

April 2016

DAVID J. REIBSTEIN

The Wharton School
University of Pennsylvania
Philadelphia, PA 19104
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EDUCATION

Doctor of Philosophy in Industrial Administration, Herman C. Krannert Graduate School of Industrial Administration, Purdue University, West Lafayette, Indiana.

- Major Area: Marketing – Major emphasis on the application of quantitative methods and econometric techniques to marketing problems, marketing research, model building, contemporary marketing theory and consumer behavior.
- Minor Area: Behavioral Science – Course work in simulation models of decision making, experimental design, experimental laboratory methods for research in social behavior, uses of the laboratory method and decision theory.
- Research Methodology – Course work in multivariate statistics, multidimensional scaling, numerical taxonomy and nonparametric statistics.

Doctoral Dissertation:

An Empirical Study of Brand Choice and Switching Behavior

Dissertation Chairman:

Frank M. Bass
Eugene McDermott Professor of Management
The University of Texas
Richardson, TX 75080

Honorary Master of Science (1982), The Wharton School, University of Pennsylvania, Philadelphia, Pennsylvania.

Attended Masters of Business Administration Program (1971-1972), Graduate Business School, Tulane University, New Orleans, Louisiana.

Bachelor of Science in Business Administration (1971), University of Kansas, Lawrence, Kansas. Bachelor of Arts in Statistics and Political Science, University of Kansas (1971).

ACADEMIC EMPLOYMENT

The Wharton School, 1980-Present

The William S. Woodside Professor, July 1992-Present

The Julian Aresty Professor, July 1988-1992

Vice Dean and Director of the Wharton Graduate Division, University of Pennsylvania,
January 1987-1992

Director of Wharton /PIMS Strategy Research Center, 1985-1989

Numerous other committees

Academic Director of Wharton Executive Seminars: Marketing Metrics, Competitive Marketing Strategy, New Research Techniques in Marketing; New Product Development and Management; and others.

Other Academic Appointments

Visiting Professor at Stanford Business School, Palo Alto, California, 1987.
Visiting Professor, INSEAD, Fontainebleau, France, Summer 1984, 1985.
Assistant Professor of Marketing, Harvard Business School, July 1975-June 1980.
Research Assistant for Professor Frank M. Bass, Purdue University, West Lafayette, Indiana, Spring 1974.
Graduate Instructor in Industrial Administration, Purdue University, September 1972-August 1974.
Research Assistant for Professor John O. Tollefson, Kansas University, Lawrence, Kansas, Summer 1972
Executive Director, The Marketing Science Institute, July 1999-2001
Academic Trustee, Marketing Science Institute, Cambridge Massachusetts, 1993-1999, 2001-2005.
Research Associate, Marketing Science Institute, Cambridge, Massachusetts, 1975-1980

Other

Indian School of Business (ISB), Hyderabad, Marketing Metrics, November-December 2005
Chinese European Business School (CEIBS), Shanghai, Beijing, Competitive Marketing Strategy, Executive MBA (EMBA), 2003, 2004, 2005
Interdisciplinary Center (IDC), Herzalia, Israel, Competitive Marketing Strategy, June 2003, December 2005.
Singapore Management University (SMU), Singapore, Competitive Marketing Strategy, July 2003, 2004, 2005.
Member of Executive Committee, Marketing Science Institute, Cambridge, Massachusetts, 2001-2005.
Member of Executive Director Council, Marketing Science Institute, Cambridge Massachusetts, 2005-present

TEACHING

The Wharton School, University of Pennsylvania, July 1980-present.

Marketing Management (MBA Program and Executive MBA Program)
Marketing Research (MBA Program)
Research for Strategic Decisions in Marketing (MBA Program)
Pro-Seminar (Ph.D. Program)
Marketing Strategy (MBA and Executive MBA Program)
Core Marketing MBA
Marketing Metrics (MBA Program and Executive Education Program, Academic Director and Faculty)
Competitive Marketing Strategies (Executive Education Program, Academic Director and Faculty)
Essentials of Marketing (Executive Education Program, Faculty)
Pricing (Executive Education Program, Faculty)
CFO (Executive Education Program, Faculty)
Numerous Company Specific Programs

Stanford Business School, September 1987-January 1988

Marketing Research (MBA Program), September 1987-January 1988.
Senior Management Program (1988, 1989, 1990)

INSEAD, April 1984-June 1984, May-June 1985

Marketing Strategy (MBA Program), April 1984-June 1984, May-June 1985.
Advanced Industrial Marketing Strategy, most every year since 1985-2002 (Executive Program)

Harvard Business School, July 1975-June 1980.

First-Year Marketing (MBA Program)
Marketing Research and Information Systems (MBA Program)
Marketing Research Methodology (DBA Program)
Research Design and Data Collection Methods (DBA Program)

Purdue University, September 1972-August 1974.

