

KEVIN LANE KELLER

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Dartmouth College
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EDUCATION

- Ph.D. Duke University
Fuqua School of Business
Major Field: Marketing (May 1986)
- M.B.A. Carnegie-Mellon University
Graduate School of Industrial Administration
Area of Concentration: Marketing (May 1980)
- A.B. Cornell University (with distinction in all subjects)
College of Arts and Sciences
Majors: Economics and Mathematics (June 1978)

PROFESSIONAL EXPERIENCE

- Dartmouth College, Tuck School of Business
E.B. Osborn Professor of Marketing, July 1998 to present
- Duke University, Fuqua School of Business
Visiting Professor of Business Administration, May 1997 to June 1998
Instructor, September 1984 to December 1984
- University of North Carolina at Chapel Hill, Kenan-Flagler Business School
Professor of Marketing, July 1995 to May 1997
- Stanford University, Graduate School of Business
Associate Professor of Marketing (with tenure), June 1993 to July 1995
Associate Professor of Marketing, September 1990 to June 1993
Assistant Professor of Marketing, July 1987 to September 1990
- University of New South Wales, Australian Graduate School of Management
Visiting Professor, September 1990 to June 1991
- University of California, Berkeley, Schools of Business Administration
Assistant Professor of Marketing, January 1986 to June 1987
- Bank of America, San Francisco, CA
Marketing Consultant, April 1981 to June 1982
Assistant Marketing Consultant, July 1980 to April 1981

PUBLICATIONS

- Nicholas M. Didow, Kevin Lane Keller, Hiram C. Barksdale and George R. Franke (1985), "Improving Measure Quality by Alternating Least Squares Optimal Scaling," *Journal of Marketing Research*, 22 (February), 30-40.
- Kevin Lane Keller and Richard Staelin (1987), "Effects of Information Quantity and Quality on Decision Effectiveness," *Journal of Consumer Research*, 14 (September), 200-213
- Kevin Lane Keller (1987), "Memory Factors in Advertising: The Effect of Advertising Retrieval Cues on Brand Evaluations," *Journal of Consumer Research*, 14 (December), 316-333.
- Kevin Lane Keller and Richard Staelin (1989), "Assessing Biases in Measuring Decision Effectiveness and Information Overload," *Journal of Consumer Research*, 15 (March), 504-508.
- Julie A. Edell and Kevin Lane Keller (1989) "The Information Processing of Coordinated Media Campaigns," *Journal of Marketing Research*, 26 (May), 149-163.
- David A. Aaker and Kevin Lane Keller (1990), "Consumer Evaluations of Brand Extensions," *Journal of Marketing*, 54 (January), 27-41.
- Kevin Lane Keller (1991), "Cue Compatibility and Framing in Advertising," *Journal of Marketing Research*, 28 (February), 42-57.
- Kevin Lane Keller (1991), "Memory and Evaluations in Competitive Advertising Environments," *Journal of Consumer Research*, 17 (March), 463-76.
- Kevin Lane Keller and David A. Aaker (1992), "The Effects of Sequential Introduction of Brand Extensions," *Journal of Marketing Research*, 29 (February), 35-50.
- Kevin Lane Keller (1993), "Conceptualizing, Measuring, and Managing Customer-Based Brand Equity," *Journal of Marketing*, 57 (January), 1-22.
- Kevin Lane Keller (1993), "Memory Retrieval Factors and Advertising Effectiveness" in *Advertising Exposure, Memory, and Choice*, ed. Andrew A. Mitchell, Hillsdale, NJ: Lawrence Erlbaum Associates, 11-48.
- David A. Aaker and Kevin Lane Keller (1993), "Interpreting Cross-Cultural Replications of Brand Extension Research," *International Journal of Marketing Research*, 10, 55-59.
- Mark Forehand and Kevin Lane Keller (1996), "Initial Retrieval Difficulty and Subsequent Recall in an Advertising Setting," *Journal of Consumer Psychology*, 5 (4), 299-323.
- Kevin Lane Keller (1996), "Integrated Marketing Communications and Brand Equity," in *Integrated Marketing Communications*, eds. Jeri Moore and Esther Thorson, Mahwah, NJ: Lawrence Erlbaum Associates, 103-132.
- Kevin Lane Keller (1997), "Twenty-First Century Branding," *Journal of Brand Management*, 368-370.
- Kevin Lane Keller (1998), "Brand Equity," in the *Handbook of Technology Management*, ed. Richard Dorf. CRC Press Inc., 12:59-12:65.
- Kevin Lane Keller, Susan Heckler, and Michael J. Houston (1998), "The Effects of Brand Name Suggestiveness on Advertising Recall," *Journal of Marketing*, 62 (January), 48-57.

