

## CURRICULUM VITAE – November 2018

### I. Personal Information

#### I.A. Contact Information

Godes, David, Bradley  
Robert H. Smith School of Business  
3321 Van Munching Hall  
University of Maryland  
College Park, MD 20742  
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#### I.B. Academic Appointments at UMD

2018 – Present	Dean’s Professor of Marketing Robert H. Smith School of Business, University of Maryland
2016 – Present	Full Professor Robert H. Smith School of Business, University of Maryland
2009 – 2016	Associate Professor (with tenure) Robert H. Smith School of Business, University of Maryland

#### I.D. Other Employment

##### Academic Employment Experience

8/2015 – 12/2015	Visiting Professor, McDonough School of Business, Georgetown Univ.
2005 – 2009	Harvard Business School, Associate Professor of Business Administration
1999 – 2005	Harvard Business School, Assistant Professor of Business Administration

##### Professional Employment Experience

1993-1995	The Bradley Group, Founder
1989-1993	BayBank, Senior Product Manager
1985-1987	Home Owners Federal, Manager of Operations Analysis

#### I.E. Educational Background

2000	Massachusetts Institute of Technology Ph.D. in Management Science (Marketing)
1989	Massachusetts Institute of Technology S.M. in Management (Marketing, Strategy, MIS)
1985	University of Pennsylvania B.S. in Economics. <i>Summa Cum Laude</i>

## II. Research, Scholarly, and Creative Activities

### II.C. Articles in Refereed Journals

Godes, David, "In the Eye of the Beholder: An Analysis of the Relative Value of a Top Sales Rep Across Firms and Products," *Marketing Science* 2003, volume 22, issue 2, pp. 161-87

- Lead article
- Winner of the AMA Sales SIG's 2004 Excellence in Research Award

Godes, David, "Contracting Under Endogenous Risk," *Quantitative Marketing and Economics* 2004, volume 2, pp. 321-345.

Godes, David and Dina Mayzlin, "Using On-Line Conversations to Study Word-of-Mouth Communication," *Marketing Science*, 2004, volume 23, issue 4, pp. 545-560.

- Most highly-cited paper published in *Marketing Science* since 2001
- Finalist, Frank M. Bass Award
- Winner, 2011 INFORMS Society for Marketing Science Long-Term Impact Award
- Translated into French and reprinted in *Recherche et Applications in Marketing*, vol. 19, no. 4, 2004, pp. 89-110

Godes, David, Dina Mayzlin, Yubo Chen, Sanjiv Das, Chrysanthos Dellarocas, Barak Libai, Bruce Pfeiffer, Subrata Sen and Mengze Shi, "The Firm's Management of Social Interactions," *Marketing Letters*, 2005, volume 16, no. 3/4, pp. 415-28.

Ustuner, Tuba and David Godes, "Better Sales Networks," *Harvard Business Review*, Volume 84, Number 7/8, 2006, pp. 102-112.

Hartman, Wesley, Puneet Manchanda, Harikesh Nair, Matthew Bothner, Peter Dodds, David Godes, Kartik Hosanagar and Catherine Tucker, "Modeling Social Interactions: Identification, Empirical Methods and Policy Implications," *Marketing Letters* 19, no 3/4 (December 2008), pp. 287-304.

Bhardwaj, Pradeep, Yuxin Chen and David Godes, "Buyer-Initiated vs. Seller-Initiated Information Revelation," *Management Science*, volume 54, June 2008, pp. 1104-1114.

Godes, David, Elie Ofek and Miklos Sarvary, "Content vs. Advertising: The Impact of Competition on Media Firm Strategy," *Marketing Science*, volume 28, issue 1 (January/February), 2009, pp. 20-35

Godes, David and Dina Mayzlin, "Firm-Created Word-of-Mouth Communication: Evidence from a Field Test," *Marketing Science*, volume 28, issue 4, 2009, (July/August), pp. 721-39.

- Most highly-cited paper published in *Marketing Science* since 2007
- Finalist, John D.C. Little Award
- Finalist, 2015 INFORMS Society for Marketing Science Long-Term Impact Award
- Winner 2017 INFORMS Society for Marketing Science Long-Term Impact Award

Godes, David, "Invited Comment on 'Opinion Leadership and Social Contagion in New Product Diffusion'," *Marketing Science*, Vol. 30 (2) (March/April), 2011, pp. 224-229.

