

Natalie Mizik
Professor of Marketing
J. Gary Shansby Endowed Chair in Marketing Strategy
Foster School of Business, UW
412 Paccar Hall, Box 353226
Seattle, WA 98195-3226
(206) 543-9001 | nmizik@uw.edu

June 2016

Education:

Ph.D., Marketing, University of Washington, Seattle, 2002
M.S., Economics, Moscow State Institute of International Relations (MGIMO University), Moscow, Russia, 1995

Academic Employment:

UW-Seattle, Foster Business School, J. Gary Shansby Professor of Marketing (2014-), J. Gary Shansby Associate Professor of Marketing (2012- 2014)
UNC-Chapel Hill, Associate Professor of Marketing and Sarah Graham Kenan Scholar (2011- 2012)
MIT Sloan School of Management, Visiting Associate Professor of Marketing (2010- 2011)
Columbia Graduate School of Business, Gantcher Associate Professor of Business (2007- 2011), Assistant Professor of Marketing (2002- 2007)

Academic Awards, Honors, and Service:

2015 AMA Distinguished Service Award
2015, 2014, 2012, 2009, 2008, 2007 AMA Consortium Faculty – AMA Sheth Foundation Doctoral Consortium (2015-LBS, 2014-Kellogg, 2012-UW, 2009-GSU, 2008-UMC, 2007-Arizona)
2012-2015 Faculty of the Quarter teaching awards, UW TMMBA program
2012-2015 AMA Academic Council, Member
2013-2014 ISMS Liaison Officer, INFORMS Subdivision Council
2014, 2013 Teaching Excellence Award, UW TMMBA
2012 AMA Erin Anderson Award for an Emerging Female Marketing Scholar and Mentor
2012 Journal of Marketing Research, JMR, William F. O'Dell Award, Finalist
2011 Varadarajan Award for Early Career Contributions to Marketing Strategy Research, American Marketing Association, Strategy SIG
2011, 2009 MSI, Robert D. Buzzell Best Paper Award, Winner (2011), Finalist (2009)
2011 Nominated for the *Excellence in Teaching Award*, MIT Sloan School of Management
2011, 2009 Journal of Marketing Research, JMR, Paul E. Green best paper Award, Finalist
2011, 2010, 2009, 2008 Voted by the 2nd-year graduating Columbia MBA students favorite core professor and attended as a guest of honor to lead pre-graduation Capstone Meeting (voted in every year the program was in place)
2009-2012 Marketing Accountability Standards Board (MASB), Charter Director and Project Co-Lead (2009-2011), Advisory Council (2011-2012)
2009 John D.C. Little Best Paper Award, Finalist
2009 Marketing Association of Columbia *Most Engaging and Dynamic Professor* and *Best Marketing Class Taken at CBS* Teaching Award for the Core MBA Marketing Strategy course
2005 MSI third biennial Young Scholars Program
2001, 2000 ISBM Award Winner (2001), Honorable Mention (2000)

Associate Editor:

2012 – present, Customer Needs and Solutions (CNS)
Guest AE for JM, IJRM

Editorial Review Board Membership:

2011 – present	Marketing Science
2010 – present	JM, Journal of Marketing
2008 – present	Marketing Letters
2007 – present	JMR, Journal of Marketing Research
2008 – 2015	IJRM, International Journal of Research in Marketing

Publications:

Kothari, S.P., Natalie Mizik, Sugata Roychowdhury (2016), “Managing for the Moment: Role of Real Activity Manipulation versus Accruals in SEO Over-Valuation,” *The Accounting Review*, 91 (2), 559-586

Mizik, Natalie (2014), “Assessing the Total Financial Performance Impact of Brand Equity with Limited Time-Series Data,” *Journal of Marketing Research*, 51 (6), 691-706

- 2011 Robert D. Buzzell MSI Best Paper Award Winner

Moorman, Christine, Simone Wies, Natalie Mizik, and Fredrika Spencer (2012), “Firm Innovation and the Ratchet Effect among Consumer Packaged Goods Firms,” *Marketing Science*, 31 (6), 934–951

