

Donald E. Sexton

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Nationality: USA

Languages: English, French, Farsi

Date of birth: January 24, 1943

Personal: Married, three children, two grandchildren

Current Position: Professor of Marketing and of Decisions, Risk, and Operations, and Faculty Director, Center for International Business Education and Research, Columbia Business School, New York, NY 10027.

Professional Summary:

Over 45 years experience in research and teaching in the areas of marketing, branding, quantitative methods, and international business. Author of six books and over 100 publications. Award-winning teacher in MBA program. Developed and presented more than 25 separate MBA-level courses in the areas of marketing, quantitative methods, international business, and economics. Developed and pioneered popular cross-disciplinary courses:

- Design and Marketing of Luxury Products (co-taught with Parsons School of Design)
- Marketing and the Arts (co-taught with School of the Arts).

Former head of International Business Division and Director of International Activities. In just two years as founding Faculty Director of Columbia Center for International Business Education and Research, developed and established:

- Chazen MBA Exchange
- Chazen Collaborative Research Projects
- Chazen Language Programs
- Chazen International Study Tours
- EMBA International Study Courses
- MBA Enterprise Corps
- Jagiellonian University Curriculum Assistance Project

Played major role in designing Columbia Marketing Management Program, long rated number one in the world by the Financial Times. Designed, managed, and served as Faculty Director of numerous Columbia Executive Programs, including programs in Marketing Management, International Management, International Strategy, and Managing Brands and Brand Equity. Introduced “personal case studies” to executive programs.

Current research focus: Marketing effectiveness (MROI) and global marketing and branding strategy.

Education:

- 1970 Ph.D. UNIVERSITY OF CHICAGO Chicago, Illinois
 Major: Business Economics and Mathematical Methods.
 Chicago Business School Doctoral Fellowship.
- 1965 M.B.A. UNIVERSITY OF CHICAGO Chicago, Illinois
 Major: Statistics. Ford Foundation Doctoral Fellow.
 Dean's List. Beta Gamma Sigma.
- 1963 B.A. WESLEYAN UNIVERSITY Middletown, Connecticut
 Major: Mathematics, Economics, and Fine Arts.
 Dean's List. College of Quantitative Studies.

Teaching Experience:

COLUMBIA UNIVERSITY Business School, School of International and Public Affairs,
 School of Public Health

- 1978 to present Professor
- 1973-78 Associate Professor
- 1970-73 Assistant Professor
- 1966-69 Associate in Business

Courses Taught:

Marketing Management	Managerial Statistics
Advertising Management	Mathematical Statistics
Marketing Planning Workshop	Operations Research
Building and Managing Brands	Optimization Methods
Marketing of the Arts	Dynamic Programming
Design and Marketing of Luxury Products	Introductory Mathematics
International Marketing	Marketing Research
International Business	Business and Economics in the Middle East
Global Competition	Problems of Low Income Consumers
Managing Global Brands	Minority Enterprise Management

Teaching Experience (continued):

Other Institutions

University of California – Berkeley

2004-5, 2007–2011 Course taught: Managerial Statistics

US Business School in Prague

1991 Visiting Professor Course taught: Managerial Statistics

Beijing Institute of Industrial Management

1985 - 87 Visiting Professor Courses taught: Marketing Management, Managerial Statistics

INSEAD

1976 & 82 Visiting Professor Courses taught: Marketing Management, Industrial Marketing

IMI (Tehran)

1973 -76 Visiting Professor Courses taught: Microeconomics, Macroeconomics, Marketing

University of Tehran

1970 Fulbright Lecturer Courses taught: Marketing Research, Computers

Administration:

Columbia Business School

- 2007-13 Faculty Director, Center for International Business Education and Research
- 2007-09 Academic Director, Jerome A. Chazen Institute of International Business
- 1991-94 Director of International Activities
- 1992-94 Director, Center for International Business Education and Research
- 1978-83 Divisional Representative, International Business

Committees:

Columbia Business School

- 2007-13 Center on International Business Education and Research Committees
- 2007-09 Chazen Institute Committees
- 1991-92 Committee on Curriculum
- 1980-81 Committee on Admissions Policy (chair)
- 1978-79 Committee on Quantitative Courses (chair)
- 1979-81 Committee on Instruction (Business School)
- 1979-81 Committee on Instruction (School of International and Public Affairs)
- 1977-78 Committee on Curriculum
- 1970-74 Committee on Doctoral Program
- 1968-69 Committee on Quality of Student Life
- 1967-68 Committee on Computers

Awards:

- 2011 Marketing Trends Award (Paris Chamber of Commerce) for work on marketing and branding strategy.
- 1978-79 Xerox Research Fellow.
- 1971-72 Columbia Business School Distinguished Teaching Award.

Grants:

- 2011 Chazen Research Grant for study of choice models
- 2010 Chazen Research Grant for book on branding across cultures
- 2010 Dean's Grant for research on branding strategy in different countries
- 1983 OMBE (Minority-owned Business Survey)
- 1981 National Science Foundation (Sanitation Services Study)
- 1979 Soros Foundation (Central Park Study)
- 1975 Heinz Foundation (Pittsburgh Public Theater Study)
- 1972-73 US Agency for International Development (Family Planning Study)

Executive Programs:

Columbia Business School

Marketing Management (Co-Director, 6 years, Associate Director 10 years).

Building and Managing Brand Equity (Director, 5 years).

Marketing Research (Associate Director, 1 year).

International Strategy (Director, 3 years).

International Management (Director, 4 years).

Program for French Executives (Director, 1 year).

Pfizer International Seminar (Director, 5 years).

Tailored programs such as Korean CEO Program.

Editorial Boards and Reviewing Positions:

United States Editor, Marketing Trends Journal

Editor, Global Branding Strategies, Henry Stewart Talks.

Editorial Board, Journal of Advertising Research

Editorial Board, Business and Economics Journal

Editorial Board, International Journal of Management and Marketing

Editorial Board, Innovar

Editorial Board, International Journal of Productivity and Quality Management (IJPQM)

Reviewer, American Marketing Association Educator's Conference

Reviewer, Journal of Marketing

Reviewer, Columbia Journal of World Business

Book Review Editor, Technos

Manuscript reviewer, Cambridge University Press. Manuscript reviewer,

Elsevier Butterworth – Heinemann. Manuscript reviewer,

Pearson. Manuscript reviewer, IBM Press.

Books:

Value Above Cost: How CVA[®] Drives Financial Performance, the Most Important Metric You've Never Used. Upper Saddle River, NJ: FT Press (Wharton School Publishing), April, 2009. 400 pages.

Branding 101. Hoboken, N.J.: John Wiley & Sons, Inc., 2008. 318 pages. (Translated into Russian.)

Groceries in the Ghetto. Boston: Lexington Books, 1973. 140 pages.

Marketing 101, second edition, Hoboken, NJ: John Wiley & Sons, Inc., 2009. 400 pages. (Translated into several languages including Chinese, Indonesian, Vietnamese, Polish, Turkish, Lithuanian, and Bulgarian.)

Marketing 101, Hoboken, NJ: John Wiley & Sons, Inc., 2006. 319 pages. (Translated into several languages including Chinese, Indonesian, Vietnamese, Polish, Turkish, Lithuanian, and Bulgarian.)

Marketing and Management Science. With W. A. Clark. Homewood, IL : Irwin, 1970. 451 pages.

Refereed Journal Articles:

“Before the Inductive Leap: Eight Steps to System Simulation,” Decision Sciences, January/April, 1970, pp. 193-210.

“Black Buyer Behavior,” Journal of Marketing, October, 1972. pp. 36-39.(Reprinted in R. House, ed., Readings in Contemporary Marketing. N Y: Holt, Rinehart, and Winston,1974.)

“A Cluster Analytic Approach to Market Response Functions,” Journal of Marketing Research, February, 1974, pp. 109-14.