- Kevin Lane Keller (1998), "Branding Perspectives on Social Marketing," in *Advances in Consumer Research*, Vol. 25, Joseph W. Alba and J. Wesley Hutchinson, eds. Provo, UT: Association for Consumer Research, 299-302.
- Kevin Lane Keller and David A. Aaker (1998), "The Impact of Corporate Marketing on a Company's Brand Extensions," *Corporate Reputation Review*, 1 (August), 356-378.
- Kevin Lane Keller (1998), "Measuring Customer-Based Brand Equity," in *Perspectives of Modern Brand Management*, ed. Dr Franz-Rudolf Esch, 989-1010.
- Kevin Lane Keller (1998), "Methods to Examine Brand Extensions," in *Perspectives of Modern Brand Management*, ed. Dr Franz-Rudolf Esch, 705-720.
- Kevin Lane Keller (1998), "Understanding Brand Equity: Answers to Ten Common Branding Questions," *Exchange*, (Winter), 15-19.
- Kevin Lane Keller (1999), "Brand Mantras: Rationale, Criteria, and Examples," *Journal of Marketing Management*, 15 (1-3), 43-51.
- Bong, Na Woon, Roger Marshall, and Kevin Lane Keller (1999), "Measuring Brand Power: Validating a Model for Optimizing Brand Equity," *Journal of Product and Brand Management*, 8 (3), 170-184.
- Kevin Lane Keller (1999), "Effective Long-Run Brand Management: Brand Reinforcement and Revitalization Strategies," *California Management Review*, 41 (3), 102-124.
- Kevin Lane Keller (1999), "Designing and Implementing Branding Strategies," *Journal of Brand Management*, 6 (5), 315-331.
- Julie A. Edell and Kevin Lane Keller (1999), "Analyzing Media Interactions: The Effects of Coordinated TV-Print Advertising Campaigns," Marketing Science Institute Report No. 99-120.
- Kevin Lane Keller (2000), "The Brand Report Card," *Harvard Business Review*, Jan/Feb, 147-157.
- Kevin Lane Keller (2000), "Building and Managing Corporate Brand Equity," in *The Expressive Organization*, eds. Majken Schultz, Mary Jo Hatch, Oxford University Press.
- Sheri Bridges, Kevin Lane Keller, and Sanjay Sood (2000), "Explanatory Links and the Perceived Fit of Brand Extensions: The Role of Dominant Parent Brand Associations and Communication Strategies," *Journal of Advertising*, 29 (4), 1-11.
- Kevin Lane Keller and Sanjay Sood (2001), "The Ten Commandments of Global Branding," *Asian Journal of Marketing*, 8 (2), 97-108.
- Kevin Lane Keller (2001), "Mastering the Marketing Communications Mix: Micro and Macro Perspectives on Integrated Marketing Communication Programs," *Journal of Marketing Management*, 17 (September), 819-848.
- Kevin Lane Keller (2001), "Building Customer-Based Brand Equity: A Blueprint for Creating Strong Brands," *Marketing Management*, July/August, 15-19.

- Kevin Lane Keller (2001), "Brand Equity Guidelines and Pitfalls: Lessons from the World's Strongest Brands," in *The Encyclopedia of Brands and Branding in South Africa*, Affinity Advertising and Publishing.
- Kalpesh Kaushik Desai and Kevin Lane Keller (2002), "The Effects of Brand Expansions and Ingredient Branding Strategies on Host Brand Extendibility," *Journal of Marketing*, 66 (January) 73-93.
- Steven Hoeffler and Kevin Lane Keller (2002), "Building Brand Equity through Corporate Societal Marketing," *Journal of Public Policy and Marketing*, 21 (1), 78-89.
- Tim Ambler, C.B. Bhattacharya, Julie Edell, Kevin Lane Keller, Katherine N. Lemon, and Vikas Mittal (2002), "Relating Brand and Customer Perspectives on Marketing Management," *Journal of Service Research*, August, 5 (1), 13-25.
- Kevin Lane Keller, Brian Sternthal, and Alice Tybout (2002), "Three Questions You Need to Ask About Your Brand," *Harvard Business Review*, 80 (September), 80-89.
- Kevin Lane Keller (2002), "Branding and Brand Equity," in *Handbook of Marketing*, eds., Bart Weitz and Robin Wensley, Sage Publications, London, 151-178.
- Kevin Lane Keller (2002), *Branding and Brand Equity*, MSI Relevant Knowledge Series (Cambridge, MA: Marketing Science Institute).
- Kevin Lane Keller (2003), "Brand Synthesis: The Multi-Dimensionality of Brand Knowledge," *Journal of Consumer Research*, 29 (4), 595-600.
- Kevin Lane Keller and Don Lehmann (2003), "How Do Brands Create Value," *Marketing Management*, May/June, 26-31.
- Steven Hoeffler and Kevin Lane Keller (2003), "The Marketing Advantages of Strong Brands," *Journal of Brand Management*, 10 (August), 421-445.
- Kevin Lane Keller and Y.L.R. Moorthi (2003), "Branding in Developing Markets," *Business Horizons*, 46 (May-June), 49-60.
- Margaret C. Campbell and Kevin Lane Keller (2003), "Brand Familiarity and Ad Repetition Effects," *Journal of Consumer Research*, 30 (September), 292-304.
- Kevin Lane Keller (2003), "Understanding Brands, Branding, and Brand Equity," *Interactive Marketing*, 5 (1), 7-20.
- Patrick Tickle, Kevin Lane Keller, and Keith Richey (2003), "Branding in High-Technology Markets," *Market Leader*, 22 (Autumn), 21-26.
- Jeff Manning and Kevin Lane Keller (2003), "Making Advertising Work: How GOT MILK? Marketing Stopped a 20 Year Sales Decline," *Marketing Management*, January/February.
- Kevin Lane Keller and Sanjay Sood (2003), "Brand Equity Dilution," *MIT Sloan Management Review*, 45 (Fall), 12-15.
- Frederick E. Webster, Jr. and Kevin Lane Keller (2004), "A Roadmap for Branding in Industrial Markets," *Journal of Brand Management*, 11 (May), 388-402.