Sismeiro, Catarina, Natalie Mizik, and Randolph Bucklin (2012), “Modeling coexisting business scenarios with time-series panel data: A dynamics-based segmentation approach,” *IJRM, International Journal of Research in Marketing*, 29 (2), 134–147

Knowles, Jonathan, Isaac Dinner, and Natalie Mizik (2011), “Merging Company Identities May Add Value,” *Harvard Business Review*, 89 (September), 26

Mizik, Natalie (2010), “The Theory and Practice of Myopic Management,” *Journal of Marketing Research*, 47 (4), 594-611

- 2011 Paul E. Green Award Finalist for the JMR paper with the most potential to contribute to the practice of marketing research and research in marketing

Jacobson, Robert and Natalie Mizik (2009), “The Financial Markets and Customer Satisfaction: Re-examining Possible Financial Market Mis-Pricing of Customer Satisfaction,” *Marketing Science*, 28 (5), 810-819

- lead article with invited commentaries
- 2009 John D.C. Little Award Finalist for best paper in the Marketing Sciences Literature
- 2009 Robert D. Buzzell MSI Best Paper Award Finalist

Jacobson, Robert and Natalie Mizik (2009), “Customer Satisfaction-Based Mispricing: Issues and Misconceptions,” *Marketing Science*, 28 (5), 836-845

Mizik, Natalie and Robert Jacobson (2009), “Valuing Branded Businesses,” *Journal of Marketing*, 73 (6), 137-153

Mizik, Natalie and Robert L. Jacobson (2009), "The Financial Markets Research in Marketing," *Journal of Marketing Research*, 46 (3), 320-324

Mizik, Natalie and Robert L. Jacobson (2008), "The Financial Value Impact of Perceptual Brand Attributes," *Journal of Marketing Research*, 45 (1), 15-32

- 2012 William F. O'Dell award Finalist for article published in 2008 that has made the most significant, long-term contribution to marketing theory, methodology, and/or practice
- 2009 Paul E. Green Award Finalist for the JMR paper with the most potential to contribute to the practice of marketing research and research in marketing

Mizik, Natalie and Robert L. Jacobson (2007) "Myopic Marketing Management: Evidence of the Phenomenon and Its Long-Term Performance Consequences in the SEO Context," *Marketing Science*, 26 (3), 361-379

Mizik, Natalie and Robert L. Jacobson (2007), "The Cost of Myopic Management," *Harvard Business Review*, 85 (July-August), 22-24

Manchanda, Puneet, Dick R. Wittink, Andrew Ching, Paris Cleanthous, Min Ding, Xiaojing J. Dong, Peter S. H. Leeflang, Sanjog Misra, Natalie Mizik, Sridhar Narayanan, Thomas Steenburgh, Jaap E. Wieringa, Marta Wosinska, Ying Xie (2005), "Understanding Firm, Physician and Consumer Choice Behavior in the Health Care Industry," *Marketing Letters*, 16 (3-4), 293-308

Mizik, Natalie and Robert L. Jacobson (2005), "Talk about Brand Strategy," *Harvard Business Review*, 83 (October), 24-26

Pauwels, Koen, Imran Currim, Marnik G. Dekimpe, Eric Ghysels, Dominique M. Hanssens, Natalie Mizik, Prasad Naik (2005), "Modeling Marketing Dynamics by Time Series Econometrics," *Marketing Letters*, 15 (4), 167-183

- lead article

Mizik, Natalie and Robert Jacobson (2004), "Are Physicians 'Easy Marks'? Quantifying the Effects of Detailing and Sampling on New Prescriptions," *Management Science*, 51 (12), 1704-1715

- 2001 ISBM Award Winner

Mizik, Natalie and Robert Jacobson (2003), "Trading Off between Value Creation and Value Appropriation: The Financial Implications of Shifts in Strategic Emphasis," *Journal of Marketing*, 67 (January), 63-76

