursuing and I thoroughly enjoyed our talks about the college, his trips abroad, and all of his experiences. I always enjoyed our time golfing on Fridays and he was continually encouraging me to get back in the game. I have learned much from him, enjoyed his company, and will miss him.

— Carl Enomoto, Professor of Economics, NMSU

Jerry inspired in all of us a spirit of collegiality that is the ideal of all departments. NMSU was different because thanks to Jerry this ideal was achieved. He and Dorle were fabulous hosts of our large faculty on many occasions and reminded us that work, friendship and communion do go hand in hand and enrich our lives. They have shared their home, family, friends and hospitality with a rare generosity. Jerry welcomed so many international students into our programs and thanks to his progressiveness and global mindedness has changed the lives of so many young people, helping them find their special roles in our profession and in the world. I remember Jerry for his kind and genuine interest in our family and for sharing much about his, for his love of students, for his welcoming spirit, and for the way he vigilantly shared his views and talents toward helping others. We will, I think carry forward with us, all that he inspired.

— Kelly Tian, Professor of Marketing, University of Wyoming

It is a saddest shock to hear of Dr. Hampton’s passing. Several years ago, I had my first off-campus chats with Dr. Hampton at El
Paso Airport as my family and I were traveling out and he was there to pick up his child for a visit. He was very friendly and warm as a senior colleague. He shared with me about his international travels and how he enjoyed foreign food and cultures, and meanwhile encouraged me, a junior faculty then, to constantly explore to enrich and enjoy my (career) life. He will be missed greatly…

— Winnie Lee, Associate Professor of Economics, NMSU

Although it has been about 15 years, it seems like yesterday when Jerry gave me a pep talk about the joys of being a department head. He talked to me about both the pluses and minuses of the job, but most of all he gave me the courage to take on this difficult position. I lasted about eight years as department head. These were very good years for me and I hope my department felt similarly. Jerry and I often commiserated with each other and formed a tight bond when defending the responsibilities of our faculty in the two departments that offered a Ph.D. program. While it wasn’t exactly like defending the Alamo, we continually watched the political winds in the college to ensure the survivability of our respective programs.

Over the years, we served together under several deans along with several different department heads. In general, it was a good time for those of us serving in an administrative position in the college. However, as any department head will tell you, the seemingly endless college executive committee meetings took their toll on almost everyone. During these meetings, we discussed critical, but often very dull matters such as ‘articulation’. Don’t even ask me what it means. However, I knew that Jerry always would provide the spark to get things going in these meetings. He prided himself in thinking ‘outside the box’. Sometimes his voice was entertaining, sometimes frustrating, sometimes intellectually stimulating, but never dull. Jerry often collided with central administration over rules, procedures, faculty responsibilities, and faculty pay for duties beyond what is normally expected, such as teaching summer school. We laughed a good deal when he would ‘go to bat’ for faculty knowing that his chances of success were minimal.

Both of us eventually resigned as department head and resumed our faculty duties. We remained good friends. He always greeted me with a huge smile, asked how it was going, and then we would commence with a discussion of politics, travel, you name it. He was a terrific colleague and even better friend. I will greatly miss him.

— Peter Dorfman, Professor Emeritus of Management, NMSU
When Dr. Hampton selected me in 1996 as the very first Marketing Ph.D. student from Mainland China in the history of the College of Business, my life was forever changed. From the very beginning, Jerry was constantly supportive and successfully guided me—as a friend and mentor—through my doctoral program and during the early stages of my career. He was very thoughtful and kind to me throughout my studies at NMSU as a foreign student. I know I’ll never forget the warm and welcoming smile on his face each time I met him.