Marketing Principles: Undergraduate
Marketing Management: Undergraduate
Advertising Effectiveness: Undergraduate

Committee Work - Department and University

Ad hoc committee on WEMBA
Ad hoc committee on Cross-functional Integration
MBA Curriculum Committee
MBA Executive Committee
MBA Graduation Committee
University Communications Committee
University Classroom Facilities Committee
X-Functional Committee
Committee on Academic Freedom and Responsibility
Vice Dean Search Committee
Future of Advertising Committee
Knowledge @ Wharton Committee
Marketing Curriculum Committee
Numerous other committees, too many to list

Conference Work

Co-hosted 2002 and 2003 CMO Summit at Wharton
Track Chair, AMA Winter Educators' Conference (2003)

Doctoral Dissertation Committees:

<i>Candidate</i>	<i>Employer</i>
Marjorie Adams	University of Virginia
John Bateson	London School of Business
William Boulding	Duke University
Cynthia Fraser	Columbia University
Steve Goldberg	University of Texas
Louis Gutentag	American Hospital Supply
Yogesh Joshi	University of Maryland
Rowland Moriarty	Harvard Business School
William Moulton	BASES
Erica Okada	University of Washington
Philip Parker	INSEAD
Edward Popper	Federal Trade Commission
Carsten Poulsen	Aalborg University
John Quelch	Harvard Business School
Venkat Ramaswamy	University of Texas
Sanjay Rao	Synergic Resources Corporation
Dan Sarel	University of Miami of Florida

Emine Sarigollu
Robert Young

McGill University
Northeastern University

Honors/Awards:

MSI Top Download Award 2015 for working paper “Marketing Return on Investment: Seeking Clarity for Concept and Measurement.”
iSIG Fellow, 2014
Wharton Class of 2008, “*Goes above and beyond the call of duty*” Award
Wharton Class of 2007, “*Goes above and beyond the call of duty*” Award
Marketing Metrics: 50+ Metrics Every Executive Should Master (2006) was named as the “Best Business Book: Marketing” by Strategy & Business in 2007.
John S. Day Distinguished Alumni Academic Service Award at Purdue University, 2005.
WEMBA Excellence in Teaching Award, 1995, 1996, 1997, 1998.
The Helen Kardon Moss Anvil Award for Excellence in Teaching in the Graduate Division, 1995.
Miller-Sherrerd MBA Core Teaching Award , 1993-1999, 2004, 2005, 2007, 2008
Named “The Pick of the B-school Crop,” Business Week, 1993.
Selected by Fortune magazine as one of the nation's eight “Most Favorite Business School Professors” (the only one selected in marketing), January 22, 1982.
University of Pennsylvania Lindback Award Nominee (1981-82 – selected by faculty).
The Class of 1984 award (for the best teaching rating at Wharton for the preceding two years) 1987,1995
Wharton Excellence in Teaching Award, 1982, 1984 -1988, 1993-1999, 2006.
Wharton Anvil Award Finalist (1981, 1982, 1983, 1984, 1985, 1986, 1987 – selected by students).
The Outstanding Graduate Instructor at Purdue University, The Krannert School (1973-74 – selected by students).
An Outstanding Graduate Instructor at Purdue University, The Krannert School (1973-74 – selected by students and faculty).
And, numerous others.

REVIEWING AND EDITING

Co-editor, Chicago Case Research Journal, 2015
Co-Editor, special issue on B2B Research, *Marketing Letters*, Sept 2010; Vol. 21, No. 3.
Co-edited a special issue of *Marketing Science* on “Competitive Responsiveness” (Winter 2005)
Editorial Review Board
International Journal of Research in Marketing
Marketing Management
Marketing Letters
Reviewing
Marketing Science
Management Science
Journal of Marketing
Journal of Marketing Research
International Journal of Marketing Research
Marketing Letters
Marketing Management
MSI
Dissertation competition
Special issue of *Journal of Marketing*

RESEARCH PUBLICATIONS

Refereed Journal Articles:

- “Turf Wars: Product Line Strategies in Competitive Markets,” with Yogesh Joshi and John Zhang, *Marketing Science* (2015), pp. 1-14.
- Author of “Closing the Gap between Marketing and Finance: The Link to Driving Wise Marketing Investment,” GfK Marketing Intelligence Review Journal Online, <http://www.degruyter.com/view/j/gfkmir.2015.7.issue-1/gfkmir-2015-0003/gfkmir-2015-0003.xml>, Vol. 7, Issue 1 (May 2015)
- Co-Author of “Marketing Return on Investment: Seeking Clarity for Concept and Measurement,” *Applied Marketing Analytics* (2015), Vol. 1, No. 3, pp 267-282.
- “Turf Wars: Product Line Strategies in Markets With Preference Based Segmentation,” with Yogesh Joshi and John Zhang, *Marketing Science* (2013).
- “Crisis Diagnostics: Assessing Brand Damage, Restoring Brand Equity,” with James R. Gregory and Richard S. Levick, *Marketing Management*, (2012), Vol. 21, Issue 1, pp. 29-33.
- “Introduction to the Special Issue on B2B Research” with Sandy Jap, *#Springer Science+Business Media*, LLC 2010. Published on-line 16 March 2010, Vol. 21, Issue 3, pp. 207-209.
- “Metrics that Matter – to Marketing Managers,” with Neil Bendle, Paul Farris and Phillip Pfeifer, *Journal of Research and Management*, January 2010, Vol. 6, pp. 18-23.
- “Dashboards as a Service: Why, What, How and What Research is Needed?” with Koen Pauwels, Tim Ambler, Bruce H. Clark, Pat LaPointe, David Reibstein, Bernd Skiera, Berend Wierenga and Thorsten Wiesel, *Journal of Service Research*, Vol. 12. No. 2, 175-189.
- “Is Marketing Academia Losing Its Way?” with George Day and Jerry Wind, *Journal of Marketing*, Vol. 73, July 2009, editorial.
- “A Broader Perspective of Network Effect,” *Journal of Marketing Research*, April 2009, Vol. 46, Issue 2, pp. 154-156.
- “Optimal Entry Timing in Markets with Social Influence,” with Yogesh Joshi and John Zhang, *Management Science*, 2009, Vol. 55, Issue 6, pp. 926-939. Backlash: How Early Adopters React When the Mass Market Embraces a New Brand
- “Choosing the Right Metrics to Maximize Profitability and Shareholder Value”, with J. Andrew Petersen, Leigh McAlister, Russell S. Winer, V. Kumar and Geoff Atkinson, *Journal of Retailing*, Volume 85, Issue 1, 2009, pp 95-111.
- "Competitor See, Competitor Do: Incumbent Entry in New Market Niches," with M. Debruyne, *Marketing Science*, Winter 2005, Vol. 24, Issue 1, pp. 55-66.
- “Learning by Doing” *International Journal of Marketing Education*, 2005, Vol. 1 Issue 1, pp. 115-130.
- "Why is Five a Crowd in the Market Share Attraction Model," with P. Farris, P. Pfeifer and E. van Neiroop, *Journal of Research and Management*, 2005, Vol. 1, Issue 1, pp. 41-56.

- “Competitive Responsiveness,” with Dick R. Wittink, *Marketing Science*, Winter 2005, Vol. 24, No. 1, pp. 8-11.
- "House of Brands vs. Branded Houses," *Economist, Global Agenda*, Winter 2005, Vol. 3, pp. 175-177.
- “Rational Exuberance: The Wireless Industry’s Killer “B,” with Venkatesh Shankar and Tony Driscoll, *Strategy +Business*, Summer 2003, Issue 31, pp. 68-77.
- “What Attracts Customers to Online Stores, and What Keeps Them Coming Back?,” *Journal of the Academy of Marketing Science*, 2002, Vol. 30, No. 4, pages 465-473.
- “Performance Measurement in Marketing,” with Sven Reinecke, *Koschenrechnungspraxis*, 46, Jg., 2002, H.1, 18-25.
- “The Impact of Business Objectives and the Time Horizon of Performance Evaluation on Pricing Behavior,” with Dick Wittink and S.K. Keil, *International Journal of Research in Marketing*, June 2001, Vol. 18, Issues 1-2, 67-81.
- “Putting the Lesson Before the Test: Using Simulation to Analyze and Develop Competitive Strategies,” with Mark J. Chussil, *Competitive Intelligence Review*, (1st Quart 1999) Vol. 10, Issue 1, pp. 34-48.
- "Brand Equity and Vertical Product Line Extent," with Taylor Randall and Karl Ulrich, *Marketing Science*, November 1998, Vol. 17, Issue 4, 1998, pp. 356-379.
- “Virtual Competition” with Mark Chussil, *Marketing Research*, Special Issue, Winter 1997, pp. 44 – 51.
- “Dynamic Competitive Strategies,” with George S. Day, *Financial Times Guide to Management*, 1996.
- “Market Share and Distribution: A Generalization, a Speculation, and Some Implications,” with Paul Farris, Special Issue *Marketing Science*, Vol 14, No. 3 (Summer 1995), pp. 190-202.
- “Do Marketing Expenditures to Gain Distribution Cost the Customer?” with Paul Farris, *European Management Journal*, March 1995, Vol. 13, Issue 1, pp. 31-38.
- “Competitive Marketing Behavior in Industrial Markets,” with Venkatram Ramaswamy and Hubert Gatignon, *Journal of Marketing*, April 1994, Vol. 58, Issue 2, pp. 45-55.
- “Effectiveness of Brand-Related 15-Second Commercials,” with Scott Ward and Terence A. Oliva, *Journal of Consumer Marketing*, Vol. 11 (2), 1994, pp. 38-44.
- “An Empirical Pooling Approach for Estimating Marketing Mix Elasticities with PIMS Data” with Venkatram Ramaswamy, Wayne S. DeSarbo, and William T. Robinson, *Marketing Science*, January 1993, Vol. 12, Issue 1, pp. 103-124.
- “The Effect of Differences in the Number of Attribute Levels on Conjoint Results,” with Dick R. Wittink, Lakshman Krishnamurthi, *Marketing Letters*, Vol. 1, June 1990, pp. 113-123.
- “Conjoint Reliability Measures,” with Dick Wittink, William Boulding, John E. G. Bateson, and John W. Walsh, *Marketing Science*, November 1989, Vol. 8, No. 4, pp. 371-374.
- “Conjoint Analysis Reliability: Empirical Findings,” with John Bateson and William Boulding, *Marketing Science*, August 1988, Vol. 7, Issue 3, pp. 271-286.
- “Pooling Logit Models,” with Hubert Gatignon, *Journal of Marketing Research*, Vol. 23, August, 1986, pp. 281-285.

