

Debbie Treise, University of Florida

Debbie Treise is a Professor of Advertising, and served as Senior Associate Dean of Graduate Studies and Research in the College of Journalism and Communications at the University of Florida for 16 years. She returned to the Advertising faculty in fall of 2019. She also serves as track chair for the Health and Science Communication master's program at UF. Debbie received her Ph.D. from the University of Tennessee and has 15 years of experience in the advertising industry in creative. She is a past president of the American Academy of Advertising and was elected as secretary of AAA twice.

Debbie maintains an active research agenda that centers on the intersection of health and science communication and consumer behavior, and has received numerous awards for her research including a UF Research Faculty Fellowship, NASA Fellowship and the Flanagan Professorship in the College. She has published in the Journal of Advertising, Journalism and Mass Communication Educator, Health Communication, Journal of the National Medical Association, Public Understanding of Science, Science Communication to name a few.

She has received more than \$1.2 million in grants from NASA and was chosen as UF's Outstanding Doctoral Mentor in 2020.

Debbie hails from Buffalo, NY and has two sons. In a former life Debbie developed, owned and promoted her own business in Houston, and took it from 2 employees to 136 employees in 3 years.

On weekends, in her spare time, Debbie is a flight instructor.