I was very fortunate to have the opportunity to take Dr. Hampton’s Global Marketing course and was so impressed by his intellect and knowledge on international business. He was not only a ‘Renaissance’ scholar, but an ‘Enlightenment’ thinker. Jerry transferred his teaching experience to me by sharing his interesting, well-written lecture notes with me. He also served as an external academic advisor for my current Department from 2007 to 2013. His insightful advice and suggestions have enabled my Department to achieve high program standards and maintain excellent quality. I am forever grateful to Dr. Hampton and deeply mourn his passing.

— Zhilin Yang, Professor of Marketing, City University of Hong Kong (NMSU Ph.D.)

I met Jerry nearly 12 years ago as a student taking his graduate marketing management course. Ironically, today I’m teaching this same class at my university. Perhaps coincidence, but meeting Jerry has affected my career choice.

As a student I wanted to do things right and never shied away from asking questions. And so, I ended up in Jerry’s office. Everyone who knows Jerry has heard the stories about Germany and Bad Birnbach. I’ve never been to Bad Birnbach, but I grew up in Germany and so we started talking. Our conversations became more frequent and I learned his wife, Dorle, also grew up in Germany. I learned he was in the Air Force. I was in the Air Force. I think we connected.

One thing led to another and I became Jerry’s half-time research assistant. He explained he wanted to study what market orientation means to professionals such as university professors. We sent out surveys to 692 faculty members on campus over a period of six months. I remember folding and stapling them in his office, even on weekends.

I liked what we did, but had little clue about the meaning of all the numbers, so I asked questions. Asking questions became a routine
and one day Jerry suggested I might like the Ph.D. program. I didn’t have the most glamorous standardized test score for a Ph.D. program, but Jerry sensed I would do well. The program became the best stressful four years of my life; and he was right, I liked it. The information we collected from 692 faculty members became part of my first publication and kicked off my academic career. We published more papers, with one remaining in the pipeline.

I can’t help thinking Jerry had a long term plan for me. His ability to see the potential in people beyond test scores, his commitment to tasks, giving directions, mentoring, and nurturing friendships make him a role model—a person I aspire to become. I’m glad I had the opportunity to thank him for his mentorship and support when I recently was promoted and tenured at my university. I’m proud to say I’m walking in Jerry’s footsteps.

— Marco Wolf, Assistant Professor of Marketing, University of Southern Mississippi (NMSU Ph.D.)

Jerry took time to know his coworkers. I simply enjoyed and appreciated when Jerry would take the time to come visit with me in my office. He would talk about his travels around the world...observations of people, culture, and food. He had lots of adventures to share! He also would share what was happening with his boys. He was an incredibly proud father and grandfather!

I also enjoyed golfing with Jerry. You learn a lot about someone from golfing! I appreciated that Dorle would frequently accompany Jerry on the course. It was obvious that Jerry was a devoted husband who enjoyed spending time with his wife.

— Collin R. Payne, Associate Professor of Marketing, NMSU

All of us who have gone through a doctoral degree know the decision to enter a Ph.D. program should not be taken lightly. Part of one’s success is a mixture of intellect, perseverance, and some amount of luck. To a greater or lesser extent, the luck part of the equation depends on the faculty that a student works with. Jerry was a great Department Head, and even more important a great friend. He truly cared about the state of not only the Department, but the college and university as a whole. He went out of his way to personally confront any issues and make the best professional decision. I went on several trips with Jerry and enjoyed getting to know him as a person. Great person, and will be missed!

— Pat Gavin, Department Head of Marketing, NMSU
When I began researching marketing doctoral programs, my friend and colleague Darrell Goudge recommended New Mexico State University, which was his alma mater. Darrell told me about the faculty at NMSU and he mentioned Jerry specifically. Jerry had been department head when Darrell had attended and he told me how helpful Jerry had been. Jerry had even volunteered to sit in on Darrell’s committee defense at the last minute because one of his committee members was unable to attend.

