

VERONICA L. FLORES

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ACADEMIC POSITIONS

2026 - Present	Associate Professor of Psychology and Neuroscience , Furman University
2019 - 2026	Assistant Professor of Psychology , Furman University
2017 - 2018	Adjunct Faculty , Lasell College

EDUCATION

2019	Ph.D. in Psychology, Brandeis University <i>Program in Cognitive Neuroscience and Brain, Body, and Behavior Biomedical Training Track</i> <i>Dissertation: An Experienced Palate is a Smart One: Investigating the Behavioral and Neural Impact of Incidental Taste Experience on Future Taste Learning in Female Long Evans Rats.</i> <i>Committee:</i> Donald B. Katz (advisor and chair), Robert Sekuler, Leslie C. Griffith, Shantanu Jadhav
2013	M.S. in Neuroscience, Brandeis University <i>Mentor:</i> Donald B. Katz
2009	B.S. in Psychology, University of California, San Diego <i>Concentration in Neuroscience and Behavior</i>

AWARDS, HONORS, AND FELLOWSHIPS

2024	Alester G. Furman Jr. and Janie Earle Furman Award for Meritorious Advising
2024	International Symposium for Taste and Odor Junior Faculty Travel Fellowship
2022	Association for Chemoreception Sciences, Polack Young Investigator Award Nominee
2019	Graduate Student Marshall Award for Doctoral Students, Brandeis University
2017	Verna Regan Teaching Award in Psychology for Undergraduate Teaching.
2017 & 2022	Association for Chemoreception Sciences Diversity Fellowship Travel Award
2016	Brandeis University Prize Instructorship Award
2015	Society for the Advancement of Chicanos and Native Americans in STEM Travel Award
2014	Neuroscience Scholars Program, Associate Fellow, Society for Neuroscience

2012 – 2016 Brain, Body and Behavior Trainee Grant Fellow (*NIGMS, T32 GM084907*,
Brandeis University

OTHER RESEARCH EXPERIENCE

2024 **Visiting Scientist**, Brandeis University

2009 - 2012 **Research Assistant**, Joslin Diabetes Center, Harvard Medical School
Affiliate
Principal Investigator: Gail Musen

PEER-REVIEWED PUBLICATIONS

(* undergraduate students)

1. Tanner B* Reifsnyder K*, Gemmell H*, Headley K*, Maier JX and **Flores VL (2026)**. Benign Taste Exposure During Different Developmental Phases Impacts Aversion Learning in Adult Rats. Behavioral Neuroscience.
2. **Flores VL**, Tanner B *, Lin JY, & Katz DB. (2022). *Cortical Taste Processing Evolves Through Benign Taste Exposures*. Behavioral Neuroscience. PMID: 35049318.
3. **Flores VL**, Parmet T *, Mukherjee N, Nelson S, Katz DB & Levitan D. (2018). *The role of the gustatory cortex in incidental experience-evoked enhancement of later taste learning*. Learning & Memory. 25(11):587-600 PMID: 30322892.
4. **Flores VL**, Moran A, Bernstein M *, Katz DB (2016). *Preexposure to salty and sour taste enhances conditioned taste aversion to novel sucrose*. Learning & Memory. 23(5):221-8 PMID: 27084929.
5. Bolo NR, Musen G, Simonson DC, Nickerson LD, **Flores VL**, Siracusa T, Hager B, Lyoo IK, Renshaw PF, Jacobson AM. (2015). *Functional Connectivity of Insula, Basal Ganglia, and Prefrontal Executive Control Networks during Hypoglycemia Type 1 Diabetes*. Journal of Neuroscience. 35, 11012-110123. PMCID: PMC4524972.
6. Marder TJ & **Flores VL (equal contribution)**, Bolo NR, Hoogenboom WS, Simonson DC, Jacobson AM, Foote SE, Shenton ME, Sperling RA, Musen G. (2014). *Task-induced brain activity patterns in type 2 diabetes: a potential biomarker for cognitive decline*. Diabetes. 63, 3112-3119. PMCID: 4141362. (Equal Contribution).
7. Hoogenboom WS, Marder TJ, **Flores VL**, Huisman S, Eaton HP, Schneiderman JS, Bolo NR, Simonson DC, Jacobson AM, Kubicki M, Shenton ME, Musen G (2014). *Cerebral white matter integrity and resting-state functional connectivity in middle-aged patients with type 2 diabetes*. Diabetes. 63, 728-738. PMCID: 3900542.