- 2000 ISBM Award Finalist

Books and Chapters:

Mizik, Natalie and Dominique Hanssens, eds. (2017). Handbook of Marketing Analytics with Applications in Marketing, Public Policy, and Litigation. Elgar Publishing, forthcoming

Mizik Natalie and Robert Jacobson (2017), "Using Dynamic Panel Data Methods to Evaluate Effectiveness of Direct-to-Physician Pharmaceutical Marketing Activities" in Mizik and Hanssens, eds. Handbook of Marketing Analytics, Elgar Publishing, forthcoming

Mizik Natalie and Eugene Pavlov (2016), "Measuring Financial Impact of Brand Equity" in Homburg,

Christian, Martin Klarmann, and Arnd Vomberg, eds. Handbook of Marketing Research. Springer, forthcoming

Mizik, Natalie (2012), “How to Better Value Branded Businesses: A Conditional Multiplier Approach,” book chapter in Shankar Ganesan (eds.) Handbook of Marketing and Finance, Edward Elgar publishers

Mizik, Natalie and Robert Jacobson (2004), “Stock Return Response Modeling,” book chapter in Christine Moorman and Donald R. Lehmann (eds.) Assessing Marketing Strategy Performance, Cambridge, MA: MSI Marketing Science Institute, 29-46

Working Papers and Papers under Review:

Mizik, Natalie, Jonathan Knowles, and Isaac Dinner (2016), “Value Implications of Branding Strategy in Mergers”

Mizik, Natalie and Doron Nissim (2012) “Accounting for Marketing Activities: Implications for Marketing Research and Practice”

Artz, Martin, Natalie Mizik (2016), “How Incentives Shape Strategy: The Role of CMO, CEO, and CFO Compensation in Inducing Marketing Myopia”

Dinner, Isaac, Natalie Mizik, and Don Lehmann (2009) “The (Unappreciated) Value of Marketing”

Jacobson, Robert and Natalie Mizik (2009) “Assessing the Value-Relevance of Customer Satisfaction”

Research in Progress:

Pavlov, Eugene and Mizik, Natalie, “Values’ Voters and Their Brands”

Mizik, Natalie, “Company Actions and Consumer Perceptions of Corporate Social Responsibility: Impact on Firm Financial Performance”

Mizik, Natalie, “Focus on Differentiation: Understanding the Market Anomaly”

Mizik, Natalie and Robert Jacobson, “Strategy in Recession: The Role of Marketing”

Mizik, Natalie (2011), “Tobin’s Q: The Theoretical Construct and Its Use and Validity in Marketing Applications”

Dinner, Isaac and Natalie Mizik (2011), “Communicating with the Financial Markets: The Role and the Value of Non-Financial Information in Marketing Metrics,” supported by **MSI grant #4-1455**

Published Cases for MBA teaching:

Mizik, Natalie (2015), “*Emue: A Solution to Raising Credit Card Fraud?*” October 1, 2015

Mizik, Natalie (2010), “*The Pharmaceutical Industry Interactions with Physicians: The Cost, the Ethics, and the Patient Welfare,*” Columbia Business School Case ID# 100513, published December 6, 2010

Dore, Blair and Natalie Mizik (2010), "*Time Inc.*" Columbia Business School Case ID# 100512, published November 23, 2010

Mizik, Natalie (2010), "*How to Better Value Branded Businesses,*" Columbia Business School Case ID# 100502, published January 27, 2010

Mizik, Natalie (2009), "*Sonance (B),*" Columbia Business School Case ID# 080515B, published September 23, 2009

Mizik, Natalie (2009), "*Sonance at a Turning Point. Teaching Note,*" Columbia Business School, Case ID# 080515TN, published August 31, 2009

Mizik, Natalie and Paul Glasserman (2009), "*Does Detailing Pay? Teaching Note*" Columbia Business School, Case ID# 090202TN, published July 28, 2009

Mizik, Natalie and Paul Glasserman (2009), "*Does Detailing Pay?*" Columbia Business School, Case ID# 090202, published February 23, 2009, revised July 28, 2009

Mizik, Natalie (2008) "*Sonance at a Turning Point,*" HBR Product #: CU140-PDF-ENG, Columbia Business School, Case ID# 080515A, published October 23, 2008; revised November 5, 2011

- included in the 13th edition of Kerin and Peterson, "Strategic Marketing Problems: Cases and Comments" (Pearson/Prentice Hall).

