Jordan Etkin is an Assistant Professor of Marketing at Duke University’s Fuqua School of Business. Jordan’s research centers on consumer motivation, variety, time, and the intersections between them. Her work has appeared in top consumer behavior research outlets, including the *Journal of Consumer Research* and the *Journal of Marketing Research*, as well as popular media outlets, such as the *New York Times*, the *Atlantic*, and the *Huffington Post*. Jordan received her Ph.D. in Marketing from the University of Maryland. She teaches Marketing Intelligence to Masters of Management Studies and MBA students at Fuqua.