“Comparing the Costs of Food to Blacks and to Whites: A Survey,” Journal of Marketing, July, 1971, pp. 40-47. (Reprinted in Berenson, Conrad, ed., The Social Dynamics of Marketing. New York: Random House, 1973.)

“The Determinants of Good and Bad Credit Risks Among Low-Income Families,” Journal of Business, April, 1977.

Refereed Journal Articles (continued):

“Determining Marketing Accountability,” with Kamal Sen and Venu Gorti, Journal of Marketing Trends, October, 2010, v. 1, pp. 39-45.

“Differences in Food Shopping Habits by Area of Residence, Race, and Income,” Journal of Retailing, Winter, 1974.

“Do Blacks Pay More?” Journal of Marketing Research, November, 1971, pp. 420-26.

“Do Inner City Chains Charge More?” Journal of Consumer Affairs, Winter, 1973, pp. 145-55.

“Estimation of Marketing Policy Effects on Sales,” Journal of Marketing Research, August, 1970, pp. 338-47. (Reprinted in Morris, George P., ed., Current Marketing Views. San Francisco: Canfield Press, 1973.)

“Evaluating Urban Growth Policies with a Simulation,” Management Science, January, 1979, pp. 43-53.

“Food Sales Mix and Monopoly Profits: Ghetto Supermarkets Revisited,” Journal of Business, Fall, 1975.

“Grocery Prices Paid by Blacks and by Whites: Further Findings,” Journal of Economics and Business, Fall, 1972, pp. 38-44.

“Hidden Wealth in B2B Brands,” with James Gregory, Harvard Business Review, March, 2007.

“The Image of Women Reflected in Magazine Ads,” Journal of Advertising Research, with Phyllis Haberman, Spring, 1974, pp. 41-46.

“A Microeconomic Model of the Effects of Advertising,” Journal of Business, January, 1972, pp. 29-41.

“Overspending on Advertising,” Journal of Advertising Research, December, 1971, pp. 19-25.

“A Process Model of the Family Planning Decision” with John U. Farley, Management Science, special issue on marketing planning, 1980.

Other Journal Articles:

- “Achieving Marketing Nirvana,” ANA Advertiser, August, 2009, and October, 2009.
- “Be Precisely Effective, part I,” Strategic Marketing, July, 2010, issue 4, v. 1, pp. 30-32.
(Reprinted from “Marketing in Difficult Times,” Effective Executive, July, 2009, pp. 11-18.)
- “Be Precisely Effective, part II,” Strategic Marketing, September, 2010, issue 5, v. 1. (Reprinted from “Marketing in Difficult Times,” Effective Executive, July, 2009, pp. 11-18.)
- “Be Precisely Effective, part III,” Strategic Marketing, November, 2010, issue 6, v. 1.
(Reprinted from “Marketing in Difficult Times,” Effective Executive, July, 2009, pp. 11-18.)
- “Brand Champion Introduction,” The Advertiser, August, 2001, 2, 3, 4, 5.
- “Branding – Get Your Basics Right,” OER, August, 2005, pp. 38-39.
- “Building the Brand Scorecard,” The Advertiser, February, 2005, pp. 54-58.
- “Building Global Brands,” The Advertiser, June, 1997, pp. 40, 42, 44. (Reprinted, September, 1999.)
- “China’s Branding Challenge,” Effective Executive, December, 2007, pp. 39-46.
- “Competing with Customer Value Added,” Effective Executive, February, 2010, pp. 44-47.
- “Computers in Developing Countries: The Case of Iran,” Technos, Spring, 1972.
- “The Construction of a Market Simulation,” Computer Operations, October, 1968, pp. 52-55.
- “Coordinating Brands Globally,” Global CEO, July, 2007, pp. 9-13 (cover story).
- “Establishing Effective Co-Brands,” Effective Executive, March, 2008, pp. 61-64.
- “Global Marketing: Balancing Global Thoughts and Local Actions,” The Advertiser, January, 1999, pp. 12-18.
- “How Private Brands Work,” Effective Executive, April, 2008.
- “Implementing Your Global Strategy in Country Markets,” Effective Executive, December, 2006, pp. 16-20.