Published Research Reports:

Mizik, Natalie and Doron Nissim (2011) "Accounting for Marketing Activities: Implications for Marketing Research and Practice," *Marketing Science Institute* Research Report No. 11-103

Mizik, Natalie, Jonathan Knowles, and Isaac Dinner (2010), "Value Implications of Corporate Branding in Mergers," *Marketing Science Institute* Research Report No. 10-119

Mizik, Natalie (2009) "Assessing the Total Financial Performance Impact of Marketing Assets with Limited Time-Series Data: A Method and an Application to Brand Equity Research," *Marketing Science Institute* Research Report No. 09-116

- 2011 Robert D. Buzzell MSI Best Paper Award Winner

Isaac Dinner, Natalie Mizik, Don Lehmann (2009) "The (Unappreciated) Value of Marketing," *Marketing Science Institute* electronic Research Report No. 09-204

Mizik, Natalie (2009), "The Theory and Practice of Myopic Management," *Marketing Science Institute* electronic Research Report No. 09-203

Mizik, Natalie and Robert Jacobson (2008) "Valuing Branded Businesses," *Marketing Science Institute* Research Report No. 08-115

Mizik, Natalie and Robert Jacobson (2008) "Earnings Inflation through Accruals and Real Activity Manipulation: Its Prevalence at the Time of an SEO and the Financial Market Consequences," *Marketing Science Institute* electronic Research Report No. 08-202

Sismeiro, Catarina, Natalie Mizik, and Randolph Bucklin (2008) “A New Dynamics-based Segmentation Approach for Maximizing Long-term Marketing Impact,” *Marketing Science Institute* Research Report No. 08-109

Jacobson, Robert and Natalie Mizik (2007) “The Financial Markets and Customer Satisfaction: Re-examining the Value Relevance of Customer Satisfaction from the Efficient Markets Perspective,” Cambridge, Mass.: MSI *Marketing Science Institute* Working Paper Series, Issue 3, Report No. 07-115

- 2009 Robert D. Buzzell MSI Best Paper Award Finalist

Mizik, Natalie and Robert L. Jacobson (2006) “Myopic Marketing Management: The Phenomenon and Its Long-Term Impact on Firm Value,” Cambridge, Mass.: MSI *Marketing Science Institute* Working Paper Series, Issue 1, 3-21, Report No. 06-100

Mizik, Natalie and Robert Jacobson (2005), “How Brand Attributes Drive Financial Performance,” Cambridge, Mass.: MSI *Marketing Science Institute* Working Paper Series, Issue 3, 21-39, Report No. 05-111

Mizik, Natalie and Robert Jacobson (2004), “Are Physicians ‘Easy Marks’? Quantifying the Effects of Detailing and Sampling on New Prescriptions,” Cambridge, Mass.: MSI, *Marketing Science Institute* Working Paper Series, Issue 1, 129-151, Report No. 04-105

Mizik, Natalie and Robert Jacobson (2002), “Trading Off Value Creation and Value Appropriation: The Financial Implications of Shifts in Strategic Emphasis,” Cambridge, Mass.: MSI *Marketing Science Institute*, Report No. 20-114

Other Publications:

Mizik, Natalie (2005), “Are Physicians Easy Marks? A Closer Look at Pharmaceutical Marketing Practices,” *Hermes* (Summer), 10-12

Competitive Grants:

2011 MSI grant #4-1715 (\$21,000) to study the company communications, media, and UGC impact on brand, with Daria Dzyabura, John Hauser, and Andrey Mizik