- Kusum L. Ailawadi and Kevin Lane Keller (2004), "Understanding Retail Branding: Conceptual Insights and Research Priorities," *Journal of Retailing*, 80 (4), 331-342.
- Kevin Lane Keller (2005), "Branding Short-Cuts," *Marketing Management*, September/October, 14, 18-23.
- Ed Lebar, Phil Buehler, Kevin Lane Keller, Monika Sawicka, Zeynep Aksehirli, and Keith Richey (2005), "Brand Equity Implications of Joint Branding Programs," *Journal of Advertising Research*, 45 (December), 413-425.
- Kevin Lane Keller and Philip Kotler (2006), "Holistic Marketing: A Broad, Integrated Perspective to Marketing Management," in *Does Marketing Need Reform?*, eds. Jagdish Sheth and Raj Sisodia, 300-305.
- Kevin Lane Keller (2006), "Measuring Brand Equity," in *The Handbook of Marketing Research: Uses, Misuses, and Future Advances*, eds. Rajiv Grover and Marco Vriens, 546-568.
- Kevin Lane Keller (2006), "Strategic Brand Management Process," in *Perspectives of Modern Brand Management*, ed. Dr Franz-Rudolf Esch.
- Kevin Lane Keller and Don Lehmann (2006), "Brands and Branding: Research Findings and Future Priorities," *Marketing Science*, 25 (November-December), 740-759.
- Paul Bloom, Steve Hoefler, Kevin Lane Keller, and Carlos Basurto (2006), "Enhancing Brand Equity By Supporting Social Causes," *MIT Sloan Management Review*, 47 (2), 49-55.
- Kevin Lane Keller and Keith Richey (2006), "The Importance of Corporate Brand Personality Traits to a Successful 21st Century Business," *Journal of Brand Management*, 14 (September-November), 74-81.
- Robert Leone, Vithala Rao, Kevin Lane Keller, Man Luo, Leigh McAlister, Rajendra Srivatstava (2006), "Linking Brand Equity to Customer Equity," *Journal of Service Research*, 9 (November), 125-138.
- Kevin Lane Keller (2007), "Advertising and Brand Equity," in *Handbook of Advertising*, eds. Gerard J. Tellis and Tim Ambler, Sage Publications, 54-70.
- Kevin Lane Keller (2008), "The Brand Behind the Brand," Commentary, *Harvard Business Review*, 86 (February).
- Kevin Lane Keller (2008), Foreword to *Public Health Branding: Applying Marketing for Social Change*, eds. W. Douglas Evans and Gerard Hastings, Oxford University Press.
- Kevin Lane Keller (2008), "Commentary on 'Case Study: The Corporate Brand: Help or Hindrance'," *Harvard Business Review*, February, p. 56.
- Don Lehmann, Kevin Lane Keller, and John Farley (2008), "The Structure of Survey-Based Brand Metrics," in special issue, "Branding in the Global Marketplace," of *Journal of International Marketing*, 16 (4), 29-56.
- Kevin Lane Keller (2009), "Building A Strong Business-to-Business Brand," in *Business-to-Business Brand Management: Theory, Research, and Executive Case Study Exercises in Advances in Business Marketing & Purchasing* series, Volume 15, ed. Arch Woodside, Emerald Group Publishing Limited, 11-31.

- Kevin Lane Keller (2009), "Building Strong Brands in a Modern Marketing Communications Environment," in special issue, "The Evolution of Integrated Marketing Communications: IMC in a Customer-Driven Marketplace," of *Journal of Marketing Communications*, special issue editors, Don E. Schultz, Charles Patti, and Philip Kitchen, 15 (April-July), 139-155.
- Kevin Lane Keller (2009), "Managing the Growth Tradeoff: Challenges and Opportunities In Luxury Branding" in special issue, "Luxury Branding," of *Journal of Brand Management*, special issue editor Uche Okonkwo, 16 (March-May), 290-301.
- Kevin Lane Keller (2009), "Challenges to Branding: Five Secrets to Brand Success," *Market Leader*, Quarter 2, 45-47.
- Kevin Lane Keller and Frederick E. Webster Jr. (2009), "The Branding Sweetspot: Achieve Marketing Balance by Reconciling Marketing Trade-offs," *Marketing Management*, 18 (July/August), 12-17.
- Kevin Lane Keller and Don Lehmann (2009), "Assessing Brand Potential," in special issue, "Brand Value and Valuation," of *Journal of Brand Management*, special issue editors, Randall Raggio and Robert P. Leone, 17 (September), 6-17.
- Kevin Lane Keller (2009), "Leveraging Sponsorship Through Integrated Marketing", in Day, H. (ed.), *Sponsorship: From Theory to Practice and All the Latest Trends*, The Marketing & Management Collection, Henry Stewart Talks Ltd, London.
- Steve Hoeffler, Paul Bloom, and Kevin Lane Keller (2010), "Understanding Stakeholder Responses to Corporate Citizenship Initiatives: Managerial Guidelines and Research Directions," *Journal of Public Policy & Management*, 29 (Spring), 78-88.
- Kevin Lane Keller (2010), "Modern Branding Challenges," Forward to *Brands and Brand Management: Contemporary Research Perspectives*, eds. Barbara Loken, Rohini Ahluwalia, and Michael J. Houston, xv-xx.
- Kevin Lane Keller (2010), "Brand Equity Management in a Multichannel, Multimedia Retail Environment," in a special issue, "Emerging Perspectives on Marketing in a Multichannel and Multimedia Retailing Environment," of *Journal of Interactive Marketing*, co-editors Venkatesh Shankar and Manjit Yadav, 24 (May), 58-70.
- Kevin Lane Keller (2010), Forward to Kelly Tian and Lily Dong, *Imagining China, Imagining Brands*
- Kevin Lane Keller (2010), Forward to Christian Dussart, *Creative Self-Destruction: An Integrated Set of New Business Logics to Escape Commoditization Hell*
- Kevin Lane Keller (2010), "The New Branding Imperatives: Insights for the New Marketing Realities," Marketing Science Institute, *Fast Forward* series.
- Kevin Lane Keller (2011), "Commentary on 'Case Study: Time for a Unified Campaign?'," *Harvard Business Review*, June, p. 133.
- Kevin Lane Keller and Philip Kotler (2011), "Branding in Business-to-Business Firms," in *Business to Business Marketing Handbook*, eds. Gary L. Lilien and Rajdeep Grewal, Edward Elgar Publishing, 208-225.

