

Tamara Melinda Mitchell Masters

May 31, 1959 ~ March 27, 2025

Tamara was a wonderful friend, colleague, and co-author. I met her when she joined the Marketing PhD program, and I was a rookie faculty member. We started our journeys around the same time, and working with her on multiple research projects made that journey not just productive, but also enjoyable. I'm heartbroken to hear about her passing. She brought so much more than just intelligence and curiosity to her work—she brought warmth, kindness, generosity, and a genuine sense of collaboration. Working with her was fun. She would always bring innovative solutions to the research projects. She was always an amazing instructor. She loved teaching and her students loved the courses she offered. My heartfelt condolences to Mike, Danny, Matt, Mckenzie, Hope and her family. Tamara will be truly missed.

- Arul Mishra

I am deeply saddened to hear about the passing of Tamara. I first met Tamara in 2014 when I was a doctoral student at the University of Utah, and even though she was already a professor at BYU at the time, she made a lasting impact on me. She had an incredible way of understanding exactly what a PhD student goes through—the doubts, the struggles, and the excitement of discovery. She was never too busy to offer a kind word, share her wisdom, or simply sit down for lunch or coffee and make you feel seen and supported. Over the years, our relationship grew from mentor and friend to co-authors, and I was always in awe of her intellect, creativity, and the meticulous way she designed her experimental studies. She had a unique ability to ask the kind of research questions that made you rethink everything, and her work was always a testament to her brilliance. Beyond academia, Tamara was simply a wonderful human being—kind, generous, and full of warmth. She made people feel valued, and her presence had a way of making any room brighter. Her loss is deeply felt, and my heart goes out to her family, friends, colleagues, and all those fortunate enough to have known her. She will be deeply missed, but her impact—both as a scholar and as a person—will live on.

- Shelly Rathee

I met Tamara when she was a PhD student and presented her dissertation. I was impressed by the lengths she went to unobtrusively manipulating how much people consumed in a bite by swapping out silverware in a

restaurant. Going to those lengths, demonstrated her thoughtfulness and determination. Where I got to know her better over the years, was at the JDM Winter Symposium taking place annually in Snowbird. Tamara was the heart of that conference. She was excited to learn what others had to share in terms of research, but she also deeply cared about them having a good time in the outdoors, organizing snow showing adventures for the visitors. I will always remember this last January at the conference when we discussed the very cute and colorful new Hershey's backpack she was sporting, that she wore, despite her clear illness, with unwavering positive spirits. I will miss her physical presence but her spirit will be with me when returning to the mountains.

- Kristin Diehl

At family Christmas parties, where everyone was encouraged to share a talent, Tammy and my other sister-in-law Nancy let me join them in singing harmony on various songs over the years, despite how easily I could go off-key. Tammy was such a talented musician! She seemed to do everything exceptionally well and with a fun and generous spirit. I can’t imagine a world without her in it, but one consolation is that she and Mike raised four wonderful children to carry on her legacy.

- Delores Peterson

Sending my deepest condolences. Tamara was such a kind, caring, positive person - she lit up every room with her smile and will be deeply missed.

- Andrea Morales

Dear Mike and Family, We were deeply saddened to hear about Tamara's passing. She was an extraordinary person who left an incredible mark on all of us at BYU. As a marketing faculty member, she not only excelled in her field but also touched so many lives through her kindness, wisdom, and passion for teaching. Tamara was more than a colleague; she was a true friend to all who had the privilege of working with her. Her positivity, dedication, and ability to inspire others made a lasting impact on everyone around her. The example she set, both personally and professionally, will continue to resonate with us. Please know that our thoughts are with you and your family during this difficult time. Tamara will always be remembered for the amazing person she was, and her legacy will live on in the many lives she touched. With deepest sympathy, BYU Marketing & Supply Chain Department

- BYU Marketing Department

One of the traits I admire most about Tamara was her caring nature. I always looked forward to seeing her (and Mike) at our annual conference in Snowbird, where I could be sure that she would greet me with a smile and ask about my family and my work. One year, we exchanged emails around Thanksgiving when she could have complained about the extra work that inevitably accompanies hosting a large dinner, but instead she made the inspiring comment: "I get to host Thanksgiving at my house each year and love the smells and double table of family. It is one of my favorite holidays for the good feelings it brings." Her optimism and enthusiasm for life, family, and research were contagious, and she will be missed! Your family is in our thoughts and prayers.

- Aaron Brough

We worked together at FHP and became fast friends. I loved Tamara and treasured her friendship! I was surprised when I saw the obituary. I didn’t know she had been sick. She leaves behind a beautiful family.

- Beverly Hunter Stevens