2008 Center on Global Brand Leadership, BRITE grant (\$8,000)

2007 CeBiz research grant (\$1,000) to study the role of customer satisfaction

2007 MSI grant #4-1455 (\$13,000) to study the value of non-financial information, with Isaac Dinner

2005 MSI grant # 4-1316 (\$9,000) to study Myopic Marketing Management with Robert Jacobson

1999 Dissertation Summer Scholarship, Tilburg University, the Netherlands

Invited Talks:

1. NYU, April 2016
2. Lehigh University, April 2016
3. UC Irvine, November 2015
4. 2015 AMA Sheth Foundation Doctoral Consortium, LBS, London, July 2015
5. Washington State University, September 2014
6. 2014 AMA Sheth Foundation Doctoral Consortium, Northwestern U., Evanston, IL, June 2014
7. Doc SIG Symposium, Winter AMA, Orlando, February 2014

8. U of Georgia, February 2014
9. INSEAD, January 2014
10. 2012 AMA Sheth Foundation Doctoral Consortium, UW, Seattle, June 2012
11. U. of Maryland, April 2012
12. North Carolina State University, March 2012
13. 2012 AMA winter conference, FL, February 2012
14. Tinbergen Marketing Research Camp, Erasmus University, Rotterdam, June 2011
15. MIT Sloan School of Management, May 2011
16. Marketing Science Institute (MSI), Workshop on the Mktg-Fin Interface, Boston, May 2011
17. Michael G. Foster School of Business, University of Washington, Seattle, May 2011
18. Boston College, April 2011
19. Marketing Science Institute (MSI), MSI's 50th Anniversary Celebration, Boston, April 2011
20. Association of American Law Schools, Section on Socio-Economics, AALS Annual Meeting, San Francisco, January 2011
21. Invitational Choice Symposium, Florida, May 2010
22. Goizueta School of Business, Emory University, April 2010
23. University of Pittsburgh, April 2010
24. Penn State, March 2010
25. MASB, 2010 Chicago meeting, March 2010
26. Wharton, U. Pennsylvania, February 2010
27. Kenan-Flagler Business School, UNC-Chapel Hill, January 2010
28. MI9, Marketing in Israel conference, December 2009
29. Stern School of Business, New York University, November 2009
30. 2009 AMA Sheth Foundation Doctoral Consortium, GSU, Atlanta, GA, June 2009
31. Yale School of Management, Collaborative & Multidisciplinary Research Conference, Session Chair, May 2009
32. Rensselaer Polytechnic Institute, Lally School of Management & Technology, April 2009
33. USC, Marshall School of Business, marketing department, April 2009
34. MIT Sloan School of Management, marketing department, March 2009
35. Harvard Business School, marketing department, March 2009
36. Duke University, Fuqua School of Business, marketing department, March 2009
37. BRITE Conference, Columbia University, October 2008
38. 2008 AMA Sheth Foundation Doctoral Consortium, UMC, June 2008
39. Georgetown U, marketing camp, April 2008
40. University of Texas (Austin), March 2008
41. Columbia University QMSS seminar, October 2007
42. U of Washington, Ross School of Business, Marketing department, September 2007
43. 2007 AMA Sheth Foundation Doctoral Consortium, Arizona, May 2007
44. Columbia Marketing department PhD seminar, April 2007
45. Columbia Accounting department PhD seminar, January 2007
46. Northwestern University, January 2007
47. Erasmus University, Netherlands, October, 2006
48. University of British Columbia, marketing department, August, 2006
49. U of Washington Accounting department, August 2005
50. HKUST, Hong Kong, marketing department, April 2005
51. MSI third Young Scholars Program, Park City, Utah, January 2005
52. Dartmouth, Time Series Conference, September, 2004
53. Invitational Choice Symposium, Colorado, June 2004
54. MSI research generation workshop, Emory, Atlanta, May 2004
55. UCLA marketing department, May 2004