- Kevin Lane Keller (2011), "Global Branding," in *Wiley International Encyclopedia of Marketing* edited by Jagdeesh Sheth and Naresh Malhotra, in Volume 1 *International Marketing*, eds. Daniel Bello and David Griffith, John Wiley & Sons Limited, forthcoming.
- Kevin Lane Keller (2012), "Brand Strategy," in *Marketing Strategy Handbook*, eds. Venky Shankar and Gregory Carpenter, Edward Elgar Publishing, pp. 289-305.
- Kevin Lane Keller (2013), "Brand," in *The Palgrave Encyclopedia of Strategic Management*, eds. David Teece and Mie Augier, Palgrave Macmillan.
- Kevin Lane Keller (2013), "Brand Equity," in *The Palgrave Encyclopedia of Strategic Management*, eds. David Teece and Mie Augier, Palgrave Macmillan.
- Kevin Lane Keller (2011), Forward to *Consumer-Brand Relationships: Insights for Theory and Practice*, eds. Marc Fetscherin, Susan Fournier, Michael Breazeale, and T.C. Melewar.
- Susan M. Broniarczyk and Kevin Lane Keller (2011), "Consumer Perceptions of Brand Extensions," in *Consumer Insights: Findings from Behavioral Research*, ed. Joseph W. Alba, (Cambridge, MA: Marketing Science Institute).
- Kevin Lane Keller (2011), "How to Navigate the Future of Brand Management," *Marketing Management*, Summer, 36-43.
- Sanjay Sood and Kevin Lane Keller (2012), "The Effects of Brand Name Structure on Brand Extension Evaluations and Parent Brand Dilution," *Journal of Marketing Research*, 49 (June 2012), 373-382.
- Kevin Lane Keller (2012), "Building Rich Brand Relationships: Research Dialogue on Brands As Intentional Agents," *Journal of Consumer Psychology*, 22 (April), 166-176.
- Kevin Lane Keller (2012), "Economic and Behavioral Perspectives on Brand Extension," *Marketing Science*, 31 (September-October), 772-775.
- Kevin Lane Keller (2013), *Strategic Brand Management*, 4th ed., Upper Saddle River, NJ: Pearson Prentice-Hall.
- Susan E. Heckler, Kevin Lane Keller, Michael J. Houston, and Jill Avery (2014) "Building Brand Knowledge Structures: Elaboration and Interference Effects on the Processing of Sequentially Advertised Brand Benefit Claims," *Journal of Marketing Communications*, 20 (3), 176-196.
- Kevin Lane Keller and Lowey Sichol (2014), *Best Practice Cases in Branding*, 4th ed., Upper Saddle River, NJ: Pearson Prentice-Hall.
- Roger Sinclair and Kevin Lane Keller (2014), "A Case for Brands as Assets: Acquired and Internally Developed," *Journal of Brand Management*, 21 (June), pp. 286-302.
- Chekitan Dev and Kevin Lane Keller (2014), "Brand Revitalization," *Cornell Hospitality Quarterly*, 55 (4), 334-341.
- Kevin Lane Keller (2014), Forward to "Consumer Brand Relationships" special issue of the *Journal of Brand Management*, 21 (June/July 2014), p.365.

- Kevin Lane Keller (2014), Forward to *Strong Brands, Strong Relationships*, eds. Susan Fournier, Michael Breazeale, and Jill Avery.
- Kevin Lane Keller (2014), "Six Scholarly Insights on Branding," *AMA Journal Reader*, October 2014.
- Kevin Lane Keller (2014), "Developing and Implementing Brand Architecture Strategies," *Journal of Brand Management*, 21 (December), pp. 702-715.
- Roger Sinclair and Kevin Lane Keller (2014), "The Case of the Vanishing Assets," *CFO*, September 11, 2014.
- Bendik Meling Samuelsen, Lars Erling Olsen, and Kevin Lane Keller (2015), "The Multiple Roles of Fit Between Brand Alliance Partners in Alliance Attitude Formation," *Marketing Letters*, 26 (December), pp. 619-629.
- Kevin Lane Keller (2015), Forward to *Handbook of Brand Management Scales 2015*, Lia Zarantonello and Véronique Pawels, Routledge Publishing.
- Kevin Lane Keller (2015), "Brand Development Processes and Planning," in *Next Practices in Branding*, eds. Rajendra K. Srivastava and Gregory Metz Thomas, (New Delhi, India: Sage Publications), forthcoming.
- Kevin Lane Keller (2015), "Brand Revitalization," in *Next Practices in Branding*, eds. Rajendra K. Srivastava and Gregory Metz Thomas, (New Delhi, India: Sage Publications), forthcoming.
- Philip Kotler and Kevin Lane Keller (2016), *Marketing Management*, 15th edition, Upper Saddle River, NJ: Pearson Prentice-Hall.
- Barry Bayus, Tim Oliver Brexendorf, and Kevin Lane Keller (2016), "Understanding the Interplay Between Brand and Innovation Management: Findings and Future Research," *Journal of the Academy of Marketing Science*, forthcoming.
- Tulin Erdem, Kevin Lane Keller, Dmitri Kuksov, and Rik Pieters (2016), "Understanding Branding in a Digitally Empowered World," *International Journal of Research in Marketing*, forthcoming.
- Kevin Lane Keller (2016), "Reflections on Customer-Based Brand Equity: Perspectives, Progress and Priorities," *AMS Review*, 6(1), pp. 1-16.
- Kevin Lane Keller (2016), "Unlocking the Power of Integrated Marketing Communications: How Integrated is Your IMC Program?," *Journal of Advertising*, forthcoming.
- Rajeev Batra and Kevin Lane Keller (2016), "Integrating Marketing Communications: New Findings, New Lessons and New Ideas," *Journal of Marketing*, forthcoming.

