



Exponent[®]
Engineering & Scientific Consulting

Maria Cotter, Ph.D.

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Professional Profile

Dr. Cotter is a sensory scientist with a background in leveraging consumer responses to aid in product development decisions. She possesses expertise in applying mixed-method approaches to answer difficult questions; including classic explicit testing methods (e.g. surveys, descriptive analysis) and novel implicit technologies (e.g. biometric signal capture).

Dr. Cotter received her Ph.D. in Food Science and Technology from The Ohio State University with focus in sensory science. Her graduate research examined consumer decision making and engagement with products and services when faced with controlled biases. Her research also focused on identifying the advantages and detriments of the combined use of implicit and explicit measurement methods to provide actionable guidance to product developers. Dr. Cotter has performed studies investigating aroma perception, tactile acuity, luxury services, consumer engagement, and augmented and virtual reality.

Academic Credentials & Professional Honors

Ph.D., Food Science and Technology, The Ohio State University, 2021

B.S., Food Science, Michigan State University, 2017

Phi Tau Sigma - The honor society of food science and technology

Prior Experience

Graduate Research Associate, The Ohio State University, 2017-2021

Professional Affiliations

Society of Sensory Science Professionals (SSP)

Institute of Food Technologists (IFT)

Publications

Cotter, M.T., Whitecotton, M., Peterson, D.G., & Simons, C.T. (2022). The impact of applied labeling context on consumer acceptance of differently valenced products. *Food Quality and Preference*, 97, 104491.

Cotter, M.T., Peterson, D.G., & Simons, C.T. (2022). The impact of multi-session testing on panelist

engagement measured by the engagement Questionnaire (EQ). Food Quality and Preference, 96, 104412.

Barry, J., Bielaczyc, N., Heisler, D., Henne, R., Hembroff, L., Raven, M.R., Reed, K., Cotter, M.T., & Howell, K. (2018). Michigan Livestock Producer Capacity Assessment Final Report. Michigan State University Center for Regional Food Systems.

Presentations

Cotter, M., Hannum, M., & Simons, C.T. It's Plane to See – Understanding panelist implicit reactions during an in-flight immersion. Oral presentation, 6th SSP Consumer Behavior Scientific Session, Virtual, 2020.

Cotter, M. & Simons, C.T. The impact of applied context on taint detection of chocolate milk measured with implicit and explicit methods. Oral presentation, IFT Sensory & Consumer Sciences Pangborn, Virtual, 2020.

Bodner, R., Whitecotton, M., Cotter, M. & Simons, C.T. Use of Eye-Tracking Technology as Potential Confirmation for Hedonic Ratings of Positivity and Negativity Biases in Consumer Sensory Evaluation. Poster presentation, Ohio Valley IFT FoodSURE Research Forum, Columbus, OH, 2019.