- “New Goldmines and Minefields for Market Researchers,” with Leonard Lodish, *Harvard Business Review*, Jan.-Feb. 1986, Vol. 64, Issue 1, pp. 168-182.
- “Benefit Segmentation in Industrial Markets,” with Rowland T. Moriarty, *Journal of Business Research*, December 1986, Vol. 14, Issue 6, pp. 463-486.
- “Forecasting the Impact of Socio Economic and Demographic Change on Product Demand,” with John M. McCann, *Journal of Marketing Research*, November 1985, Vol. 22, Issue 4, pp. 415-423.
- “An Investigation into the Order of the Brand Choice Process,” with Frank M. Bass, Moshe Givon, Manu Kalwani, and Gordon Wright, *Marketing Science*, November 1984, Vol. 3, No. 4, pp. 267-287.
- “Optimal Product Line Pricing: The Influence of Elasticities and Cross-Elasticities,” with Hubert Gatignon, *Journal of Marketing Research*, August 1984, Vol. 21, Issue 3, pp. 259-267.
- “Overcontrol in Advertising Experiments,” with Paul W. Farris, *Journal of Advertising Research*, June/July 1984, Vol. 24, Issue 3, pp. 37-47.
- “Robustness of Linear Models in Dynamic Multivariate Predictions,” with Herbert Moskowitz, Doyle Weiss, and Kah Kee Cheng, *Omega*, 1982, Vol. 10, Issue 6, pp. 647-61.
- “Factors Affecting Coupon Redemption Rates,” with Phyllis A. Traver, *Journal of Marketing*, Fall, 1982, pp. 109-20.
- “An Analysis of Interdependent Decisions,” with Herbert Moskowitz, *Omega*, Vol. 9, No. 3, 1981, pp. 267-79.
- “The Direction of Causality Between Perception, Affect, and Behavior: An Application to Travel Behavior,” with Christopher H. Lovelock and Ricardo de P. Dobson, *Journal of Consumer Research*, Vol. 6, No. 4, March 1980, pp. 370-6.
- “How Prices, Ad Expenditures, and Profits Are Linked,” with Paul W. Farris, *Harvard Business Review*, November-December, 1979, pp. 173-84.
- “Structural Models for the Analysis of Traveler Attitude-Behavior Relationship,” with R. Dobson, F. Dunbar, C. Lovelock, and C. Smith, *Transportation*, December 1978, Vol. 7, pp. 351-63.
- “Market Research Corporation of America's Market Share Data,” *Antitrust Law Journal*, American Bar Association, Vol. 47, Issue 3, August 1978, pp. 1041-1048.
- “The Prediction of Individual Probabilities of Brand Choice,” *Journal of Consumer Research*, Vol. 5, No. 3, December 1978, pp. 163-168.
- “Number of Choices as a Factor in Consumer Satisfaction: An Empirical Study,” with Stuart Youngblood and Howard Fromkin, *Journal of Applied Psychology*, August 1975, Vol. 60, Issue 4, pp. 434-437.

Books and Chapters in Books:

- “Marketing Return on Investment: Seeking Clarity for Concept and Measurement,” Marketing Accountability Standards Board (MASB) Book, Forthcoming.
- “Marketing’s Search for a Common Language,” Marketing Accountability Standards Board (MASB) Book, Forthcoming.