WORKING PAPERS

Julie A. Edell and Kevin Lane Keller, “Analyzing Media Interactions: The Effects of Coordinated TV-Print Advertising Campaigns,” under review, *Journal of Marketing Behavior*.

Jeffrey Parker, Martin Schleicher, Donald Lehmann, and Kevin Lane Keller, “When To Introduce Close Vs. Far Extensions,” under review, *Journal of Marketing*.

Tingting Fan, Peter Golder, and Kevin Lane Keller, “Brand Preference Evolution During Urban Migration: A Framework of Intra Country Cultural, Economic, and Social Distances,” under review, *Journal of International Marketing*.

Tim Oliver Brexendorf and Kevin Lane Keller, “Leveraging the Corporate Brand: The Importance of Corporate Brand Innovativeness and Brand Architecture,” under review, *European Journal of Marketing*.

Robert W. Smith and Kevin Lane Keller, “The Effects of Brand Homogeneity on Product Experiences,” to be submitted to the *Journal of Marketing Research*.

Roger Sinclair and Kevin Lane Keller, “Brand Value, Accounting Standards, and Mergers and Acquisitions: ‘The Moribund Effect’,” to be submitted the *Journal of Brand Management*.

Marcello Formisano, Lia Zarantonello, and Kevin Lane Keller, “On Growing Brands in Dynamic Markets: Perspectives on Dirichlet Model Applications,” under review, *Marketing Theory*.

MANUSCRIPTS IN PREPARATION

Kevin Lane Keller, “Brand What?: What You Really Need to Know About Your Brands,” targeted for *Harvard Business Review*

Kevin Lane Keller, “The Customer is Not Always in Charge,” targeted for *Harvard Business Review*

Kevin Lane Keller, “A Conceptual Model of Brand Extension Effects: An Integrative Review,” targeted for *Foundations and Trends in Marketing*

Scott Bedbury and Kevin Lane Keller, “King of the World: Brand Supremacy Inside and Outside Your Company,” targeted for *Harvard Business Review*

WORK IN PROGRESS

Understanding Brand Permission: “Just Because You Can, Doesn’t Mean You Should” (with Ravi Dhar and Tom Meyvis)

Understanding the Effects of Limited Edition Products (with Tim Brexendorf)

Understanding the Effects of Perceived Product Line Stability and Volatility on Consumer Brand Evaluations (with Tim Brexendorf)

RESEARCH INTERESTS

Marketing Management: Planning, Programs and Processes

Strategies and Tactics to Build, Measure and Manage Brand Equity

Design, Implementation and Evaluation of Integrated Marketing Communication Programs

TEACHING INTERESTS

MBA: Marketing Management; Brand and Product Management; Advertising and Communication Management

PhD: Behavioral Research in Marketing: Theories and Methods

Executive: Designing, Implementing, and Measuring Branding Programs and Integrated Marketing Communications Programs

PRESENTATIONS

"Effects of Information Quantity and Quality on Decision Effectiveness," ORSA/TIMS Marketing Science Conference (February 1984).

"Memory Factors in Advertising: The Effects of Advertising Retrieval Cues on Brand Evaluations," Association for Consumer Research Conference (October 1985 and October 1986), American Marketing Association Educators' Conference (August 1986), and American Psychological Association Annual Meeting (August 1986), Marketing Science Institute Advertising Steering Group (October 1986).

"Memory Retrieval Factors and Advertising Effectiveness," Sandage Symposium III: Contending Psychological Approaches to Advertising, University of Illinois (June 1987), Advertising and Consumer Psychology Conference (May 1989), Marketing Research Society of Australia Conference (October 1990), University of Melbourne Faculty Research Seminar (October 1990), University of Western Australia Faculty Research Seminar (April 1991).

"Consumer Evaluations of Brand Extensions," Marketing Science Institute Brand Equity Conference (February 1988), ORSA/TIMS Marketing Science Conference (February 1988), Association for Consumer Research Conference (October 1988).

"Memory and Evaluation Effects in Competitive Advertising Environments," University of Florida Faculty Research Seminar (April 1988), Pennsylvania State University Faculty Research Seminar (June 1988), Stanford Marketing Camp (August 1988), Association for Consumer Research Conference (October 1989).

"Cue Compatibility and Framing in Advertising," Association for Consumer Research Conference (October 1988), Wharton Faculty Research Seminar (March 1989), University of Michigan Faculty Research Seminar (November 1989), University of Arizona Faculty Research Seminar (March 1990).

"The Effects of Sequential Introduction of Brand Extensions," Association for Consumer Research Conference (October 1989), University of Washington Faculty Research Seminar (December 1989), Duke University Faculty Research Seminar (July 1990).