Godes, David, "The Strategic Impact of References in Business Markets," *Marketing Science*, 2012, Vol. 31 (2), (March/April), pp. 257-76.  
- Finalist, John D.C. Little Award

Godes, David and Jose Silva, "Sequential and Temporal Dynamics of Online Opinion," *Marketing Science*, 2013, Vol. 31 (3), (May/June), pp. 448-473.  
- Winner, John D.C. Little Award

Aral, Sinan, Chrysanthos Dellarocas and David Godes, "Editorial -- Social Media and Business Transformation: A Framework for Research," *Information Systems Research*, 2013, Vol. 24, (March), pp. 3-13.

Godes, David, "Product Policy in Markets with Word-of-Mouth Communication," *Management Science*, 2016, Vol. 63 (1), pp. 267-78

Wojnicki, Andrea and David Godes, "Signaling Success: Word of Mouth as Self Enhancement," *Customer Needs and Solutions*, 2017, Vol. 4, pp. 68-82

Zhang, Yuchi and David Godes, "Learning from Online Social Ties," *Marketing Science*, 2018, Vol. 37 (3), pp. 333-506

Phan, Tuan Q. and David Godes, "The Evolution of Influence through Endogenous Link Formation," *Marketing Science*, 2018, Vol. 37 (2), pp. 177-331

## II.E. Conferences, Workshops, and Talks

### II.E.2. Invited Talks

*Berkeley Invitational Choice Symposium*, (June 2001) Monterey, CA. Invited Presentation: "Online Word of Mouth Communication"

*Harvard Business School* (May 2002) Boston, MA. Invited Presentation: "Using Online Conversations to Study Word of Mouth Communication"

*University of California Berkeley* (April 2003) Berkeley, CA. Invited Presentation: "Using Online Conversations to Study Word of Mouth Communication"

*University of Chicago* (March 2004) Chicago, IL. Invited Presentation: "Sales Force Contracting Under Endogenous Risk"

*University of Toronto* (March 2004) Toronto, ON. Invited Presentation: "Sales Force Contracting Under Endogenous Risk"

*Boston University* (April 2004) Boston, MA. Invited Presentation: “Firm-Created Word of Mouth Communication: A Field-Based Quasi Experiment”

*Yale University* (April 2004) New Haven, CT Invited Presentation: “Buyer-Initiated vs. Seller-Initiated Information Revelation”

*Washington University* (April 2004) St. Louis, MO Invited Presentation: “Buyer-Initiated vs. Seller-Initiated Information Revelation”

*University of Pennsylvania Wharton School* (April 2004) Philadelphia, PA Invited Presentation: “Using the Compensation Scheme to Signal the Ease of a Task”

*Ad-Tech* (November 2004) New York, NY. Invited Presentation: “Managing and Measuring Social Interactions”

*Duke University Fuqua School of Business* (December 2004) Durham, NC. Invited Presentation: “Using the Compensation Scheme to Signal the Ease of a Task”

*Young Scholars Conference* (January 2005) Park City, UT. Invited Presentation: “Buyer-Initiated vs. Seller-Initiated Information Revelation”

*University of Texas – Dallas* (April 2005) Dallas, TX. Invited Presentation: “Firm-Created Word of Mouth Communication: A Field-Based Quasi Experiment”

*Legal Sales and Service Organization RainDance Conference* (June 2005) Boston, MA. Invited Presentation: “Sales Force Management: A Network-Based View”

*WOMMA Conference* (July 2005) Chicago, IL. Invited Presentation: “Why Do People Talk?”

*Marketing In Israel V* (Dec 2005) Tel Aviv, Israel. Invited Presentation: “The Dynamics of Online Opinion”

*Charlotte HBS Alumni Association* (October 2006) Charlotte, NC. Invited Presentation: “Word of Mouth and Social Networks in Consumer and Business Markets”

*INFORMS ISMS Doctoral Consortium*, (June 2007) Singapore Management University. Invited Presentation: “Understanding Consumers’ Social Interactions”

*Direct Marketing Association Conference*, (January 2008), Cambridge, MA. Invited Presentation: “Word of Mouth: A Marketing Tool”

*INFORMS ISMS Doctoral Consortium*, (June 2008) Sauder School, University of British Columbia. Invited Presentation: “Online Marketing: The Role of WOM and Social Interactions”

*Wharton Interactive Media Initiative Modeling Social Network Data Conference*, (January 2009)

Wharton School, University of Pennsylvania. Invited Presentation: “Time vs. Order: The Dynamics of Online Opinion”

*Olin School, Washington University – St. Louis* (February 2009) St. Louis, MO. Invited Presentation: “References”