Before I applied for admission, I decided to visit the campus and faculty to ensure NMSU would be a good fit for me. When I met with Jerry, he was as kind and generous as Darrell had promised. I thought he would meet with me for just a few minutes. Instead, he took two hours out of his day to ask me about my interests and suggest areas within the discipline that would be beneficial to my course of study. This meeting involved a fascinating discussion about not only marketing, but theory development and the breadth and impact of marketing on society. Since I had come from a liberal arts and legal background, Jerry helped me think about how I could use those experiences in my studies.

After I was admitted, I worked as Jerry’s graduate assistant for one semester. My assignment with him was a very enjoyable one. He was always willing to discuss research and help me develop ideas. Jerry’s compassion and dedication to NMSU’s marketing doctoral students will certainly be missed. I know I am better for having known him.

— Grant Aguirre, Assistant Professor of Marketing, University of Central Oklahoma (NMSU Ph.D.)

Sometimes things happen that we simply don’t understand. This is such an event. While Jerry and I agreed about very little politically, we could discuss politics and disagree without being disagreeable. Jerry had an encyclopedic knowledge of wines and his recommendations were always impeccable.

Although he liked to play a curmudgeon, Jerry was committed to higher education generally and the New Mexico State University College of Business Administration particularly. Although I am now in Cincinnati, I’ll miss him.

— Dennis Clason, University of Cincinnati (previously NMSU)

Dr. Hampton had an impact on all of us here in the Marketing Department, as well as throughout the College of Business. He will
always be remembered for wanting to keep the Marketing faculty and staff united. We will greatly miss him, but he certainly has left wonderful memories of his professionalism, as well as his humble and positive attitude in all he did.

This is a very sad time for me as Dr. Hampton was a wonderful boss, very nice, kind, caring, considerate and sometimes funny. His memories will always be cherished. I cannot say enough to show my gratitude and appreciation to him for his kindness and understanding.

My sincere condolences to Dorle, Tobias and Oliver.

— Virginia Espinoza (Administrative Assistant, Department of Marketing, NMSU) and Family

It has been a pleasure to know Jerry and to become acquainted with his family during his time at NMSU. As a department head, he regularly reminded other administrators in the college of the coming changes in higher education, especially those relating to technology, and he was supportive of the university’s effort to offer online degree completion programs to those not able to attend classes on the campus. As a faculty member, he made substantial contributions to the MBA program at Sandia National Lab as well as to the advancement of the doctoral program in Marketing. His dedication to his family, his department and his students was always clear.

— Kathy Brook, Associate Dean, NMSU

I got to know Dr. Hampton even before I moved from South Carolina to Las Cruces in 2009. I still remember clearly when I called him in March 2009 for a prospective study agenda. We exchanged a lot on globalization and international politics and their interactions with marketing. I was surprised by his profound knowledge in marketing and other business fields. After I came to NMSU to pursue my Ph.D. degree in marketing, we had more time to discuss a wide array of topics that interested both of us, ranging from economic development to American immigration policies to the international human rights movement to particular branding strategies in international markets.

Dr. Hampton was my dissertation chair and he directed me to complete my dissertation in 2013. He was always so nice and erudite when answering my questions. The help I got from him was great. What I learned from him includes more than knowledge and
research methods in the field of marketing; it also includes the way to look at the real world incisively.

I lost an excellent mentor as well as a close friend. May his soul rest in peace in heaven!

— Tony Yan, Assistant Professor of Marketing, College of St. Benedict and St. John’s University (NMSU Ph.D.)

Jerry Hampton was one of the best professors that I had during my time as a student. Because of his guidance and support, I decided to pursue a Ph.D. in Marketing at NMSU. He was not only a great teacher, but a wonderful mentor. Unlike most professors, he was approachable at all times and always willing to help. I felt very close to him and considered him to be a good friend. In academia, I have yet to meet anyone who comes close to Jerry Hampton when it comes to personality and collegiality. Higher education will surely miss this man!

— Andy Stratemeyer, Associate Professor of Marketing, California State University at Fresno (NMSU Ph.D.)

