

# SUNEAL BEDI

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## EDUCATION

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**THE WHARTON SCHOOL, UNIVERSITY OF PENNSYLVANIA**, Philadelphia, PA  
Ph.D. Marketing, Ph.D. Ethics & Legal Studies, Expected 2019 (Joint Degree)  
M.S. Marketing, 2018

**HARVARD LAW SCHOOL**, Cambridge, MA  
J.D., 2012  
Harvard Civil Rights Civil Liberties Law Review (Articles Submission Editor)  
Deans Scholar: Property; Social Entrepreneurship

**SWARTHMORE COLLEGE**, Swarthmore, PA  
B.A. Economics and Russian Literature, with Honors, 2009  
Phi Beta Kappa

## PUBLICATIONS AND WORKS UNDER REVIEW

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*Fully and Barely Clothed: Case Studies in Gender and Religious Discrimination*, 12 Hastings Business Law Journal, 133 (2016). (Awarded the Jackson Lewis Employment Law Best Paper at the Academy of Legal Studies in Business 2015 Conference)

*Measuring Trademark Dilution by Tarnishment* (co-author David Reibstein) (Under Review)

*Errors in Patent and Class Action Damage Calculations using Conjoint Analysis* (co-author David Reibstein) (Under Review)

*The Corporate Pro-Se Litigant: Rationales for Treating Individuals and Corporations Differently* (Under Review)

*To Boycott or Not to Boycott* (Under Review)

## WORKS IN PROGRESS

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*Vector Autoregressive Models and Trademark Infringement.*

*Brand Recall Latency and Trademark Fame Designations* (co-author Mike Schuster).

*Perceptions of Employee Branding.*

## SELECTED MEDIA PUBLICATIONS

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“The Importance of Nation Branding” —*U.S. News and World Report* (March 20, 2018) with David Reibstein.

“Is America Great Again? Data Says No” —*U.S. News and World Report* (January 23, 2018) with David Reibstein.

“What France’s Model Ban Teaches the US about our Clothing Companies” —*The Elite Daily* (April 27, 2015).

“The Lemon that is Lululemon” —*The Huffington Post* (April 22, 2014).

“California’s Attempt to Avenge Revenge Porn” —*The Huffington Post* (November 9, 2013).

“From Pigskin to Bacon: The Legal Issues Surrounding the NFL Litigation” —*Forbes Magazine* (May 8, 2012).

## TEACHING

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*The Wharton School, University of Pennsylvania*

*Law and Social Values* (Sole Lecturer) (2017 Undergraduate). Received a rating of 4 out of 4 in student course evaluations of “Quality of Class” and “Quality of Instructor.”

*Introduction to Law and Legal Practice* (Sole Lecturer) (2016 Undergraduate). Received a rating of 4 out of 4 in student course evaluations of “Quality of Instructor.”

*Empirical Methods in Business School Research* (Lecturer) (2015, 2016, and 2017 Undergraduate). Professor Cathy Schrand. Lectured on empirical methods in marketing and legal scholarship.

*Business Ethics in Practice* (Lecturer) (2016 Undergraduate). Professor Diana Robertson. Lectured on the ethics of fashion branding.

*Teaching Assistant: Marketing Simulation/SABRE* (2018 MBA, 2018 EMBA); *Introduction to Law and Legal Practice* (2015, 2016 Undergraduate); *Business Ethics in Practice* (2017, 2018 MBA and Undergraduate).

*Harvard Law School*

*Social Entrepreneurship* (Guest Lecturer). Helped develop HLS’s first Social Entrepreneurship course. Worked with CEOs and Non-Profit Managers to develop projects for students. Lectured on the fundamentals of finance and social investing.

## WORK EXPERIENCE

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*Ropes & Gray LLP* (2012-2014)

*Corporate Associate*: Worked in the Real Estate and Private Equity transaction groups.

*Midwest Design Lab* (2011-present)

*Business Strategy Advisor:* Currently advising product design firm headquartered in San Francisco. Providing high-level marketing strategy including designing and implementing conjoint analysis and market segmentation studies and providing legal assistance.

*Farepath* (2014-present)

*Business Advisor:* Currently advising social entrepreneurship startup that attempts to fuse advances in technology with community engagement to solve local hunger issues.

*Ministry* (formerly *Ministry of Supply*) (2011-2012)

*Legal and Marketing Director:* Created and implemented marketing and legal strategy for fashion startup, including blogging, website design, marketing to local entrepreneurship events and young professionals and responding to trademark and copyright infringement claims.

## AWARDS AND HONORS

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Penn TA Provost Prize—prize voted on by students and given to the 10 best graduate teachers across all schools at the university (*University of Pennsylvania*).

Jackson Lewis Employment Law Best Paper Award (*Academy of Legal Studies in Business 2015 Conference*).

Hans Jacob Heckman Fellowship in Ethics (*Wharton*).

Marc and Diane Spilker Corporate Governance Fund Fellowship (*Wharton*).

Pro Bono Honor Roll (*Ropes & Gray*).

## CONFERENCES AND PRESENTATIONS

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Academy of Legal Studies in Business Conference 2015 (Philadelphia, PA).\*

Academy of Legal Studies in Business Conference 2016 (San Juan, Puerto Rico).\*

4<sup>th</sup> Joint Bergamo-Wharton Business Ethics Conference 2016 (Bergamo, Italy).

Boston University Working Paper Intellectual Property Conference 2017 (Boston, MA).\*

The Diversity and Ethics Business Workshop 2017 (Philadelphia, PA).\*

Texas A&M Intellectual Property Scholars Roundtable 2017 (Forth Worth, TX).\*

Society of Business Ethics Conference 2017 (Atlanta, GA).\*

Association of Consumer Research 2017 (San Diego, CA).

Working Paper Intellectual Property Conference 2018 (Cleveland, Ohio).\*

Santa Clara Marketing Department 2018 (Santa Clara, California).\*

Journal of Marketing and Public Policy Conference 2018 (Columbus, Ohio).\*

\*Denotes presenting author.

## REFERENCES

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