*Stern School, New York University* (February 2009) New York, NY. Invited Presentation: “References”

*Robert H. Smith School, University of Maryland* (February 2009) College Park, MD. Invited Presentation: “References”

*Goizueta Business School, Emory University* (March 2009) Atlanta, GA. Invited Presentation: “References”

*Haas School of Business, University of California Berkeley* (March 2009) Berkeley, CA. Invited Presentation: “References”

*University of Houston, Sales and Sales Management Conference* (April 2009) Houston, TX. Invited Presentation: “Using the Compensation Scheme to Signal the Ease of a Task”

*The Johnson School at Cornell University* (March 2010), Ithaca, NY. Invited Presentation: “References”

*Anderson School of Business, University of California Los Angeles*, (May 2011) Los Angeles, CA. Invited Presentation: “References”

*Katz School of Business, University of Pittsburgh*, (February 2012) Pittsburgh, PA. Invited Presentation: “Product Policy in Markets with Word-of-Mouth Communication”

*Kellogg School of Management, Northwestern University*, (April 2012) Evanston, IL. Invited Presentation: “Product Policy in Markets with Word-of-Mouth Communication”

*Sloan School of Management, MIT*, (May 2012) Cambridge, MA. Invited Presentation: “Product Policy in Markets with Word-of-Mouth Communication”

*Sunway University*, (June 2012) Kuala Lumpur, Malaysia. Invited Presentation: “Social Media: The Power to Influence and Impact?”

*Oxford Symposium on Reputation, Said Business School, Oxford University* (September 2012), Invited Presentation: “Signaling Success: Strategically-Positive Word of Mouth”

*Bauer School, University of Houston*, (April 2013) Houston, TX. Invited Presentation: “Product Policy in Markets with Word-of-Mouth Communication”

*Marshall School, USC*, (April 2014) Los Angeles, CA. Invited Presentation: “Product Policy in

Markets with Word-of-Mouth Communication”

*Tuck School of Business, Dartmouth College*, (May 2014) Hanover, NH. Invited Presentation: “Product Policy in Markets with Word-of-Mouth Communication”

*Columbia Business School, Columbia University*, (May 2014) New York, NY. Invited Presentation: “Product Policy in Markets with Word-of-Mouth Communication”

*Jones Graduate School of Business, Rice University*, (June 2015) Houston, TX. Invited Presentation: “Product Policy in Markets with Word-of-Mouth Communication”

*Olin School, Washington University – St. Louis* (June 2015) St. Louis, MO. Invited Presentation: “Product Policy in Markets with Word-of-Mouth Communication”

*School of Business and Economics, Wilfrid Laurier University* (June 2015) Waterloo, ON. Invited Presentation: “Learning From Online Social Ties”

*Olin School, Washington University – St. Louis* (June 2015) St. Louis, MO. Invited Presentation: “Product Policy in Markets with Word-of-Mouth Communication”

*McDonough School of Business, Georgetown University* (December 2015) Washington, DC. Invited Presentation: “Learning From Online Social Ties”

*LeBow College of Business, Drexel University* (November 2016) Philadelphia, PA. Invited Presentation: “Learning From Online Social Ties”

*University College London School of Management* (February 2017) London, UK. Invited Presentation: “Media Bias in the Presence of Feedback”

*University of Western Ontario* (February 2017) London, ON. Invited Presentation: “Media Bias in the Presence of Feedback”

*Interdisciplinary Center* (April 2017) Herzliya, Israel. Invited Presentation: “Media Bias in the Presence of Feedback”

*Kenan-Flagler Business School, University of North Carolina* (April 2017) Chapel Hill, NC. Invited Presentation: “Media Bias in the Presence of Feedback”

*Goizueta Business School, Emory University* (April, 2018) Atlanta, GA. Invited Presentation: “Extremity Bias in Online Reviews: A Field Experiment”

*Carey Business School, Johns Hopkins University* (November, 2018) Baltimore, MD. Invited Presentation: “Extremity Bias in Online Reviews: A Field Experiment”

### II.E.3. Refereed Presentations

*Summer Institute for Competitive Strategy*, (June 2003) Berkeley, CA. “Products vs. Advertising: Media Competition and the Relative Source of Firm Profits”

*CU Boulder Invitational Choice Symposium*, (June 2004) Estes Park, CO. Session Chair. “Firm-Sponsored Word of Mouth Communication: A Field-Based Quasi-Experiment”