- "Conceptualizing, Measuring, and Managing Customer-Based Brand Equity," University of Auckland Faculty Research Seminar (April 1991), Cornell University Faculty Research Seminar (April 1992), New York University Faculty Research Seminar (April 1992), Columbia University Marketing Camp (June 1992), American Marketing Association 13th Annual Marketing Research Conference (September 1992), Marketing Science Institute Trustees Meeting (November 1992), Harvard University (February 1993).
- "The Interaction of Brand Name and Brand Positioning Strategies on Advertising Effectiveness Over Time," Association for Consumer Research Conference (October 1991), University of California, Irvine Faculty Research Seminar (December 1993), Duke University Faculty Research Seminar (March 1994).
- "Retrieval Difficulty and Subsequent Recall in an Advertising Setting," Association for Consumer Research Conference (October 1992).
- "The Effects of Corporate Images and Branding Strategies on New Product Evaluations," Association for Consumer Research Conference (October 1992), Sheth Foundation Winter Marketing Camp, University of Pittsburgh (February 1995), Marketing Science Institute (January 1996).
- "Dave Aaker: A Wizard, A True Star," Paul D. Converse Award Symposium (May 1996)
- "Building and Measuring Brand Equity," Association for National Advertisers, Corporate Communications Conference (October 1995), Marketing Science Institute (September 1996)
- "Brand Knowledge and Advertising Effectiveness: Learning and Persuasion Perspectives," University of Texas Faculty Research Seminar (March 1996), University of Florida Faculty Research Seminar (March 1996), University of California at Berkeley Faculty Research Seminar (September 1996).
- "Global Brand Equity," Doctoral Internationalization Consortium, University of Texas (June 1997)
- "The Effects of Branding Strategies and Product Experience on Brand Equity," University of Rochester Faculty Research Seminar (June 1997), Duke University Faculty Research Seminar (August 1997), University of Massachusetts, University of Connecticut, and University of Rhode Island Marketing Colloquium (September 1997), London Business School Faculty Research Seminar (October 1997), UCLA Marketing Camp (March 1998), Emory University Faculty Research Seminar (April 1998), MSI Brand Architecture Conference (March 2005), University of Buffalo (March 2005), TCU (April 2008)
- "Branding the B-School," New England Colleges of Business Administrators Conference (September 1997)
- "Branding Perspectives on Social Marketing," Association for Consumer Research Conference (October 1997)
- "New Perspectives on Integrated Marketing Communications," Marketing Science Institute Conference on Fundamental Issues and Directions in Marketing (June 1998) and Brandworks University Conference (July 1998).
- "Analyzing Media Interactions: The Effects of Coordinated TV-Print Advertising Campaigns," University of New South Wales Faculty Research Seminar (November 1998), Northwestern University Faculty Research Seminar (March 1999), Ohio State University Faculty Research Seminar (April 1999).

- “Brand Equity Research: Progress and Priorities,” University of New South Wales Faculty Research Seminar (November 1998).
- “The Effects of Brand Expansions and Ingredient Branding Strategies on Parent Brand Extendibility,” Duke University Faculty Research Seminar (September 1999), University of Toronto Faculty Research Seminar (April 2000), INSEAD Faculty Research Seminar (September 2000), University of Minnesota Faculty Research Seminar (March 2001), Boston University Faculty Research Seminar (April 2001).
- “Understanding Global Branding,” Georgetown University Marketing Retreat (April 2001)
- “Building Strong Brands: Lessons from the World’s Top Marketers,” Rice University (December 1999), Japanese Marketing Association (March 2001), Vega School of Brand Communications (South Africa) (May 2001), Gordon Institute of Business Science (South Africa) (December 2002), N.C. State University College of Textiles (September 2005), Taiwan (September 2006).
- “Building Brand Equity through Societal Marketing,” MSI Conference on Marketing, Corporate, Social Initiatives, and the Bottom Line (March 2001)
- “The Future of Branding,” Advertising Research Foundation (April 2002)
- “Building Customer-Based Brand Equity,” MSI Conference on Brand Loyalty (April 2002)
- “Building and Managing Corporate Brand Equity,” Conference on Corporate Reputation (May 2002)
- “Branding and Brand Health,” MSI/Wharton/McKinsey CMO Summit (September 2002)
- “The Extendibility and Vulnerability of Abstract Brand Images,” Harvard Business School (April 2003), University of Colorado at Boulder (February 2004), Northwestern Marketing Camp (September 2004), Babson College Research Colloquium (April 2005)
- “Consumer Responses to Social and Commercial Sponsorships,” MSI Integrating Social Responsibility and Marketing Strategy Conference, Boston University (September 2003)
- “Orchestrating Marketing Communications to Build Brand Equity,” Marketing Science Institute Conference on Brand Orchestration, Orlando, FL (December 2003)
- “Making Marketing Better” University of California at Berkeley (November 2004)
- “Understanding Brand Alliances,” Brand Alliance Research Conference, Oklahoma State University (April 2005)
- “Marketing Excellence: The New Marketing Imperatives,” Norway (May 2005), Brazil (June 2005), Singapore (July 2005), Tokyo (July 2005), Hong Kong (November 2005), Sweden (October 2006)
- “Building Strong Brands: Three Models for Developing and Implementing Brand Plans,” University of Massachusetts (February 2006), University of Kansas (April 2006), University of Minnesota (May 2006), Brigham Young University (March 2008), University of Arizona (November 2008)
- “Developing and Exploiting Brand Equity,” Brand Conclave 2006, Kolkata, India (July 2006)