8. Musen G, Jacobson AM, Bolo NR, Simonson DC, Shenton ME, McCartney RL, Flores VL, Hoogenboom WS. (2012). *Resting-state brain functional connectivity is altered in type 2 diabetes*. Diabetes. 61, 2375-2379. PMCID: 3425418
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RESEARCH FUNDING

2025	Furman University Ligler Cross-Disciplinary Science Research Award (\$10,000) <i>Project: Investigating the Effects of Maternal Consumption of Fat and Sugar on Offspring Taste, Feeding Behavior and Neurotransmitter Levels in Sprague-Dawley Rats.</i> <i>Role: Co-Investigator</i>
2024-2025	NIH, IDeA South Carolina INBRE Developmental Research Project Program Award (\$72,000) <i>Project: The impact of innocuous taste experience on taste generalization, discrimination, and cortical plasticity.</i> <i>Role: Principal Investigator</i>
2022-2024	NIH, IDeA South Carolina INBRE Developmental Research Project Program Award (\$142,000) <i>Project: The impact of innocuous taste experience on long-term taste learning and memory persistence.</i> <i>Role: Principal Investigator</i>
2022	Furman University Research and Professional Growth Grant (\$2,000) <i>Role: Principal Investigator</i>
2021 - 2022	NIGMS, IDeA South Carolina INBRE Faculty Fellow Research Award (\$20,000) <i>Role: Principal Investigator</i>
2017 - 2019	NIH F31 - Pre-doctoral Ruth L. Kirschstein National Research Service Award. (\$63,000) <i>Project: The experienced palette is a smart one: Investigating the role of taste specific brain regions in the impact of experience on taste learning</i> <i>Role: Principal Investigator</i>

INVITED TALKS AND CHAIRED SYMPOSIA

- 2025** **SACNAS Professional Development Symposium**
Title: Passion for Teaching: The Journey to Becoming Faculty at a Primarily Undergraduate Institution (PUI).
Role: Panelist
- 2024** **European Chemoreception Research Organization, Early development of the chemosensory brain symposium**
Title: The Impact of Developmental Taste Experience on Rodent Taste Learning and Processing.
Role: Symposium Speaker and Co-Chair
- 2023** **The University of Tennessee Health Science Center Neuroscience Institute Colloquium Series**
Title: The Impact of Incidental Taste learning on Future Taste Learning and Cortical Taste Processing
Role: Invited Speaker
- 2023** **The Association for Chemosensory Sciences, Learning and Memory in the Chemical Senses Symposium**
Title: The impact of incidental taste learning on future taste learning and cortical taste processing.
Role: Invited Speaker
- 2021** **Bowdoin College, Honors College Colloquium**
Role: Invited Speaker
- 2020** **Boston University Atypical Paths in Sciences Workshop**
Role: Panelist
- 2020** **Brandeis University Alumni Careers in STEM Workshop**
Role: Panelist
- 2017** **Stonehill College Neuroscience Colloquium**
Role: Invited Speaker
- 2017** **Society for the Advancement of Chicanos and Native Americans in STEM, Neuroscience Graduate Student Symposium**
Role: Invited Speaker
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UNDERGRADUATE MENTORSHIP AND ADVISING EXPERIENCE

- 2025 – Present** **NSF STEM Scholars, Neuroscience Advisor**

2021 – 2024	Hearst Scholar Faculty Mentor , Furman University
2020 – Present	Academic Advisor for Psychology and Neuroscience , Furman University
2014 - 2018	POSSE STEM Mentor , POSSE Foundation, Brandeis University

Psychology Undergraduate Thesis Projects Mentored

2026	<i>William McCormick</i> , The Impact of Taste Hedonics on Taste Experience-Dependent Learning
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Neuroscience Undergraduate Thesis Projects Mentored

2026	<i>Kadence Alexander</i> , The Impact of Innocuous Taste Experience on Long Term Taste Learning and Memory Persistence
	<i>Marie Yarbrough</i> , The Effect of Innocuous Taste Experience on Basolateral Amygdala Activity
	<i>Callia Peart</i> , Innocuous Taste Exposure and the Behavior of Latent Enhancement
2025	<i>Katherine Headley</i> , The Impact of Maternal High Fat Diet on Offspring Taste Processing
	<i>Elsa Shaikh</i> , Rodent Diet in Early Developmental Stages' Impact on Offspring Taste Response in Gustatory Cortex
	<i>Dallas Shuman</i> , The Impact of Innocuous Taste Experience on Long-term Taste Learning and Memory
	<i>Jackson Chew</i> , Aversion learning-related c-FOS expression in the basolateral amygdala following taste experience
2023	<i>Carl Hayes</i> , The Impact of Taste Experience on Long-term Taste Learning and Memory
2022	<i>Bailey Tanner</i> , The Impact of Maternal Taste Experience on Offspring Learning and Taste Processing