*Quantitative Marketing and Economics Conference* (November 2004) Boston, MA. “Using the Compensation Scheme to Signal the Ease of a Task”

*Summer Institute for Competitive Strategy* (June 2006) Berkeley, CA, “Dynamics of Online Opinions”

*Association for Consumer Research (ACR) Conference* (September 2006), Orlando, FL, “Emerging Opportunities & Challenges in Understanding Word-Of-Mouth and Social Network Effects”

*Summer Institute for Competitive Strategy* (July 2009), Berkeley, CA, “References”

### II.E.7. Non-Refereed Presentations

*Marketing Science Conference* (May 1999) Syracuse, NY. “Death of a (Commissioned) Salesman: Can the Impact of Endogenous Risk Explain the Popularity of Apparently Suboptimal Sales Contracts?”

*Marketing Science Conference* (June 2000) Los Angeles, CA. “Friend or Foe? The Relationship Between Learning and Incentives”

*Marketing Science Conference* (June 2002) Edmonton, Alberta. “Competition in Media Markets”

*New England Marketing Consortium* (September 2002) Hanover, NH. “Competition in Media Markets”

*Marketing Science Conference* (June 2003) College Park, MD. “Compensation Schemes to Attract Agents”

*INFORMS Annual Conference* (October 2003) Atlanta, GA. “Firm-Sponsored Word of Mouth Communication: A Natural Experiment”

*Marketing Science Conference* (July 2004) Rotterdam, Netherlands. “Firm-Sponsored Word of Mouth Communication: A Field-Based Quasi-Experiment”

*Marketing Science Conference* (June 2007), Singapore Management University, Singapore.

“Reference Programs”

*Marketing Science Conference* (June 2008), Vancouver, B.C., “Unobserved Effort Allocation in Secondary Education”

*International Conference on Knowledge, Culture and Change in Organisations* (August 2008), Cambridge, England, ““Dynamic Information Flow with Endogenous Network Formation”

*Marketing Science Conference* (June 2009), Ann Arbor, Michigan, “Tertius Gaudens vs. Referencing: Too Much Information?”

*Marketing Science Conference* (June 2017) Los Angeles, CA. Invited Presentation: “Media Bias in the Presence of Feedback”

II.G. Book Reviews, Notes, and Other Contributions

II.G. 5.Other

<i>Avon.com</i>	HBS (A) Case -- 503-016 HBS (B) Case -- 503-041 HBS Teaching Note 503-093
<i>ENSR International</i>	HBS Case 503-075 HBS Teaching Note 503-094
<i>Precise Software Solutions</i>	HBS Case 503-064 HBS Teaching Note 504-084
<i>XM Satellite Radio</i>	HBS (A) Case 504-009 (with Elie Ofek) HBS (B) Case 504-065 (with Elie Ofek) HBS (C) Case 505-015 (with Elie Ofek) HBS Teaching Note 504-082 (with Elie Ofek)
<i>Raymond James Financial</i>	HBS Case 504-027 HBS Teaching Note 504-083
<i>BuildingBlocks International</i>	HBS Case 504-085 HBS Teaching Note 504-086
<i>Hasbro Games: POX</i>	HBS (A) Case 505-046 (with Elie Ofek) HBS (B) Case 505-047 (with Elie Ofek)
<i>Sales Force Integration at FedEx</i>	HBS (A) Case 506-029 HBS (B) Case 506-030 HBS (C) Case 506-031 HBS (D) Case 506-032 HBS (E) Case 506-033 HBS Teaching Note 508-073



<i>Hale and Dorr</i>	HBS (A) Case 505-005 HBS (B) Case 505-070 HBS Teaching Note 508-117
<i>MINI USA: Finding a New Advertising Agency</i>	HBS (A) Case 508-041 HBS (B) Case 508-042
<i>Butler, Shine, Stern &amp; Partners</i>	HBS Case 508-043
<i>Glass Egg Digital Media</i>	HBS Case 508-066
<i>EFI, Inc.</i>	HBS (A) Case 508-044 HBS (B) Case 508-045 HBS (C) Case 508-046 HBS Teaching Note 508-084
<i>Lincoln Financial Group</i>	HBS (A) Case 508-028 HBS (B) Case 508-029 HBS (C) Case 508-030 HBS Teaching Note 508-083
<i>Terumo</i>	HBS (A) Case 508-068 HBS (B) Case 508-069 HBS (C) Case 508-070
<i>Avaya</i>	HBS (A) Case 508-048 HBS (B) Case 508-049 HBS (C) Case 508-050 HBS (D) Case 508-051 HBS Teaching Note 508-082
<i>Carlyle Japan</i>	HBS (A) Case 508-092 HBS (B) Case 508-093 HBS (C) Case 508-093
<i>Customer Referencing: Three Programs</i>	HBS Case 508-101
<i>Blogging at BzzAgent</i>	HBS Case 508-102 HBS Teaching Note 508-118
<i>SKF</i>	HBS Case 508-097
<i>Sales Management Module Note</i>	HBS Note 508-099