Other Journal Articles (continued):

“The Keys to Strategic Success,” Effective Executive, January, 2007, pp. 32-34.

“Launching New Products Globally,” with F. Derin, et. al., Marketing Review, 1994.

“Making Executive Education More Effective: Twelve Rules,” Effective Executive, October, 2007, pp. 18-21.

“Making Marketing Work Together: Integrated Marketing,” The Advertiser, April, 2008, p. 34.

“Managing Brand Equity Over Time,” Quarterly Review of Canada China Business Council, Summer, 2004, pp. 9-11.

“Managing CVA to Optimize Your Marketing, with Sabrina Gaber, Business Digest (English and French editions), October, 2009.

“Managing Communications ROI,” The Advertiser, October, 2003, pp. 30, 32, 34.

“Managing the Performance of Individuals,” Effective Executive, August, 2007, pp. 34-39.

“Managing the Performance of Teams,” Effective Executive, March, 2007, pp. 56- 65.

“Many Happy Returns on Marketing,” with Kimberly Kinchen, Columbia Ideas at Work, August 31, 2009, pp. 1-2. (* Reprinted in Strategic Marketing, January, 2010, pp.. 26-28, as “What’s Your Marketing ROI?”).

“Market Simulation: A Few Notes,” Computer Operations, January, 1968, pp. 12, 13, 17.

“Marketing for Entrepreneurs,” Chinese management journal, Summer, 2007.

“Marketing for Small Businesses,” Effective Executive, May, 2007, pp. 10-12.

“Marketing in Difficult Times,” Effective Executive, July, 2009, pp. 11-18. (Reprinted in Strategic Marketing, July, 2010, September, 2010, and November, 2010.)

“Marketing Strategy and Marketing Tactics,” Effective Executive, February, 2008, pp. 10-12.

“Marketing’s Dividend,” with James Gregory, The HUB, November/December, 2006, p. 23.

“Maximizing the Value of a Business: Using the Right Metrics,” Business and Economics Journal, 2014.

Other Journal Articles (continued):

- “Old Brands, New Lives,” The Advertiser, February, 2007, p. 33.
- “Organizing for Marketing ROI,” Effective Executive, December, 2010, pp. 60-64.
- “Persuading Employees to Support the Brand,” Effective Executive, June, 2007, pp. 56-59.
- “Principles for Building Strong Brands,” Effective Executive, August, 2006, pp. 12-15.
- “Pricing, Perceived Value, and Communications,” The Advertiser, April, 2006, pp. 56-58. (Reprinted in Omnicom’s Chief Financial Officer Manual, 2007.)
- “Scholarly Journals: A Look at the JM and the JMR,” Marketing Review, January, 1974.
- “Selecting Successful Ventures,” Effective Executive, April, 2007, pp. 34-38
- “Should Your Brand Be Global?” Chazen Web Journal of International Business, March, 2004, pp. 1-13.
- “Sustaining China’s Growth: The Role of Branding,” The Analyst, 2010, pp. 64-66.
- “Think Markets Not Countries,” Effective Executive, January, 2008.
- "Use Metrics to Achieve *Steering Control* of Your Marketing Actions", Effective Executive, 2014.
- “Value Above Cost,” with Susan Burke, ANA Insight Briefs, January, 2009, pp. 1-8.
- “Value Above Cost,” with Sabrina Gaber, Business Digest (English and French editions), October, 2009, pp. 1-3.
- “Valuing Brand Equity,” The Advertiser, March, 2000, pp. 18-26.
- “What’s Your Marketing ROI,” with Kimberly Kinchen, Strategic Marketing, January, 2010, issue 1, v. 1, pp. 26-28. (Reprinted from “Many Happy Returns on Marketing,” with Kimberly Kinchen, Columbia Ideas at Work, August 31, 2009, pp. 1-2.)
- “Why Your Branding Efforts May Be Your Most Important Investment,” Ideas at Work, February 27, 2007, p. 13.