Undergraduate Mentee Research Awards

2026	Janet Hysinger Cover Award , <i>Julia Torres</i>
2025	Einstein Summer Research Scholar , <i>Miranda Mireles Flores</i> NIH INBRE Science Symposium Best Presentation in Neuroscience ,

Makayla Ellison

Furman University William Blaker Award for Excellence in Neuroscience, Dallas Shuman

- 2024** **Einstein Summer Research Scholar, Dallas Shuman**
ABRCMS National Conference, Best Presentation in Neuroscience, Dallas Shuman
- 2023** **NIH INBRE Science Symposium, Best Presentation in Neuroscience, Kadence Alexander and Dallas Shuman**
- 2022** **Janet Hysinger Cover Award, Dallas Shuman**
- 2021** **Janet Hysinger Cover Award, Hanna Gemmell**

Selected Professional Development Related to Teaching and Advising

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| 2024 | Associated Colleges of the South (ACS), Summer Teaching Workshop |
| 2023 | AALAC Open Science Workshop for PUIs |
| 2023 | Academic Leadership and Career Development Workshop, INBRE NIH |
| 2022 | Furman Cothran Center for Vocations Reflections Faculty Seminar |
| 2022 – Present | Faculty for Undergraduate Neuroscience, Society for Neuroscience |
| 2021 | National Center for Faculty Diversity and Development Curriculum Program |
| 2021 | Furman ACS Education for Anti-Racist Teaching and Learning Conversation |
| 2019 | Maria Mitchell Women in Science Symposium, Babson College |
| 2019 | Future Faculty Workshop for Women in STEM Fields, Northeastern |
| 2018 | Teaching at Teaching Intensive Institutions Workshop, UMASS Amherst |
| 2017 | Introduction to Evidence-Based Undergraduate STEM Teaching, Brandeis Center for Teaching and Learning |

PEER-REVIEWED POSTER PRESENTATIONS

(* undergraduate students)

1. McCormick W*, Flores VL. The Impact of Innocuous Taste Experience on Long-term Taste-learning and Memory Persistence, Society for Neuroscience Undergraduate Poster Session, San Diego CA, November 2025.
2. Flores M*, Flores VL, Freeman L. The Impact of Innocuous Taste Experience on Long-term Taste-learning and Memory Persistence. Society for the Advancement of Native Americans and Chicanos in Science, Columbus OH, October 2025.
3. Headly KT*, Shaikh E*, Flores VL. The Impact of Maternal High Fat and High Saccharin Diet on Offspring Taste Processing. Association for Chemoreception Sciences, Bonita Springs FL, April 2025.
4. McCormick W*, Shuman D*, and Flores VL. The Impact of Taste Hedonics on Latent Enhancement of Aversion Learning. Association for Chemoreception Sciences, Bonita Springs FL, April 2025.