II.L. Submissions and Works in Progress

II.L.2. Manuscripts in Preparation

“Incentives in a Hierarchy: the Relative Accountability of Marketing and Sales” (with Niladri Syam)

*Reject and Resubmit at Management Science*

“Media Bias in the Presence of Feedback”

“Signaling versus Explicit Information: Exploiting Random Media Mentions to Disentangle Advertising Information Effects” (with John Healey)

“Extremity Bias in Online Reviews: A Field Experiment” (with Leif Brandes and Dina Mayzlin)

“Rating with Confidence: How Rating Scales Affect Future Word-of-Mouth Behavior” (with Yu-Jen Chen and Amna Kirmani)

“Friend or Foe: The Relationship between Learning and Incentives”

“Using the Compensation Scheme to Signal the Ease of a Task” (with Dina Mayzlin)

**III. Teaching, Mentoring and Advising.**

III.A. Courses Taught (Last Five Years)

Fall 2013	BUSI 650 – Marketing Management (FT MBA) – enrollment 103
Spring 2014	EMBA 757 – Marketing Strategy (Executive MBA) – enrollment 40
Spring 2014	BUSI 650 – Marketing Management (PT MBA) – enrollment 86
Winter 2014	EMBA 757 – Marketing Strategy (Online MBA) – enrollment 18
Fall 2014	BUSI 650 – Marketing Management (FT MBA) – enrollment 87
Spring 2015	BUSI 650 – Marketing Management (PT MBA) – enrollment 91
Spring 2015	EMBA 757 – Marketing Strategy (Executive MBA) – enrollment 43
Winter 2015	EMBA 757 – Marketing Strategy (Online MBA) – enrollment 41
Spring 2016	EMBA 757 – Marketing Strategy (Executive MBA)
Spring 2016	EMBA 757 – Marketing Strategy (Online MBA)
Spring 2016	BUSI 650 – Marketing Management (PT MBA)
Spring 2016	BUSI 858G – Theoretical Models in Marketing (Ph.D.)
Summer 2016	EMBA 757 – Marketing Strategy (Online MBA)
Fall 2016	BUSM 612 – Marketing Management (FT MBA)
Spring 2017	EMBA 757 – Marketing Strategy (Executive MBA)
Summer 2017	EMBA 757 – Marketing Strategy (Online MBA)
Fall 2017	BUSM 612 – Marketing Management (FT MBA)

Spring 2018 BUMK 758M – Integrated Brand Management (FT MBA)  
Spring 2018 EMBA 757 – Marketing Strategy (Executive MBA)  
Summer 2018 EMBA 757 – Marketing Strategy (Online MBA)  
Summer 2018 – Marketing Management (MOOC - EdX)

III.C. Advising: Research or Clinical  
III.C.3. Doctoral

Andrea Wojnicki (Harvard Business School 2005) (Committee Member) – First position:  
University of Toronto (visiting)

Mary Caravella (Harvard Business School 2007) (Committee Member) – First position:  
University of Connecticut

Tuan Phan (Harvard Business School 2011) (Chair) – First position: National University of  
Singapore

Jing Gao 2011 (Committee Member) – First position: Southwestern University of Finance and  
Economics

Taylan Yalcin (Harvard Business School 2012) (Committee Member) – First position: Chapman  
University

Ted Matherly 2012 (Committee Member) – First position: Oklahoma State University

Yu-Jen Chen 2013 (co-Chair) – First position: Lingnan University, Hong Kong

Shun Ye (Information Systems) (Committee Member) 2013 – First position: George Mason  
University

Yuchi Zhang 2014 (co-Chair) – First position: Temple University

John Healey 2015, (Chair) – First position: Tulane University

Weijia (Daisy) Dai (Economics) (Committee Member) 2015 – First position: Lehigh University

Kalinda Ukanwa 2019 (expected), (Co-Chair) – First position: University of Southern California

