

**Wendy Wood** is Provost Professor of Psychology and Business at the University of Southern California. She received her B.S. from the University of Illinois and her M.A. and Ph.D. (in 1980) in psychology from the University of Massachusetts. Dr. Wood is a social psychologist, and her research addresses the ways that habits guide behavior-and why they are so difficult to break, as well as evolutionary models of gender differences in behavior.

From 1982 until 2003, Wood was at Texas A&M University, where she was the Ella C. McFadden Professor of Liberal Arts. At Texas A&M, she also served as the Associate Vice President for Research and the Director of the Women's Faculty Mentoring Program. She received a teaching award from the undergraduate honors program and a distinguished faculty research award. In 2004, she moved to Duke University as James B. Duke Professor of Psychology and Neuroscience and Professor of Marketing. At Duke, Dr. Wood served as Co-Director of the Social Science Research Institute. While Co-Director, she also helped to found the National Consortium of Interdisciplinary Social Science Institutes.

Dr. Wood is a Fellow of the American Psychological Association (Division 8), the American Psychological Society, the Society for Experimental Social Psychology, and founding member of the Society for Research Synthesis Methodology. She has served as Associate Editor of Psychological Review, Associate Editor of the Journal of Personality and Social Psychology, Personality and Social Psychology Bulletin, and Personality and Social Psychology Review. Her research has been funded by the National Science Foundation, the National Institute of Mental Health, the Rockefeller Foundation, and the Radcliffe Institute of Advanced Study.

Wendy Wood  
Provost Professor of Psychology and Business  
University of Southern California  
Los Angeles, CA 90089