56. Duke University, Fuqua School of Business, marketing department, February 2004
57. Columbia GSB Accounting department, December 2003
58. Marketing Modelers Group, New York, December 2003
59. Wyeth, Management Science department seminar, September 2003
60. MSI conference on assessing marketing strategy performance, August 2003
61. Harvard Business School marketing department, January 2003
62. MSI Conference on Measuring Marketing Profitability, October 2002
63. UBC marketing department, October 2001
64. Columbia GSB marketing department, October 2001
65. Babson College marketing department, October 2001
66. Michigan State University marketing department, September 2001
67. Rutgers University marketing department, September 2001
68. University of Illinois, Chicago, marketing department, September 2001
69. Eli Lilly & Co, Indianapolis, August 2000
70. Tilburg University, Netherlands, July 1999

Conference Presentations and Talks:

- 2014 Marketing Science conference, Atlanta, June 2014
- 2013 Marketing Science conference, Istanbul, July 2013
- 2013 Theory and Practice in Marketing, London, May 2013
- 2012 Brands and Branding in Law, Accounting and Marketing, Chapel Hill, NC April 2012
- 2011 Marketing Science conference, Houston, June 2011
- 2011 Marketing Meets Wall Street, Boston University, May 2011
- 2010 Marketing Dynamics Conference, Ozyegin University, June 2010
- 2009 Marketing Dynamics Conference, NYU, August 2009
- 2009 Marketing Science conference, Ann Arbor, MI, June 2009
- 2008 Marketing Science conference, Vancouver, CA, June 2008
- 2007 Four-school conference (Columbia-NYU-Wharton-Yale), NYU, April 2007
- 2007 Marketing Dynamics Conference, University of Groningen, August 2007
- 2006 Marketing Dynamics Conference, UCLA, August 2006
- 2006 Corporate Social Responsibility Conference, London Business School, July 2006
- 2006 Marketing Science conference, Pittsburgh, June 2006
- 2005 Marketing Dynamics Conference, UC Davis, September 2005
- 2005 Marketing Science Conference, June 2005
- 2005 Four-school conference (Columbia-NYU-Wharton-Yale), April 2005
- 2004 Marketing Science Conference, June 2004
- 2003 Marketing Science Conference, June 2003
- 2003 Four-school conference (Columbia-NYU-Wharton-Yale), May 2003
- 2001 UW-UBC Marketing Conference, May 2001

Dissertation Committees:

Daria Dzyabura (2012, PhD at MIT – Marketing, first academic position: Assistant Professor of Marketing, NYU). Dissertation title: “Essays on Modeling and Measurement of Consumers’ Decision Strategies.” Role: committee member. Chair: John Hauser

Eelco Kappe (2011, PhD at Erasmus – Marketing, first academic position: Assistant Professor of Marketing, Penn State University). Dissertation title: “The Effectiveness of Pharmaceutical Marketing.” Role: opponent. Chair: Stefan Stremersch

Isaac Dinner (2011, PhD at Columbia – Marketing, first academic position: Assistant Professor of Marketing, IE Business School, Madrid, Spain). Dissertation title: “The Interpretation of Marketing Actions and Communications by the Financial Markets.” Role: co-chair. Co-chairs: Don Lehman and Natalie Mizik

Feng Chen (2008, PhD at Columbia – Accounting, first academic position: Assistant Professor at University of Toronto at Mississauga). Dissertation title: “Capital Market Pressures and Earnings Management: Evidence from U.S. Dual-Class Firms.” Role: committee member. Chair: Bjorn Jorgensen

Seema Pai (2008, PhD at USC – Marketing, first academic position: Assistant Professor at Boston U). Dissertation title: “Does it Matter What People Say about You: The Impact of the Content of Buzz on Firm Performance,” Role: committee member. Chair: S. Siddarth

Marc Badia (2008, PhD at Columbia – Accounting, first academic position: faculty at IESE, University of Navarra, Barcelona). Dissertation essays: “Probability Thresholds and Equity Values,” and “Operating Profit Variation Analysis: Implications for Future Earnings and Equity Values,” Role: committee member. Chair: Doron Nissim

