



UNIVERSITY OF
MARYLAND

ROBERT H. SMITH
SCHOOL OF BUSINESS

DIANE WHITNEY

OFFICE ADDRESS

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ACADEMIC POSITIONS

Tyser Teaching Fellow, Department of Marketing
R.H. Smith School of Business, University of Maryland
Fall 2000-Present

Visiting Professor, Department of Marketing
American University
Fall 1999-Summer 2000

Assistant Professor, Department of Marketing
Providence College
Fall 1998-Summer 1999

Lecturer, Department of Marketing
University of Maryland
Fall 1997-Summer 1998

Ph.D. Student Instructor, Department of Marketing
University of Maryland
Summer 1993-Summer 1997

EDUCATION

Ph.D. in Marketing
University of Maryland, 1997
Dissertation: "The Reciprocal Effects of Brand Extensions on Brand Knowledge"
Honor: American Marketing Association Doctorial Consortium Fellow

MBA, Virginia Polytechnic Institute, 1991

B.A., Business Administration, Grove City College, 1984

TEACHING EXPERIENCE

MBA Courses Taught:
Marketing Strategy
Consumer Product Marketing
Marketing Management Core
Consulting Field Projects, Faculty Advisor

Undergraduate Courses Taught:
Marketing Research
Consumer Behavior
Principles of Marketing

PROFESSIONAL ACTIVITIES AND AFFILIATIONS

Faculty Champion, Quantitative Marketing Fellows, Undergraduate Program (2006-Present)

Responsible for Bi-annual Teaching Workshop for MBA TAs and PhD Student Instructors (2001-Present)

Committee to Revise Marketing Management Core, Member (2005)

Member of Salary and Merit Review Committee (2004)

MBA Core Course Coordinator, Marketing Management (2002)

Undergraduate Course Coordinator, Marketing Research (2002-Present)

Faculty Advisor, Undergraduate Student Chapter, American Marketing Association (2000-2002)

Teaching Professor Search Committees, Marketing Department (2001, 2002, 2003, 2005)

Committee to Review Undergraduate Marketing Curriculum, Chair (2002)

MBA Case Competition, Judge (Spring 2001, 2002, 2003)

Teaching Professor Search Committee, QUEST Program (2000)

MBA Venture Capital ELM, Faculty Venture Capitalist (2001, 2002)

Memberships: American Marketing Association, Marketing Science Institute, Association for Consumer Research

INDUSTRY EXPERIENCE

Electronic Data Systems (EDS): 1986-1992

Supervised a department of six pricing analysts. Responsible for developing and implementing pricing strategies for add-on business to EDS' contracts. Evaluated current operations to identify areas for cost reduction and revenue enhancement. Revised EDS' pricing strategies after determining the long-term financial implications of previous pricing strategies. Developed pricing proposals for EDS' new business after projecting costs, determining the price sensitivity of customers, and evaluating the competitive environment. Tracked both industry trends and competitors' marketing activities. Analyzed competitors' overall marketing and pricing strategies to identify EDS' strengths, weaknesses, opportunities, and threats.

A.C. Nielsen Company: 1984-1986

Measured retail sales for manufacturers of consumer packaged goods products. Tracked causal marketing variables such as pricing, advertising, and point-of-purchase promotions.