5. Shuman D*, Yarbrough M*, Flores VL. The Impact of Innocuous Taste Experience on Long-term Taste Learning and Memory Persistence. Association for Chemoreception Sciences, Bonita Springs FL, April 2025.
6. Headly KT*, Shaikh E*, Flores VL. The Impact of Maternal High Fat and High Saccharin Diet on Offspring Taste Processing. SC INBRE Science Symposium, Columbia, SC, February 2025.
7. McCormick W*, Shuman D*, and Flores VL. The Impact of Taste Hedonics on Latent Enhancement of Aversion Learning. SC INBRE Science Symposium, Columbia, SC, February 2025.
8. Shuman D*, Yarbrough M*, Flores VL. The Impact of Innocuous Taste Experience on Long-term Taste Learning and Memory Persistence. SC INBRE Science Symposium, Columbia, SC, February 2025.
9. Shaikh, E*, Tanner B*, and Flores VL. Benign Taste Experience during Development Impacts Rodent Taste Learning and Processing in Adulthood. National IDeA Symposium of Biomedical Research Excellence (NISBRE), Washington DC, June 2024.
10. Yarbrough M*, Shuman D*, Flores VL. The Impact of the Basolateral Amygdala in Long-Term Taste Learning and Memory following Innocuous Taste Experience. National IDeA Symposium of Biomedical Research Excellence (NISBRE), Washington DC, June 2024.
11. Shuman, D*, Alexander, K* & Flores VL. The impact of taste experience on long-term taste learning and memory. Association for Chemoreception Sciences, Bonita Springs FL, April 2024.
12. Shuman, D* & Flores VL. Benign Taste Experience Enhances Aversion Memory Persistence and Plasticity Markers in Gustatory Cortex. Annual biomedical research conference for minoritized scientists (ABRCMS), Pittsburgh PA, November 2024.
13. Lin, JY, Chew J*, & Flores VL. Inhibition of basolateral amygdala alters experience-induced latent enhancement of taste aversion learning, Society for Neuroscience (SFN), Chicago IL, October 2024.
14. Lin, JY, & Flores VL. Latent Enhancement of Aversion Learning Following Benign Taste Experience Requires Basolateral Amygdala Activity, International Symposium for Taste and Odor, Reykjavik, Iceland, June 2024.
15. Shuman, D*, Alexander, K* & Flores VL. The impact of taste experience on long-term taste learning and memory. Association for Chemoreception Sciences, Bonita Springs FL, April 2024.
16. Jackson, C*, Lin, JY, & Flores VL. Latent Enhancement of Aversion Learning Following Benign Taste Experience Requires Basolateral Amygdala Activity, Association for Chemoreception Sciences, Bonita Springs FL, April 2024.
17. Shuman, D*, Alexander, K* & Flores VL. The impact of taste experience on long-term taste learning and memory. Annual South Carolina INBRE Symposium, Columbia SC, January 2024.
18. Shuman, D*, Alexander, K* & Flores VL. The impact of taste experience on long-term taste learning and memory. Society for Neuroscience, Washington DC, November 2023.
19. Reifsnyder K* & Flores VL. The impact of taste experience during early development on later taste and neural processing. Poster Presentation, 4th Annual SC INBRE Science Symposium, Columbia, SC, June 2023.
20. Shuman D* & Flores VL. Taste experience alters Gustatory Cortex NPAS4 Expression. Poster Presentation, 4th Annual SC INBRE Science Symposium, Columbia, SC, June 2023.
21. Hayes C* & Flores VL. The impact of taste experience on long-term taste learning and memory. 3rd Annual South Carolina INBRE Symposium, January 2022 (virtual).
22. Patterson A* & Flores VL. Taste experience alters Future Long-Term Taste-Learning and Gustatory Cortex NPAS4 Expression. Poster Presentation, Association for Chemoreception Sciences, Bonita Springs, FL, April 2022.