Markus Maedler (2007, PhD at Columbia – Accounting, first academic position: faculty at IESE, University of Navarra, Barcelona). Dissertation title: “Job Rotation and Performance Measurement,” Role: committee member. Chair: Tim Baldenius

Promotion and Tenure Letters:

University of Melbourne
UCR
Western University, CA

Area Editorships and Ad Hoc Reviewing:

AE for Customer Needs and Solutions
Guest AE for JM, IJRM

Ad Hoc Reviewer for QME, Management Science, Journal of Brand Management, Journal of Business, Journal of Business Research, Health Economics, JAMS, California Management Review, Journal of Retailing, MSI, EMAC, ISBM, ISMS, and others

2010 Management Science Meritorious Service Award

Professional Affiliations:

AAAS, AMA, INFORMS – Member

Conference Organizing and Service to the Profession:

Co-Chair for the “Brands and Branding in Law, Accounting, and Marketing” conference, 2012 April (UNC, Chapel Hill)

Member of the Organizing and/or Program Committees for the Marketing Dynamics Conferences:

MDC 2013 May (UNC, Chapel Hill)
 MDC 2011 July (Jaipur, India)
 MDC 2010 June (Ozyegin University, Turkey)
 MDC 2009 August (NYU)
 MDC 2009 January (U of Waikato, New Zealand)
 MDC 2007 (U of Groningen, Netherlands)
 MDC 2006 (UCLA)
 MDC 2005 (UC Davis)

Member of the Advisory Committee:
 Marketing Strategy Meets Wall Street III Conference, Frankfurt, July 7-9, 2013

Marketing Strategy Meets Wall Street II: Emerging Perspectives from Academics and Practitioners
 Conference, Boston, MA, May 12 - 14, 2011

Co-organizer of Women in Marketing Academia (AMA 2010, 2013) and Women in Marketing Science
 (MktgSci 2011, 2012) meetings

Organizing special sessions at the Marketing Science conferences 2011, 2010

Teaching:

UW Foster School of Business

PhD Seminar
 EMBA Core (North America and Regional): Marketing Management
 Technology Management MBA Core: Marketing Management
 Global Leadership and Strategy Exec Ed: Strategic Marketing

UNC Kenan-Flagler Business School

MBA Core: Marketing: Core Concepts & Tools

MIT Sloan School of Management

MBA Core: Marketing Management
 Executive Education: Entrepreneurship Development Program

Columbia Business School

MBA Core: Marketing Strategy, incl. Business Values and Ethics
 MBA Electives: Strategic Marketing Planning, Advanced Mktg Strategy

Executive MBA Core: Marketing Strategy
 (Columbia NYC and Berkeley-
 Columbia EMBA programs)

Executive MBA Electives: Strategic Marketing Planning
 (Columbia NYC and BLOCK) Advanced Marketing Strategy

Teaching Awards and Recognition of Teaching Quality:

2014, 2013 *Teaching Excellence Award*, UW TMMBA program

2015, 2014, 2013, 2012 Voted *Faculty of the Quarter* in the UW TMMBA program in a vote for a “faculty member who demonstrates outstanding teaching efforts and impact in the classroom,” UW Foster School of Business

2011 Nominated for the *Excellence in Teaching Award*, MIT Sloan School of Management

2011, 2010, 2009, 2008 – Voted by the second-year graduating MBA students as their *favorite core professor* and attended as a guest of honor pre-graduation Capstone Meeting (voted in every year the program was in place)

2008-2009 Marketing Association of Columbia *Most Engaging and Dynamic Professor* Award

2008-2009 Marketing Association of Columbia *Best Marketing Class Taken at CBS* Award for the Core MBA Marketing Strategy course

Select UW School Service:

Faculty Council, Master Programs Committee, Foster Branding Committee, Research Committee (Chair, 2014), Hybrid MBA committee, other committees