

# Erika Heeren-Moon (Erika Heeren)

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## Education

**PH.D. STUDENT | INCOMING AUGUST 2024 (DEFERRED TO COMPLETE 1L) | SCHOOL OF PUBLIC & INTERNATIONAL AFFAIRS: VIRGINIA TECH**

**LAW STUDENT (1L) | RUTGERS UNIVERSITY SCHOOL OF LAW - NEWARK**

**M.A. | MAY 2023 | COMMUNICATION, CULTURE & TECHNOLOGY - GEORGETOWN UNIVERSITY**

Apprenticeship in Teaching Certificate

GPA: 4.0

### Master's Thesis:

Title: *Tech Talent and U.S. Competition Policy: An Analysis of Big Tech Hiring Practices in the Virtual Reality Sector*. The thesis explores the intersection of entrepreneurial motivation and Big Tech hiring trends in the context of competition. Thesis Advisor: Dr. Diana Owen, Graduate School of Arts and Sciences (CCT), Georgetown University.

**B.S. | MAY 2017 | COLORADO STATE UNIVERSITY – GLOBAL CAMPUS**

Major: Communications

Double Minor: Public Administration & Small Business and Entrepreneurship

Major GPA: 4.0/Graduated Summa Cum Laude

## Distinctions

Master's Thesis Passed with Distinction.

## Research Interests

Technology competition law and policy, development and distribution of technologies critical for equitable Internet access, privatization of U.S. federal technology services, organizational socialization of technology systems in the U.S. federal sector, cybersecurity in the U.S. federal sector.

## Publications & Presentations

Heeren-Moon, E. (2023). Risk, reputation, and responsibility: Cybersecurity and centralized Data in United States civilian federal agencies. *Telecommunications Policy*.

<https://doi.org/10.1016/j.telpol.2023.102502>.

Hassan, Z., Heeren-Moon, E., Sabzehali, J., Shah, V., Dietrich, C., Reed, J. Burger, E.W. (2023). Spectrum Sharing of the 12 GHz Band with Two-way Terrestrial 5G Mobile Services: Motivations, Challenges, and Opportunities. *IEEE Communications Magazine*.

<https://doi.org/10.1109/MCOM.007.2200699>.

Heeren-Moon, E., Burger, E., Dillon-Merrill, R. (2023). *Calculating Return on Investment in a Department of Defense Context* [Paper presentation]. 20<sup>th</sup> Annual Acquisition Research Symposium, Naval Postgraduate School. Monterey, CA.

Heeren-Moon, E. (2023). Heeren-Moon on Ezrachi & Stucke, "How Big-Tech Barons Smash Innovation – and How to Strike Back." *Gnovis Journal Vol. 23*. pp 141-143. <https://doi.org/10.57928/5g71-x570>.

## **Research Experience**

### **PUBLIC POLICY GRADUATE RESEARCH INTERN | VIRGINIA TECH | JULY 2022 TO CURRENT**

Research support for the Commonwealth Cyber Initiative (CCI) supporting Dr. Eric Burger. Responsibilities include policy research, manuscript writing, literature reviews, data analysis, data mapping, copy-editing, presenting research and other related tasks.

### **GRADUATE RESEARCH ASSISTANT | GEORGETOWN UNIVERSITY | SEPT 2021 TO JULY 2022**

Research support for the Communications Security Lab supporting Dr. Eric Burger. Responsibilities include literature reviews, organizing and conducting interviews, data analysis, report writing, copy-editing, presenting research and other related tasks.

## **Academic Experience**

### **MANAGING EDITOR | GNOVIS ACADEMIC JOURNAL | AUGUST 2021 TO MAY 2023**

Editorial support for the student-led, peer-reviewed academic journal of the Communication, Culture, and Technology (CCT) program at the Georgetown University Graduate School of Arts and Sciences. Also served as event management lead and host for 2022 and 2023 Journal Colloquiums.

## **Professional Awards**

2019 Women in Content Marketing Awards – Mentor Category Winner

2019 Women of the Year Honoree – Idaho Business Review

2017 First Place: News Release Division, Best of 2016 – Idaho Press Awards

## **Professional Experience**

Founder & Author | The First Dollar Feeling Project | Nov 2020 to Current

Founder & President | The Small Business Marketing Studio | Sept 2015 to August 2021

Communications Consultant | CRI Advantage, Inc. | May 2014 to March 2021

Studio Manager | Buzzbizz Studios | August 2012 to March 2014

Graphic Designer & Features Reporter | Wick Communications | April 2010 to August 2012

Marketing Consultant & I.T. Director | Spirit of Alaska Broadcasting | June 2008 to Sept 2009

Marketing Coordinator | Armed Services YMCA of Alaska | January 2007 to June 2008

Recreation Coordinator & Public Relations Assistant | City of Allen, Texas | May 2005 to July 2007

## **Volunteer Experience**

President | American Marketing Association – New Jersey Chapter | Aug 2020 to Current (VP, Communications from 2020 – 2023, President-Elect 7/2022 – 6/2023, President 7/2023-6/2024)

Business Mentor: Marketing & Communications | Syracuse University: Institute for Veterans and Military Families | 2017 to 2019

Curriculum Designer, Instructor, and Instructor Trainer: Digital Marketing | Treasure Valley S.C.O.R.E./Small Business Administration | 2015 to 2019

## **Memberships**

American Marketing Association

Institute of Electrical and Electronic Engineers

American Bar Association