- “Marketing in the Firm and Society,” *Legends in Marketing: George S. Day, Volume 7* (2016).
- “Best Countries, Defining Success and Leadership in The Twenty-First Century,” John Gerzema and David Reibstein (2015).
- “Marketing Metrics: The Manager’s Guide to Measuring Marketing Performance,” 3rd ed. Neil T. Bendle, Paul W. Farris, Phillip E. Pfeifer and David J. Reibstein. *Pearson Education, Inc.*, September 2015.
- “The Future of Marketing,” *Legends in Marketing: Yoram (Jerry) Wind, Vol. 8*, edited by George S. Day, SAGE Publications, 2014.
- “Marketing Strategy,” *Legends in Marketing: Yoram (Jerry) Wind, Vol. 4*, edited by Jagdish N. Sheth, SAGE Publications, 2014.
- “Product Positioning,” edited by Barry Bayus, *Wiley International Encyclopedia of Marketing*, John Wiley and Sons, West Sussex UK, 2011.
- “Marketing Metrics The Definitive Guide to Measuring Marketing Performance,” 2nd ed. Farris, Paul W., Neil T. Bendle, Phillip E. Pfeifer and David J. Reibstein. *Wharton School Publishing*, February 2010.
- “Challenges in Measuring Return on Marketing Investment: Combining Research and Practice Perspectives,” with Koen Pauwels, *Sixth ANNUAL REVIEW OF MARKETING RESEARCH*, edited by Ed Naresh Malhotra, ME Sharpe, Inc., (pp 107-124) Irvine, CA, 2009.
- “Innovation Metrics,” edited by Barry Bayus, *Wiley International Encyclopedia of Marketing*, John Wiley and Sons, West Sussex UK, 2009.
- Marketing Management*, with Koen Pauwels, edited by Rajiv Grover and Naresh Malholtra, McGraw-Hill, 2009.
- “Marketing Metrics and Financial Performance,” with Donald R. Lehmann, *Marketing Science Institute*, 2006.
- Fifty + Metrics Every Marketer Should Know*, with P. Farris, N. Bendle and P. Pfeifer, *Wharton School Publishing*, 2006.
- “Global Branding,” with George Day, in *The Alliance on Globalizing*, Gatignon and Kimberly (eds.), Cambridge University Press, 2005.
- “Marketing Costs and Prices: An Expanded View,” with Paul Farris and Yogesh Joshi, in *Profit Impact of Marketing Strategy Project: Retrospect and Prospects*, Paul W. Farris and Michael J. Moore (eds.), (pp. 124-152). Cambridge University Press, 2004.
- Measuring and Allocating Marcom Budgets: Seven Expert Points of View*, with Rajeev Batra, “MSI Monograph, January 2003.
- “The Internet Buyer,” in J. Wind and V.J. Mahajan, *Digital Marketing*, (pp 201-225), New York, NY John Wiley & Sons, Inc., 2001.
- “Technology-Driven Demand: Implications for the Supply Chain,” with Marshall Fisher, in J. Wind and V.J. Mahajan, *Digital Marketing*, (pp 285-309), New York, NY, John Wiley & Sons, Inc., 2001.
- “Marketing Performance Measurement,” *Handbuch Marketing Controlling*, edited by Sven Reinecke and David Reibstein, Universitat St. Gallen, 2001.

“Managing Product Variety: A Study of the Bicycle Industry,” with Karl Ulrich, Taylor Randall, and Marshall Fisher, *Product Variety Management: Research Advances (International Series in Operations Research & Management Science)*, edited by Teck-Hua Ho and Christopher S. Tang, (pp. 177-205), Kluwer Academic Publishers, 1998.

Wharton on Dynamic Competitive Strategies, edited with George Day; John Wiley & Sons, 1997.

“Formulating Competitive Strategies,” with Hubert Gatignon, *Wharton on Dynamic Competitive Strategies*, edited by George Day and David Reibstein; John Wiley & Sons, 1997.

“Simulating Competitive Strategies,” with Mark J. Chussil, *Wharton on Dynamic Competitive Strategies*, edited by George Day and David Reibstein; John Wiley & Sons, 1997.

“Managing Competitive Interactions Through Competitive Market Signaling,” with Oliver Heil and George S. Day, *Wharton on Dynamic Competitive Strategies*, edited by George Day and David Reibstein; John Wiley & Sons, 1997.

“Manufacture Prices, Retail Prices, Relative Prices, Absolute Prices,” with Paul Farris, *The Blackwell Encyclopedic Dictionary of Business Ethics*, edited by Edward Freeman and Patricia Werhane; Blackwell Publishers, 1996.

Strategy Analysis with ValueWar, with Mark J. Chussil, The Scientific Press, 1994.