Xian Gu 2019 (expected), (Committee Member) – First position: Indiana University

## **IV. Service and Outreach**

### IV.A. Editorships, Editorial Boards, and Reviewing Activities

*Include participation for journals and other learned publications (print and electronic).*

#### IV.A.1. Editorships

Guest Senior Editor

*Information Systems Research, Special Issue on Social Media and Business Transformation*

Area Editor

*Management Science*

*Marketing Science*

Ad-Hoc Area Editor

*Journal of Marketing Research*

#### IV.A.2. Editorial Boards

Editorial Review Board

*Journal of Marketing Research*

*International Journal for Research in Marketing*

#### IV.A.3. Reviewing Activities for Journals and Presses

Previous Ad-Hoc Reviewer:

*Journal of Consumer Research*

*Journal of Marketing*

*Rand Journal of Economics*

*Quantitative Marketing and Economics*

*Journal of Economics and Management Strategy*

*Journal of the Academy of Marketing Science*

*Journal of Business*

*Journal of Personal Selling and Sales Management*

*Marketing Letters*

*Information Systems Research*

*Decision Support Systems*

*Marketing Science Institute*

*Journal of Media Economics*

#### IV.A.4. Reviewing Activities for Agencies and Foundations

Reviewer: Marketing Science Institute

Reviewer: Israel Science Foundation

Reviewer: Wharton Customer Analytics Initiative

## IV.B. Committees, Professional & Campus Service

### IV.B.1. Campus Service – Department

Department Chair (2016 – Pres.)

Ph.D. Program Co-Coordinator (2010-2015)

Organizer, Quant Lunch Brown Bag Seminar Series (2011-2016)

### IV.B.4. Campus Service - Special Administrative Assignment

Chair, MBA Oversight Committee 2013-15

### IV.B.6. Offices and Committee Memberships

Member, Executive Education Dean Search Committee

Member, Ph.D. Improvement Committee

Member, EMBA Branding Committee

Member, MBA Branding Committee

Member, Innovation and Entrepreneurship Committee

## IV.C. External Service and Consulting

### IV.C.1. Community Engagements, Local, State, National, International

Elected Member, School Council, John D. Runkle School, Brookline, MA

### IV.C.3. Corporate and Other Board Memberships

Member, Advisory Board, Tough Mudder LLC, 2011-2012

Member, Advisory Board, BuildingBlocks International, 2004-2008

Member, Board, Temple Israel, Boston, MA, 2009

Founding Member, Board, Word of Mouth Marketing Association

Founding Member, Board, Legal Sales and Service Organization

## **V. Awards, Honors and Recognition**

### V.1. Research Fellowships, Prizes and Awards

1995-99	MIT Ph.D. Student Fellowship
1998	AMA-Sheth Doctoral Consortium Fellow
2000	Zenon S. and Clotilde Zannetos Prize for best Ph.D. thesis
2004	Excellence in Research Award, American Marketing Association Sales SIG
2005	Marketing Science Institute Young Scholar
2006	Finalist, Frank M. Bass Award
2010	Finalist, John D.C. Little Award
2010	Finalist, INFORMS Society for Marketing Science Long-Term Impact Award

2011	Winner, INFORMS Society for Marketing Science Long-Term Impact Award
2011	AMA Doctoral Consortium Fellow
2012	Finalist, John D.C. Little Award (different paper)
2012	Winner, John D.C. Little Award
2013	Winner, Emerald Management Review, Citation of Excellence Award
2014	Finalist, INFORMS Society for Marketing Science Long-Term Impact Award
2017	Winner, INFORMS Society for Marketing Science Long-Term Impact Award

## V.2 Teaching Awards

2010	Top 15% Teaching Award
2011	Top 15% Teaching Award
2012	Top MBA Professor, MBA Class of 2012
2012	Top 15% Teaching Award
2013	Krowe Award for Teaching Excellence
2013	Most Effective Core Professor, MBA Class of 2013
2013	Top 15% Teaching Award
2015	Most Effective Core Professor, MBA Class of 2015

## 3. Teaching, Mentoring, and Advising

### a. Courses taught

Sales Management (Undergrad): Fall, 2009

Marketing Management (MBA): 2009-2015

Marketing Strategy (EMBA/OMBA): 2011-2015

Business Marketing and Sales (MBA): 2003-2008

First-Year Marketing (MBA): 2000-2002

Faculty Chair, Business Marketing Strategy (Executive Education)

Various other short Executive Education open-enrollment programs (including Consumer

Marketing Strategy, Agribusiness, Channels to Markets, Social Media) and custom programs.