Book Chapters:

“Brand Investment and Shareholder Value” in Handbook on Brand and Experience Management, eds. B. H. Schmitt and D. L. Rogers, Northampton, MA: Edward Elgar, 2008.

“Building China’s Global Brands,” in Brand Management in Emerging Markets: Theories and Practices, Chong Lu Wang, ed., 2014. (refereed.)

“Building Strong Brands,” reprinted in Brand Building, M. Rao, ed., Hyderabad: ICFAI University Press, 2008.

“Formulating and Implementing a Global Marketing Strategy,” with Françoise Simon, in AMA Management Handbook, ed. John J. Hampton. New York: Amacom, 1993.

“Implementing Marketing Metrics in Organizations: Opportunities and Challenges,” in The Handbook of Customer Equity, V. Kumar and Denish Shah, eds., 41 pages. (refereed.)

“Managing the Performance of Individuals,” reprinted in Effective Performance Management, R. J. Devi and B. V. S. Prasad, eds., ICFAI University Press, 2008.

“Managing the Performance of Teams”, reprinted in Managing Multicultural Teams B. Shirvani, ed., Hyderabad: ICFAI University Press, 2008.

“Microsimulating Consumer Behavior,” in Models of Buyer Behavior: Conceptual, Quantitative, and Empirical, Jagdish N. Sheth, ed., New York: Harper & Row, 1974.

“The Relationship of Finance and Marketing,” in Marketing Accountability, David Stewart, ed., 2015.

“Should Your Brand Be Global?” in Going Global: Strategies and Experiences, ed. B. Sujatha, Chennai: ICFAI University Press, 2006.

“Understanding the Computer,” with D. Silverstone, in Marketing Handbook, ed. S. Britt, Chicago: Dartnell, 1973.

Research Monographs:

A Growth Perspective on Tehran. Tehran: Industrial Management Institute, 1973.

Global Brand Equity Study, Association of National Advertisers, New York. 43 pages.

Marketing ROI in the Era of Big Data, with David Rogers, NY AMA and BRITE. 17 pages.

Measuring Return on Marketing Investment, monograph, with Karen Beaman and Gregory Guy, New York: The Conference Board, 2008.

Private Distribution of Contraceptives in Iran, with R. Smith, et al, Columbia, MD: Westinghouse Population Center, 1974. 126 pp.

Private Distribution of Contraceptives in the Philippines, with R. Smith, et al, Westinghouse MD: Westinghouse Population Center, 1974. 142 pp.

Private Distribution of Contraceptives in Turkey, with R. Smith, et al, Columbia, MD: Westinghouse Population Center, 1974, 107 pp.

Papers and Conference Proceedings:

“Behavioral Aspects of the Family Planning Decision,” with J. Farley, et. al., paper presented at national Meeting of American Psychological Association, September, 1976

“The Brand Scorecard,” Conference Board Council on Corporate Brand Management, June, 2004.

“Credit Riskiness Among Low and High Income Families,” in Proceedings of the Fall 1974 Meeting of the Association for Consumer Research.

“Determining Marketing Accountability: Applying Economics and Finance to Marketing,” with Kamal Sen and Venu Gorti, 9th International Conference on Marketing Trends, Venice, January 23, 2010.

“Evaluating Credit Risks,” paper presented at 43rd National Meeting of the Operations Research Society of America, Fall, 1974.

“Family Planning Behavior: Cross-Cultural Comparisons,” with J. Farley, paper presented at 45th National Meeting of the Operations Research Society of America, December, 1976

“A Graph Theoretic Approach to the Ghetto Marketplace,” paper presented at 41st National Meeting of the Operations Research society of America, Fall, 1974.

Papers and Conference Proceedings (continued):

“How Brands Affect Shareholder Value,” Conference Board, Third Senior Marketing Executive Roundtable, New York, April 5, 2006.

“How Brands Affect Stock Price,” Conference Board, Conference on Corporate Image, January 26, 2007.

“International Marketing Strategy: Does Country Nationality Matter?” paper presented at 11th International Conference on Marketing Trends, Venice, January 21, 2012.