“Conjoint Analysis Reliability and Validity: A Framework for Future Research,” with John Bateson and William Boulding, *Review of Marketing*, 1987, pp. 451-477.

Marketing: Concepts, Strategies, and Decisions, Prentice-Hall, Inc., 1985.

“Evidence on the Value of Strategic Planning in Marketing or How Much Planning Should a Marketing Planner Plan?” with J. Scott Armstrong, Chapter 2.1 in *Strategic Marketing and Management*, edited by H. Thomas and D. Gardner, John Wiley and Sons, Ltd., 1985, pp. 73-87.

Cases in Marketing Research, with F. Stewart DeBruicker, Prentice-Hall, 1983.

“Incorporating Marketing into Corporate Planning Models,” with John M. McCann, in *Simulation in Business Planning and Decision Making*, edited by Thomas N. Naylor, Simulated Councils, Inc., Chapter 10, Volume 9, Number 1, 1981, pp. 89-98.

“Attitude Measures and Brand Choice Frequency – Some Pitfalls To Be Avoided,” with Joel C. Huber, in *Attitude Research Plays for High Stakes*, edited by John C. Maloney and Bernard Silverman, 1977, pp. 148-164.

Conferences and Proceedings:

Panel Moderator, “Designing Products that Build Loyalty,” Wharton Marketing Conference 2015, Philadelphia, Pennsylvania, November 6, 2015.

Panel Moderator, 2015 CMO Insights Symposium: Elevating the Consumer Experience, Leapfrog Marketing Institute, Chicago, Illinois, July 22-23, 2015.

Lecturer, GSE Education Entrepreneurship Master Class – Summer Cohort 2, Graduate School of Education, University of Pennsylvania, Philadelphia, Pennsylvania, July 22, 2015.

Attendee, 37th ISMS Marketing Science Conference, Baltimore, Maryland, June 18-20, 2015.

Session Chair and Moderator, 2015 Theory + Practice in Marketing Conference, Georgia State University, Atlanta, Georgia, June 11-12, 2015.

Speaker, "Is Your Marketing Worth It?" WPO Philadelphia's Mini University, LeBow School of Business, Drexel University, Philadelphia, Pennsylvania, May 5, 2015.

Speaker, 9th Annual Wharton Graduate Retail Conference 2015, Philadelphia, Pennsylvania, February 27, 2015.

Speaker, Wharton Fellows: Master Classes and Networking for Senior Executives, Austin, Texas, February 13-15, 2015.

Presenter, University of Utah, Salt Lake City, Utah, January 22-23, 2015.

Co-Chair, Chair and Panelist, and presenter for 3 presentations, Marketing Meets Wall Street Conference, Singapore, January 8-10, 2015.

Panel Moderator, "Reaching Customers in a Diverse, Multicultural World," Wharton Marketing Conference 2014, November 7, 2014.

Governing Body Co-Chair, 2014 CMO Collective, New York, New York, November 3-4, 2014

Speaker on "Marketing: Social Media, Brands and Reputation," Oxford Corporate Reputation Annual Symposium, Oxford University, Oxford England, September 3-5, 2014

Discussant for "Marketing Strategy III" and "Asking Managerially Relevant Research Questions" and a Speaker on "The Future of Marketing," 49th Annual AMA Sheth Foundation Doctoral Consortium, Northwestern University, Evanston, Illinois, June 26-29, 2014

2014 AMA-ECMI-EMAC Marketing & Innovation Symposium, Erasmus University, Rotterdam, Netherlands, May 27-29, 2014

Theory + Practice in Marketing Conference, Northwestern University, Evanston, Illinois, May 23, 2014

Facilitator and Host for "CEO Networking Session" and Lead Faculty for Lifelong Learning Master Classes, "Innovations for Social Good – The Case SodaStream" and "Big Data and Attribution," Wharton Global Forum 2014, Panama City, Panama, March 12-17, 2014

AMA 2014 Winter Educators' Meeting, Orlando, Florida, February 20-23, 2014

MASB Winter Board Meeting & Summit 2014, Orlando, Florida, February 20-21, 2014

Discussant on "Business and New Media in China," New Media, The Internet, and A Changing China Conference, The Wharton School, Philadelphia, Pennsylvania, January 23-24, 2014

AMA Western Regional Retreat, San Diego, California, January 17-18, 2014

Governing Body Co-Chair, 2013 CMO Collective, New York, New York, November 6-7, 2013

Keynote Speaker on “Competitive Marketing Strategies,” AMA Mexico City Chapter Event, Mexico City, Mexico, September 12, 2013

Key panelist, Digital Marketing Forum, Seoul, Korea, August 20, 2013

Honorary Co-Chair and Keynote Speaker, 2013 Annual Conference of China Marketing Science, Tsinghua University, Beijing, The People’s Republic of China, August 17-18, 2013

