

Natalie Mizik
Professor of Marketing
J. Gary Shansby Endowed Chair in Marketing Strategy
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October 2017

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:

2017 2017 Adobe Data Science Research Award
2017, 2014, 2013 Teaching Excellence Award, UW TMMBA
2017- Treasurer ISMS INFORMS
2016 Nominated for the University of Washington Distinguished Teaching Award, the highest teaching distinction a faculty member can receive at the U of Washington
2012-2016 Faculty of the Quarter teaching awards, UW TMMBA program
2015 AMA Distinguished Service Award
2015, 2014, 2012, AMA Consortium Faculty – AMA Sheth Foundation Doctoral Consortium
2009, 2008, 2007 (2015-LBS, 2014-Kellogg, 2012-UW, 2009-GSU, 2008-UMC, 2007-Arizona)
2012-2015 AMA Academic Council, Member
2013-2014 ISMS Liaison Officer, INFORMS Subdivision Council
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, Voted by the 2nd-year graduating Columbia MBA students favorite core professor and
2008 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. (2018). Handbook of Marketing Analytics with Applications in Marketing, Public Policy, and Litigation. Elgar Publishing, forthcoming Feb. 2018

Mizik Natalie and Robert Jacobson (2018), “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

Natalie Mizik, and Eugene Pavlov (2018), “Panel Data Methods in Marketing” in Mizik and Hanssens, eds. Handbook of Marketing Analytics, Elgar Publishing, forthcoming

Mizik Natalie and Eugene Pavlov (2017), “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:

Artz, Martin, Natalie Mizik (2017), “How Incentives Shape Strategy: The Role of CMO, CEO, and CFO Compensation in Inducing Marketing Myopia”

Dinner, Isaac, Jonathan Knowles, Natalie Mizik, and Eugene Pavlov (2017), “Value Implications of Branding Strategy in Mergers”

Liu, Liu, Daria Dzyabura, and Natalie Mizik (2017), “Visual Listening In: Extracting Brand Image Portrayed on Social Media”

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

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 (2016), “*Emue: A Solution to Raising Credit Card Fraud?*” June 1, 2016

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 June 3, 2017

- 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:

- 2017 Population Health Initiative, UW grant (\$50,000) for “Caring Letters After the War: Veterans Writing to Veterans to Prevent Suicide,” with Mark Reger (School of Medicine/Department of Psychiatry & Behavioral Sciences) and Lori Zoellner (Psychology Department)
- 2017 Data Science Research Award 2017 (\$50,000) for “Increasing Consumer Engagement with Firm-Generated Social Media Content: The Role of Images and Words”
- 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. Goizueta School of Business, Emory University, February 2017
2. Katz Graduate School of Business, University of Pittsburgh, January 2017
3. NYU, April 2016
4. Lehigh University, April 2016
5. UC Irvine, November 2015
6. 2015 AMA Sheth Foundation Doctoral Consortium, LBS, London, July 2015
7. Washington State University, September 2014
8. 2014 AMA Sheth Foundation Doctoral Consortium, Northwestern U., Evanston, IL, June 2014
9. Doc SIG Symposium, Winter AMA, Orlando, February 2014
10. U of Georgia, February 2014
11. INSEAD, January 2014
12. 2012 AMA Sheth Foundation Doctoral Consortium, UW, Seattle, June 2012
13. U. of Maryland, April 2012
14. North Carolina State University, March 2012
15. 2012 AMA winter conference, FL, February 2012
16. Tinbergen Marketing Research Camp, Erasmus University, Rotterdam, June 2011
17. MIT Sloan School of Management, May 2011
18. Marketing Science Institute (MSI), Workshop on the Mktg-Fin Interface, Boston, May 2011
19. Michael G. Foster School of Business, University of Washington, Seattle, May 2011
20. Boston College, April 2011
21. Marketing Science Institute (MSI), MSI's 50th Anniversary Celebration, Boston, April 2011
22. Association of American Law Schools, Section on Socio-Economics, AALS Annual Meeting, San Francisco, January 2011
23. Invitational Choice Symposium, Florida, May 2010
24. Goizueta School of Business, Emory University, April 2010
25. University of Pittsburgh, April 2010
26. Penn State, March 2010
27. MASB, 2010 Chicago meeting, March 2010
28. Wharton, U. Pennsylvania, February 2010
29. Kenan-Flagler Business School, UNC-Chapel Hill, January 2010
30. MI9, Marketing in Israel conference, December 2009
31. Stern School of Business, New York University, November 2009
32. 2009 AMA Sheth Foundation Doctoral Consortium, GSU, Atlanta, GA, June 2009
33. Yale School of Management, Collaborative & Multidisciplinary Research Conference, Session Chair, May 2009
34. Rensselaer Polytechnic Institute, Lally School of Management & Technology, April 2009
35. USC, Marshall School of Business, marketing department, April 2009
36. MIT Sloan School of Management, marketing department, March 2009
37. Harvard Business School, marketing department, March 2009
38. Duke University, Fuqua School of Business, marketing department, March 2009
39. BRITE Conference, Columbia University, October 2008

40. 2008 AMA Sheth Foundation Doctoral Consortium, UMC, June 2008
41. Georgetown U, marketing camp, April 2008
42. University of Texas (Austin), March 2008
43. Columbia University QMSS seminar, October 2007
44. U of Washington, Ross School of Business, Marketing department, September 2007
45. 2007 AMA Sheth Foundation Doctoral Consortium, Arizona, May 2007
46. Columbia Marketing department PhD seminar, April 2007
47. Columbia Accounting department PhD seminar, January 2007
48. Northwestern University, January 2007
49. Erasmus University, Netherlands, October, 2006
50. University of British Columbia, marketing department, August, 2006
51. U of Washington Accounting department, August 2005
52. HKUST, Hong Kong, marketing department, April 2005
53. MSI third Young Scholars Program, Park City, Utah, January 2005
54. Dartmouth, Time Series Conference, September, 2004
55. Invitational Choice Symposium, Colorado, June 2004
56. MSI research generation workshop, Emory, Atlanta, May 2004
57. UCLA marketing department, May 2004
58. Duke University, Fuqua School of Business, marketing department, February 2004
59. Columbia GSB Accounting department, December 2003
60. Marketing Modelers Group, New York, December 2003
61. Wyeth, Management Science department seminar, September 2003
62. MSI conference on assessing marketing strategy performance, August 2003
63. Harvard Business School marketing department, January 2003
64. MSI Conference on Measuring Marketing Profitability, October 2002
65. UBC marketing department, October 2001
66. Columbia GSB marketing department, October 2001
67. Babson College marketing department, October 2001
68. Michigan State University marketing department, September 2001
69. Rutgers University marketing department, September 2001
70. University of Illinois, Chicago, marketing department, September 2001
71. Eli Lilly & Co, Indianapolis, August 2000
72. 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

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:
(Columbia NYC and Berkeley-
Columbia EMBA programs)

Marketing Strategy

Executive MBA Electives:
(Columbia NYC and BLOCK)

Strategic Marketing Planning
Advanced Marketing Strategy

Teaching Awards and Recognition of Teaching Quality:

2017, 2014, 2013 *Teaching Excellence Award*, UW TMMBA program

2016 Nominated for the University of Washington Distinguished Teaching Award (the highest teaching distinction a faculty member can receive at the University of Washington)

2016, 2015, 2014, 2013, 2012 *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:

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