- “The Future of Business Education,” Duke University (December 2006)
- “Branding Excellence: The New Branding Imperatives,” Nordic Branding Academy, Stockholm, Sweden (October 2006), George Washington University (March 2007), University of Wisconsin (March 2007), World Management Congress, Brazil (June 2007), Global Marketing Network, London (October 2007), Brand Fair 4, Belgrade, Serbia (February 2008), Jamaica (April 2008), Croatia (September 2008), Iceland (April 2010), Egypt (June 2010), Tobago (February 2011)
- “Building Strong Brands Through Sponsorship,” IEG 24th Annual Sponsorship Conference (March 2007)
- “Branding India,” Brand India Consortium, University of Connecticut (May 2007)
- “Understanding Brand Extensions,” Tuck Overseers (May 2007)
- “Achieving Brand Resonance,” MSI Creating and Cultivating Customer Connections Conference, University of Minnesota (June 2007)
- “Frontiers in Branding Research,” Norwegian School of Management, Brand Institute, Oslo, Norway (August 2007)
- “Building Strong Brands In an Experience Economy,” Nordic Experience Economy Conference, Kristiansand, Norway (August 2007)
- “The Seven Deadly Sins of Brand Management,” 2008 Dyess Lectureship in Marketing, Texas Christian University (April 2008)
- “Hitting the Branding Sweetspot: How to Best Balance Marketing Trade-offs,” Chicago AMA Brand Smart Conference (June 2008), Porto, Portugal (March 2009), Marketing Science Institute conference on New Art and Science of Branding (September 2009)
- “Marketing Excellence: How to Become a Better Marketer,” Carnegie-Mellon University (September 2008)
- “Creating a Global Brand,” World Knowledge Forum, Seoul, Korea (October 2008)
- “Not-for-Profit and Cause Branding,” George Washington University (April 2009)
- “Brand Building in Good Times and in Bad,” Tepper School of Business New York City Alumni Chapter (May 2009)
- “Branding Today and Tomorrow,” Universidade de São Paulo, São Paulo, Brazil (September 2009), MSI 50th Anniversary Trustees Meeting (April 2011)
- “The Power of the Retail Brand,” Brazilian Association of Supermarkets (ABRAS) annual conference, São Paulo, Brazil (September 2009)
- “Brand Resonance as a Strategic Marketing Tool,” American Marketing Association “Meeting of the Minds” webinar series (February 2010), Consumer-Brand Relationship Colloquium, Rollins College (April 2010)
- “The New Branding Imperatives,” Michigan State University (April 2010), University of Alaska Fairbanks (April 2010), Tuck Board of Overseers (May 2010), Mscm Excellence Lecture

- Series, University of Lugano (April 2011), CBS Copenhagen (December 2012), Munich (February 2013)
- “Blending Branding Theory & Practice: Insights & Lessons From Applying the Brand Resonance Model,” Customer Insights Conference, Yale University (May 2010)
- “30th Anniversary Talk: Marketing Yesterday, Today, and Tomorrow,” Carnegie-Mellon University, (November 2010)
- “Building Powerful, Profitable Brands in Tough Economic Conditions,” Trinidad & Tobago (February 2011)
- “Research Must Change” (panelist), ARF 75th Anniversary Convention, New York, NY (March 2011)
- “Proven Marketing Strategies in Today’s Complex Reality,” 23rd Vlerick Alumni Marketing Colloquium, Ghent, Belgium (March 2011), Media Conference, Oslo, Norway (October 2012)
- “21st Century Brand Management: Growth & Profitability,” Marketing Association of Thailand, Bangkok, Thailand (March 2011)
- “Perspectives on the Past, Present, and Future of Branding,” AMA Special Session Celebrating the Contributions of the Sheth Foundation, San Francisco, CA (August 2011)
- “Proven Marketing Strategies in Challenging Marketing Conditions,” Stockholm, Sweden (October 2011)
- “Building Strong Brands in Today’s Competitive Marketplace,” Mumbai, India (March 2012), University of Minnesota Brand Matters Series (April 2012)
- “Brands and Branding,” Brands and Branding in Law, Accounting and Marketing, University of North Carolina at Chapel Hill (April 2012)
- “The Importance of Branding in Today’s Competitive Marketplace,” Johns Hopkins University (May 2012)
- “Building Powerful and Profitable Brands in Good and Bad Times,” Mumbai (March 2013), Jakarta (March 2014), Mumbai (March 2014)
- “Brand Architecture,” 2013 Cornell Brand Management Roundtable (April 2013)
- “Brand Trust,” MSI Spring Trustees Meeting (April 2013)
- “Current Research in Branding,” University of Massachusetts, University of Connecticut, and University of Rhode Island Marketing Colloquium (April 2013); University of Pittsburgh Marketing Camp (February 2014), University of Miami (April 2014)
- “Five Golden Rules of Branding,” VT/NH Marketing Group 2014 Annual Conference, Woodstock, VT (May 2014)
- “Theory + Practice in Branding,” 4th Annual Theory + Practice in Marketing Conference, Northwestern University (May 2014)

“Designing and Funding Research for Practice: The Role of MSI and Other Considerations,” 2014 Marketing & Public Policy Conference, Boston, MA (June 2014)

“Fulfilling Your Brand Promise: Activating Your Cause,” Doing Well By Doing Good, Hanover, NH (June 2014); Seoul, Korea (November 2014)

“Creating Powerful Brands in a New Marketing World: Five Golden Rules,” Ghent, Belgium (December 2014).

“Bold Branding: New Marketing Imperatives for Profitability,” Kingston, Jamaica (April 2015)

AWARDS AND HONORS

Dissertation Awards: American Marketing Association (Honorable Mention, August 1986), American Psychological Association Division 23 (First Place, August 1986), Association for Consumer Research (Honorable Mention, October 1986), Marketing Science Institute (First Place, August 1984)

American Marketing Association Doctoral Consortium: Fellow 1984; Faculty 1988-1991, 1996, 1998, 2002-2005, 2007-2010, 2013-2014

Finalist, Best Paper in *Journal of Consumer Research* Award for 1986-1988

Runner-up, Marketing Science Institute Research Competition on Brand Equity (November 1989)

James and Doris McNamara Faculty Fellow for 1989-90

Outstanding Reviewer Award for *Journal of Marketing Research* for 1991-92

Fletcher Jones Faculty Scholar for 1992-93

1994 Harold H. Maynard award for *Journal of Marketing* article in 1993 making the most significant contribution to marketing theory and thought

Paul J. Rizzo Faculty Fellow for 1995-97

Finalist, 1997 William F. O'Dell Award for *Journal of Marketing Research*

2003 Sheth Foundation/Journal of Marketing Award recognizing articles published in the *Journal of Marketing* that have made lasting contributions to the discipline of marketing

2005 ZIBS Distinguished Theory Award (from Zyman Institute of Brand Science (ZIBS) at Emory University's Goizueta Business School)

Two articles, "Consumer Evaluations of Brand Extensions" and "Conceptualizing, Measuring, and Managing Customer-Based Brand Equity" named by INFORMS Society for Marketing Science in March 2007 to its list of Top 20 marketing science papers written in the past 25 years that have most affected the practice of marketing science

2009 Twenty-Five Year Consortium Fellow Research Excellence Award from American Marketing Association Foundation, 2009

2010 Outstanding Author Contribution Award for "Building a Strong Business-to-Business Brand" published in *Advances in Business Marketing and Purchasing* as part of the Literati Network Awards for Excellence 2010.