Co-Chair and Keynote Speaker, 2013 JMS Doctoral Consortium Program, School of Economics and Management, Tsinghua University, Beijing, The People’s Republic of China, August 16, 2013

AMA Thought Leader, Panel member to share thoughts on “MOOCS and the Changing Nature of the University,” AMA summer Educators’ Conference, Boston, Massachusetts, August 9-11, 2013

35th ISMS Marketing Science Conference, Istanbul, Turkey, July 11-13, 2013

Member of the Organizing Committee and Discussant for “Valuing Brand Strategies: A Real Options Approach” paper, Marketing Strategy meets Wallstreet III Conference, Goethe-University Frankfurt, Frankfurt am Main, Germany, July 7-9, 2013

Presenter on “Effective Instruction” and Discussant, 48th AMA Sheth Foundation Doctoral Consortium, Ann Arbor, Michigan, June 6-9, 2013

Presenter on “A Marketer’s Perspective on Emerging Growth Businesses,” 2013 SGE CEO Summit, Bala Cynwyd, Pennsylvania, June 4, 2013

Speaker, “Cross Industry, What Works and Does Not?,” MSI Marketing Resources Allocation Conference, Darden Consortium, Charlottesville, Virginia, May 21-22, 2013

AMA Marketing Summit, Chicago, Illinois, April 26-28, 2013

AMA 2013 Winter Marketing Educators’ Conference, Las Vegas, Nevada, February 15-17, 2013

MASB Winter Board Meeting & Summit 2013, Las Vegas, Nevada, February 14, 2013

AMA Mid Atlantic Regional Retreat, Baltimore, Maryland, February 1-2, 2013

MSI Young Scholars Program, January 10-13, 2013

Governing Body Co-Chair, CMO Collective, New York, New York, December 17-18, 2012

Speaker, Presentation of Parlin Award, AMA 2012 Annual Marketing Research and Strategy Summit, Las Vegas, October 1-3, 2012

AMA 2012 Summer Marketing Educators’ Conference, Chicago, Illinois, August 16-19, 2012

Speaker, “Chinese Brands in the Global Market,” CEIBS, Beijing, China, July 27, 2012

Keynote Speaker, Teaching Plenary Session, 47th AMA Sheth Foundation Doctoral Consortium,
University of Washington, Seattle, Washington, June 13-16, 2012

34th INFORMS Marketing Science Conference, Boston University, Boston, Massachusetts, June 6-9, 2012

Theory and Practice in Marketing, Harvard Business School, Boston, Massachusetts, May 4-7, 2012

AMA 2012 Leadership Summit, Chicago, Illinois, April 27-29, 2012

Expert Panelist, Session on “The Future of Branding and Intellectual Property in Marketing: A Panel
Discussion,” UNC Branding Conference, Chapel Hill, North Carolina, April 12-13, 2012

Chair, Expert Panel, AMA 2012 Winter Marketing Educator’s Conference, St. Petersburg, Florida,
February 17-19, 2012

Speaker, MASB Winter Board Meeting & Summit 2012, St. Petersburg, Florida, February 16-17, 2012

9th PSI Conference, Salt Lake City, Utah, February 2-5, 2012

Speaker, “Survive and Thrive in Today’s Economy: Do You Have What it Takes?,” Annual Toolbox
Series, Main Center for Creativity, Portland, Maine, January 11-12, 2012

Main Center for Creativity, Portland, Maine, Innovation presentation, November 16, 2011

CMO Collective, New York, New York, November 7-9, 2011

AMA/Sheth Doctoral Consortium, Stillwater, Oklahoma, June 15-18, 2011

MSI: “Marketing Meets Wall Street II,” Boston, Massachusetts, May 12-14, 2011

MSI: “Fifty Years Ahead,” Boston, Massachusetts, April 25-27, 2011

AMA 2011 Winter Marketing Educator’s Conference, Austin, Texas, February 18-21, 2011

MASB Winter Board Meeting & Summit, “The Next Three Years: Changing the Game,” Austin, Texas,
February 17-18, 2011

University of Utah 8th Annual Product and Service Innovation Conference, Salt Lake City Utah,
February 2-5, 2011

University of Utah 7th Annual Product and Service Innovation Conference, “Marketing Operations,”
Salt Lake City, Utah, February 4 – 6, 2010

MSI The Practice & Impact of Marketing Science, Cambridge, MA January 15-16, 2010

Fifth International Conference on Brand Management, Asian Centre for Brand Management at the Hong
Kong Polytechnic University, Hong Kong, November 30 – December 1, 2009

Estee Lauder, CLV Group – New York, New York, July 21, 2009

AMA Sheth Doctoral Consortium, Robinson College of Business, Firm and Strategy,” Track Session Participant, Atlanta, Georgia, June 13-14, 2009.

