

BIOGRAPHY

Kevin Lane Keller is the E. B. Osborn Professor of Marketing and Senior Associate Dean for Marketing and Communications at the Tuck School of Business at Dartmouth College. Professor Keller has an AB degree in math and economics from Cornell, an MBA from Carnegie-Mellon, and a PhD in marketing from Duke. At Dartmouth, he teaches MBA courses on strategic brand management and lectures in executive programs on those topics.

Previously, Professor Keller was on the faculty at Stanford University, where he also served as the head of the marketing group. Additionally, he has been on the faculty at the University of California at Berkeley and the University of North Carolina at Chapel Hill, been a visiting professor at Duke University and the Australian Graduate School of Management, and has two years of industry experience as Marketing Consultant for Bank of America.

Professor Keller's general area of expertise is in understanding how theories and concepts related to consumer psychology can improve branding and marketing strategies. His research has been published numerous times in each of the four of the major marketing journals – the *Journal of Marketing*, *Journal of Marketing Research*, *Journal of Consumer Research* and *Marketing Science*. With over 120 published papers, he is also one of the most heavily cited of all marketing academics, and he has received numerous awards for his research accomplishments.

Actively involved with industry, he has worked on a host of different types of marketing projects. He has served as a consultant and advisor to marketers for some of the world's most successful brands, including Accenture, American Express, Disney, Ford, Intel, Levi Strauss, L.L. Bean, Nike, Procter & Gamble, and Samsung. Additional brand consulting activities have been with other top companies such as Allstate, Beiersdorf (Nivea), BJs, BlueCross BlueShield, Campbell, Capital One, Caterpillar, Colgate, Combe, Eli Lilly, ExxonMobil, General Mills, GfK, Goodyear, Hasbro, Heineken, Intuit, Irving Oil, Johnson & Johnson, Kodak, Mayo Clinic, MTV, Nordstrom, Ocean Spray, Red Hat, SAB Miller, Serta, Shell Oil, Starbucks, Time Warner Cable, Unilever, and Young & Rubicam. He has served as an expert witness for a wide variety of firms. He has also served as an academic trustee for the Marketing Science Institute from 2000 to 2006, as their Executive Director from 2013 to 2015, and as a member of their Executive Committee and Board from 2015-2021.

A popular and highly sought-after speaker, he has made keynote speeches and conducted workshops with top executives in a wide variety of forums. Some of his senior management and marketing training clients have included such diverse business organizations as AT&T, Bristol-Myers Squibb, Cisco, Coca-Cola, Deutsche Telekom, ExxonMobil, Fidelity, GE, Google, Hershey, Hyundai, IBM, Macy's, Microsoft, Nestle, Novartis, Pepsico, S.C. Johnson, and Wyeth. He has lectured all over the world, from Seoul to Johannesburg, from Sydney to Stockholm, and from Sao Paulo to Mumbai.

Professor Keller is currently conducting a variety of research studies that address strategies to build, measure, and manage brand equity. His textbook on those subjects, *Strategic Brand Management*, added co-author Vanitha Swaminathan for its 5th edition. It has been adopted at top business schools and leading firms around the world and has been heralded as the “bible of branding.” He is also co-author with Philip Kotler of the all-time best selling introductory MBA marketing textbook, *Marketing Management*, now in its 15th edition.

An avid sports, music, and film enthusiast, in his so-called spare time, he has helped to manage and market, as well as serve as executive producer, for one of Australia's great rock and roll treasures, The Church, as well as American power-pop legends Tommy Keene and Dwight Twilley. He currently serves on the Board of Directors for the Lebanon Opera House and the Doug Flutie, Jr. Foundation for Autism. Professor Keller lives in Etna, NH with his wife, Punam (also a Tuck marketing professor), and two daughters, Carolyn and Allison.