PROFESSIONAL ACTIVITIES

- Special Guest Editor: *International Journal of Research in Marketing* Special Issue on "Branding in a Digitally-Empowering World" (2016) and *Journal of the Academy of Marketing Science*, Special Issue on "Brand and Innovation Interdependency" (2015)
- Editorial Boards: *Journal of Consumer Research* (1994-2002), *Journal of Marketing Research* (1992-2002), *Journal of Marketing* (1993-2002, 2008-2010), *Journal of Sponsorship* (2007-), *Journal of Brand Management* (1995-), *Asian Journal of Marketing* (1999-)
- Ad Hoc Reviewer: *Marketing Science*, *Journal of Consumer Psychology*, *Sloan Management Review*, *California Management Review*, *Corporate Reputation Review*, *Harvard Business Review*.
- Ad Hoc Reviewer: Association for Consumer Research Conference (1987-), American Marketing Association Educators' Conference (1988-), American Marketing Association Doctoral Dissertation Competition (1992-), Marketing Science Institute Doctoral Dissertation Competition (1991-)
- Academic Trustee: Marketing Science Institute (2000-2006)
- Executive Director: Marketing Science Institute (2013-2015)
- Judge: JCR Ferber Awards (1999), *Forbes* "2015 30 Under 30 in Marketing & Advertising" and 2014 - 2016 ANA Marketing Analytics Leadership Awards
- Co-Chair: 1994 Annual Conference of the Society for Consumer Psychology
- Member: American Marketing Association Knowledge Coalition (2005-2007)
- Member: American Marketing Association, Association for Consumer Research, The Institute for Management Science

INDUSTRY ACTIVITIES

Multiple engagements with the following firms:

Accenture	Eli Lilly	Intuit
Allstate	ExxonMobil	Irving Oil
American Express	Ford	Johnson & Johnson
Blue Cross Blue Shield	General Mills	Kodak
Campbell Soup	GfK	Levi Strauss
Capital One	Goodyear	L.L. Bean
Coca-Cola	Google	Mayo Clinic
Colgate	Hasbro	McNeil Labs
Disney	Intel	MTV

Nivea
 Nordstrom
 Ocean Spray
 Procter & Gamble

Red Hat
 SAB Miller
 Samsung
 Shell Oil

Starbucks
 Tokyu
 Unilever
 Young & Rubicam

Press interviews (sample):

New York Times
 USA TODAY
 Los Angeles Times
 Boston Globe
 Chicago Tribune
 Wall Street Journal
 Newsweek
 Time

Fortune
 Forbes
 Business Week
 Business 2.0
 Advertising Age
 Brandweek
 NPR

Expert witness work (sample):

Coca-Cola
 Intel
 American Express
 Toyota
 DuPont
 Ernst & Young

MasterCard
 Visa
 NFL
 Abercrombie & Fitch
 Eaton
 General Motors

UNIVERSITY SERVICE

Member: Dean's Advisory Group (1987-1989)

Member: Dean's Search Committee (1989-1990)

Member: MBA Core Review Task Force (1989-1990)

Doctoral Program Liaison for Marketing Area (1989-1990)

Member: Information Resources Policy Board (1992-4)

Area Coordinator for Marketing (1993-1994)

Area Chair of Marketing (1996)

Area Chair of Marketing (2009-2012)

Member: MBA Expansion Committee (1996-1997)

Member: Curriculum Committee (1998-99)

Member: Faculty Advisory Committee – Strategy Review (1999-2000)

Member: Admission Committee (1999-2000)

Member: Academic Performance Committee (APC) (1999-2004)

Member: Dean's Marketing Advisory Group (DMAG) (2000-2003)

Member: Strategy Review Committee (2005-2006)

Member: Ad Hoc Task Force on Globalization, Project 2012 (2006-2008)

Member: Executive Education Committee (2006-2009)

Member: Dean's Executive Committee (2008-2009)

Member: Strategy Review Task Force (2011-2013)

Doctoral Thesis Principal Adviser:

Jennifer L. Aaker (thesis articles, "Dimensions of Brand Personality," *Journal of Marketing Research*, 34 (August), 1997, 347-357 & "The Malleable Self: The Role of Self-Expression in Persuasion," *Journal of Marketing Research*, 36 (February), 1999, 45-57)

Sheri Bridges (thesis article, "Explanatory Links and the Perceived Fit of Brand Extensions: The Role of Dominant Parent Brand Associations and Communication Strategies," *Journal of Advertising*, 29 (4), 2000, 1-11)

Christina L. Brown (thesis article, "Do the Right Thing: Diverging Effects of Accountability in a Managerial Decision Context," *Marketing Science*, 18 (3), 1999, 230-246)

Margaret C. Campbell (thesis article, "When Attention-Getting Tactics Elicit Consumer Inferences of Manipulative Intent: The Importance of Balancing Benefits and Investments," *Journal of Consumer Psychology*, 4 (3), 1995, 225-254)

Yih Hwai Lee (thesis article, "Responses to Information Incongruity in Advertising: The Role of Expectancy, Relevancy, and Humor," *Journal of Consumer Research*, 26 (2), 1999, 156-169)

Doctoral Thesis Committee Member:

Amna Kirmani
Chan Su Park
Rika Spencer