In life, there are many people along the way who influence our potential; these people are genuine, supportive, challenging, and inspiring. To me, Dr. Hampton exemplified these traits on a continuous basis. I remember walking into his office to talk about the prospects of pursuing my Ph.D. at NMSU. I remember how at ease he made me feel. As the interview concluded I told him that I would not let down him or the Department down if I was accepted into the program; he calmly replied, "I know." He showed belief in me that day and throughout the program, for which I am forever grateful. I too enjoyed my time with Dr. Hampton on the golf course. He was so quick to drop a ball from his pocket after errant shots that I'm pretty sure he never lost a ball. From one left hander to another, thank you for everything. You will truly be missed.

— Jeremy Sierra, Associate Professor of Marketing, Texas State University (NMSU Ph.D.)

An excellent judge of character, Jerry was the perfect recruiter for our Marketing Department. He sized me up immediately. When I first visited Las Cruces. Jerry put me up at Maison de Mesilla (a local bed and breakfast) rather than the Hilton. After a Saturday morning breakfast of beef and green chili burritos from Roberto’s (a local restaurant known for such fare), we headed off to White Sands National Monument for several hours of chatting and enjoying the view. He knew—no doubt based on a then-recent semester spent
in Belgium—to ply me with Fosters beer at El Patio (a colorful bar in Mesilla) several times during my visit. Clearly, his recruiting strategy worked on me.

Many people believe they learn important things about others when playing golf with them. I believe the same is true about leisurely coffee breaks. My most memorable times with Jerry were those all-too-few occasions we sat and drank coffee with colleagues. Like many of us, I love humanity in the abstract but am sometimes disappointed by the human beings I encounter. Those occasions drinking coffee with Jerry showed he always accepted the people he encountered despite their foibles. I hope to achieve this rare quality someday.

Jerry was a great department head and colleague. Although occasionally cynical about political institutions, he never was cynical about his faculty, staff, or doctoral students. He brought out the best in us largely because he trusted us. In that way, Jerry may have been the most optimistic person I’ve known. Despite years spent in the administrative trenches of academia, Jerry was one of the kindest people I ever met. We’re all poorer for his passing.

— Mike Hyman, Distinguished Achievement Professor of Marketing, NMSU
Dr. Gerald “Jerry” Marshall Hampton passed away on Friday, Aug. 8, 2014, at the age 74 while vacationing in Sedona, Arizona. Jerry was born on Jan. 11, 1940 in Swansea, South Carolina, son of Geraldine and Avery Hampton, brother to Fran and raised by his beloved grandmother, Dora Redmond. Jerry attended Riverside Military Academy boarding school in Gainesville, Georgia, and went on to the University of Washington in Seattle, where he trained in ROTC and received his bachelor’s in business. Jerry joined the U.S. Air Force after graduation and served as a Minuteman Missile Launch Officer from May 1963 through August 1969. While serving on the Ellsworth Air Force base in South Dakota, Jerry met Dorle, who was visiting her sister, Margret, and brother-in-law Dr. Charles Snyder. After a short courtship, Jerry and Dorle married on Dec. 27, 1964. In 1967, while in the Air Force, Jerry received his MBA from Ohio State University's Max M. Fisher College of Business and celebrated the birth of his first child, Tobias Kai Hampton. Jerry left the Air Force to pursue an academic career, returning to the University of Washington in Seattle and ultimately received his marketing Ph.D. in 1973. Jerry's first teaching position was at Lewis and Clark College in Portland, Oregon, where he welcomed his second son, Oliver Alexander Hampton. Jerry went on to teach at Seattle University from 1976 to 1986, San Francisco State University from 1986 to 1992, and New Mexico State University from 1992 through 2014. Jerry enjoyed playing golf with his friends and family, traveling the world, and having heated political debate. He is survived by his wife, Dorle, sons Tobias and Oliver, daughter-in-law Dr. Lauren Lucille Brusco, and grand-daughter Olivia Carmen Hampton.