Estee Lauder, CFO Group – New York, New York, June 1, 2009

“Ubiquitous Marketing in a Fragmented Age,” Forresters Marketing Forum, Orlando, Florida, April 25, 2009

MSI Young Scholars Program – Park City, Utah, March 5-8, 2009

University of Utah 5th Annual Product and Service Innovation Conference, “Measuring Innovation”, Salt Lake City, Utah, February 5 – 7, 2009

“Measured Thoughts: Assessing New Media and Marketing Choices,” Navigating the New Marketsphere, Orlando, Florida, January 26 - 27, 2009

Kimberly Clark University – Las Vegas, NV January 18-20, 2009

“Measuring Innovation,” with George Day and Venky Shankar, *Managing and Measuring Innovation*, The Mack Center Conference, November 7, 2008

“Marketing Metrics and their Financial Implications,” Australia Marketing Institute Annual Conference, October 22 - 23, 2008

MSI Meeting, Marketing Metrics for the Connected Organization, “Product Innovation Metrics,” Austin, Texas, September 10 - 12, 2008

Evidence-Based Marketing Mix Resource Allocation and Planning (AMA-sponsored), Atlanta, Georgia, July 9 - 11, 2008

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“Retail Metrics,” Thought Leadership Conference, Babson College, April, 2008

MSI Young Scholars Program, Park City, Utah, March 2008

Wharton MBA Marketing Conference, Philadelphia, PA, Oct. 26 – 27, 2007

The Practice & Impact of Marketing Science, Philadelphia, Oct. 14 – 16, 2007

2007 INFORMS Marketing Science Conference, Singapore, June 28 – 30, 2007

2007 AMA Sheth Foundation Doctorial Consortium, Phoenix, AZ, May 18, 2007

University of Arizona’s “3rd Annual Thinking Forward: Leadership & Innovation Conference”, Tucson, AZ, March 23, 2007

4th Annual Product and Service Innovation Conference, University of Utah, Salt Lake City, Utah, Feb. 7 – 11, 2007

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Golden Gate University Presentation, San Francisco, CA, November 7, 2006

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Market Segmentation: Connecting Data to Decisions with Customer Analytics
Can Ello – or Any Social Network – Take on Facebook?
Billions in the Balance: Why Managing a Nation’s Brand Matters

PROFESSIONAL AFFILIATIONS

American Marketing Association
Association for Consumer Research
Beta Gamma Sigma Society
Marketing Science Institute, Executive Directors Council
ORSA/TIMS

INDUSTRIAL EMPLOYMENT

Hoffman-LaRoche Pharmaceuticals, Sauter Laboratories, Clifton, New Jersey, Summers, 1970 and 1971:
Marketing Department; major responsibilities consisted of training of salesmen, merchandising and sales.

Management Education:

More than 300 companies.

Consulting:

Marketing Consulting Activities have involved a variety of firms, such as:

Google
AT&T, Basking Ridge, New Jersey
General Electric, Fairfield, Connecticut
Hewlett Packard, Palo Alto
Intercontinental Hotels, New York, New York
Rohm and Haas, Philadelphia
Merck Pharmaceuticals, NY, NY
Dow Chemical, Midland, Michigan
British Airways, London, England
Johnson & Johnson
Novartis
SCJohnson
Shell Oil

Boards:

General Information, Philadelphia, Pennsylvania, Board of Directors, 1982-1986
American Councils, National Board of Senior Advisors, 1991 – Current
MEE Productions, Board of Directors, 1991-1997
Fleisher Art Memorial, Board of Directors, 1997-2006
And1, Board of Directors, 1993-2006
Advanced Competitive Strategies, Inc., 1985-2001
Bizrate/Shopzilla, Board of Directors, 1996-2006
Xmpie, Board of Directors, 2001-2006
Marketing Letters, A Journal of Research in Marketing, Editorial Board, 2001 – Current
CMO Partners, 2004 – 2007
Charles Coolidge Parlin, Board of Governors, 2007 – Current
Marketing NPV, Managing Partner, 2007 – 2011
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American Marketing Association, VP Treasurer/Secretary, 2009 – 2010
American Marketing Association, Chairman Elect, 2011-2012
American Marketing Association, Chairman, 2012-2013
American Marketing Association, Immediate Past Chairman, 2013-2014
Marketing Accountability Standards Board, Charter Director, 2010 – Current
SEI
Site Intelligence/iJento, 2010-2012
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Advisory Boards

IPSS
ISBM
BazaarVoice
VoiceStar
Hooja
BuySafe
Merchant Circle
PetSmart
Mentor Tech
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