23. Patterson A*, Shuman D* & Flores VL. Taste experience alters Future Long-Term Taste-Learning and Gustatory Cortex NPAS4 Expression. Undergraduate Poster Presentation – Faculty for Neuroscience (FUN), Society for Neuroscience, San Diego, CA November 2022.
24. Reifsnnyder K* & Flores VL. The impact of taste experience during early development on later taste and neural processing. Undergraduate Poster Presentation – Faculty for Neuroscience (FUN), Society for Neuroscience, San Diego, CA November 2022.
25. Patterson A* & Flores VL. Taste experience alters Future Long-Term Taste-Learning and Gustatory Cortex NPAS4 Expression. Poster Presentation, Association for Chemoreception Sciences, Bonita Springs, FL, April 2022.
26. Flores VL, Lin JY & Katz DB. The impact of incidental taste exposure on learning-related cortical responses. Poster Presentation, Association for Chemoreception Sciences, Bonita Springs, FL, April 2022.
27. Tanner B*, Patterson A*, Hayes C*, Gemmell H*, & Flores VL. The Impact of Inconsequential Taste Experience on Neural Activity and Early Development in Rodents, Southern Conference Undergraduate Research Forum (SURF), Wofford College, October 2021.
28. Tanner B*, Gemmell H* & Flores VL. The impact of incidental taste exposure on learning-related cortical responses. Undergraduate Poster Presentation – Faculty for Neuroscience (FUN), Society for Neuroscience, November 2021 (virtual).
29. Flores VL, Lin JY & Katz DB. Gustatory Cortex Responses Evolve with Benign Taste Exposure. Virtual Poster Presentation, Association for Chemoreception Sciences, Bonita Springs, FL, January 2021.
30. Flores VL, Tanner B*, Lin JY & Katz DB. Cortical Responses Evolve with Benign Taste Exposure, Society for Neuroscience, Global Connectome Conference, April 2021 (virtual).
31. Flores VL, Lin JY & Katz DB. Cortical Responses Evolve with Benign Taste Exposure. International Symposium on Odor and Taste (ISOT), August 2020 (virtual).
32. Flores VL & Katz DB. Incidental taste experience enhances learning and changes firing rate dynamics in gustatory cortex. Society for Neuroscience annual meeting, San Diego, CA, November 2018.
33. Flores VL, Levitan D, Parmet T*, Leftkowitz M* Katz DB. Innocuous Taste Experience Enhances Aversion Learning and Alters Neural Activation in the Gustatory Cortex, Association for Chemosensation Sciences Meeting, Bonita Springs, FL, April 2016.
34. Flores VL, Levitan D, Parmet T*, Katz DB. Innocuous Taste Experience Enhances Aversion Learning and Alters Neural Activation in the Gustatory Cortex, Association for Chemosensation Sciences Meeting, Bonita Springs, FL, April 2016.
35. Flores VL, Levitan D, Parmet T*, Nicks R, Katz DB. The Experienced Palette is a Smart One: An investigation of the role of the Gustatory Cortex in the impact of experience on taste learning, Association for Chemosensation Sciences Meeting, Bonita Springs, FL, April 2014.
36. Flores VL, Moran A, Katz DB. Experience with Tastes Strengthen Conditioned Taste Aversion to Novel Sucrose, Society for Neuroscience, Washington DC, November 2014.
37. Flores VL, Moran A, Katz DB. Experience with Diverse Taste Arrays Strengthen Conditioned Taste Aversion, Association for Chemosensation Sciences Meeting, Bonita Springs, FL, April 2014.
38. Flores VL, McCartney RL, Hoogenboom W, Jacobson AM, Simonson DC, Bolo NR, Musen GF. Early Biomarkers for Alzheimer's Disease in Type 2 Diabetic Patients using fMRI. Poster presentation, Harvard Medical School Psychiatry Research Day and Myself Lecture, Boston, MA, March 2011.

TEACHING EXPERIENCE

Instructor

2026 – Present	<i>Pathways Advising Program</i> , Furman University
2019 – Present	<i>Sensation and Perception</i> , Furman University
2019 – Present	<i>Learning and the Brain</i> , Furman University
2019 – Present	<i>Animal Behavior</i> , Furman University
2019 – Present	<i>Multisensory Integration and Processing</i> , Furman University
2023 – Present	<i>Introduction to Psychology</i> , Furman University
2017 – 2018	<i>Experimental Design in Psychology</i> , Lasell College
2016	<i>Introduction to Learning and Behavior</i> , Brandeis University

Teaching Assistant

2014 – 2018	<i>Introduction to Behavioral Neuroscience</i> , Brandeis University
2014 – 2015	<i>Cognitive Neuroscience</i> , Brandeis University
2018	<i>Human Neuropsychology</i> , Brandeis University

Guest Lecturer

2026	<i>Bridges to a Brighter Tomorrow</i> , Furman University (since 2023)
2022	<i>Philosophy of Taste</i> , Furman University
2022 - 2025	<i>Osher Lifelong Learning Institute</i> , Furman University
2018	<i>Introduction to Behavioral Neuroscience</i> , Brandeis University

PROFESSIONAL AND INSTITUTIONAL SERVICE

2026	NSF S-STEM Scholars, Furman University, Key Personnel Mentored Student Pilot Projects, NIH SC INBRE, Grant Reviewer Association for Chemoreception Sciences, Program Committee Member SACNAS Neuroscience Poster Session, Poster Judge Furman Academic Advising Standing Committee Member (since 2025)
2025	Queer Students in Medicine, Faculty Advisor Furman Academic Discipline Standing Committee Member (since 2020)
2024	NSF Graduate Research Fellowship Program, Grant Reviewer iMAGINE Upstate STEAM Festival, Exhibitor ABRCMS Neuroscience Poster Session, Poster Judge
2022	Furman Diversity, Equity, and Inclusions in STEM, Committee Member

2021 Undergraduate Psychology Club, Faculty Co-Advisor

AD HOC REVIEWING

Frontiers in Behavioral Neuroscience • Chemical Senses • Journal of Experimental Psychology