“Managing Brand Equity Over Time: The Challenges,” Conference Board Conference on Corporate Image and Branding Workshop, April, 2004.

“Managing and Monitoring Brands,” American Management Association Conference on Corporate Branding, November, 2004.

“Marketing ROI in the Era of Big Data,” with Randall Ringer, 2012 BRITE Conference, March.

“Marketing Research and Marketing Models,” in Proceedings of the Spring, 1973 Meeting of the Institute of Electrical and Electronics Engineers.

“Metrics Challenges: Accurately Calculating Lifetime Value of Customers,” The Conference Board, Marketing Conference, New York, November 14, 2007.

“A Model of Tehran,” paper presented at 43rd National Meeting of the Operations Society of America, November, 1974.

“Monopoly Profits and Ghetto Food Merchants: An Empirical Test,” in Proceedings of the 1974 Fall Conference of the American Institute of Decision Sciences, October, 1974.

“Policy Recommendations – Branding and the United States Message,” Combating Terrorism Center, United States Military Academy, Conference on “Answering the Terrorist Message,” West Point, October, 2005.

“Restructuring the Inner City Marketplace by Simulation,” paper presented at the 40th National Meeting of the Operations Research Society of America, October, 1971.

“A Working Behavioral Segmentation Plan for Family Planning Programs,” with J. Farley, et. al., paper presented at Fall Meeting of American Marketing Association, August, 1974.

Course Materials and Cases:

Atlantis Team-Building Simulation
Greek Island Advertising Creative Exercise

Motorcycle Industry	XMS Corporation
BMW	Robinson
Norton Villiers Triumph	Midwest Buying Group
Harley-Davidson	Robinson/Midwest Buying Group
Honda	Federal Express
Peerless Plastics	Emery
Steinway's	UPS
Fletcher Foods	Groupe du Soleil
Minolta	Cellmonterrey (A)
Layne Acutech	Cellmonterrey (B)
Procter & Gamble: Euro-organization	Medserv
Diet Pepsi	BMW Z3
British Air	Land Rover
Barry Lyons & Associates	Mercury Systems
Reefviews	Palm Bay Resort
Lionel	Corvette (A)
Heineken	Corvette (B)
English Leather	Barbie
British Petroleum	GI Joe
Sears (A)	Which Brand Is the Most Valuable?
Sears (B)	Hyundai (A)
Beer Industry China	Hyundai (B)
Automobile Industry China	Hyundai (C)
Comcor Russia	Hyundai (D)
Bayton Chemical (A)	GGG Shampoo
Bayton Chemical (B)	Tata and Tetley Tea
Central Park	Movie Evaluation
Egregious Statistics	Anscombe Quartet
Las Vegas	Undeniable
Cost Estimation	

Recent Keynotes and Speeches:

- “Branding,” Keynote, YPIMA National Conference, Orlando, March, 2003.
- “Managing Communications ROI,” YPIMA National Conference, Orlando, March, 2003.
- “Valuing Corporate Brands,” Conference Board, Memphis, March, 2003.
- “Building the Brand Scorecard,” Conference Board, Minneapolis, March, 2003.
- “Managing Brands,” Joint Chambers of Commerce, Shanghai, December, 2003.
- “Managing Brand Equity Over Time: The Challenges,” Conference Board Conference on Corporate Image and Branding Workshop, April, 2004.
- “The Brand Scorecard,” Conference Board Council on Corporate Brand Management, June, 2004.
- “Managing and Monitoring Brands,” American Management Association Conference on Corporate Branding, November, 2004.
- “Evaluating and Managing Communications ROI,” Silicon Valley Association, San Jose, February, 2005.
- “Marketing ROI,” Panel moderator, Silicon Valley Association, San Jose, February, 2005.
- “Employee Brand ROI,” Organizer and moderator of panel, Conference Board, Conference on Extending Your Brand, Chicago, February, 2005.
- “Dealing with Brand-Jacking,” Panel moderator, Enterprise IG Conference on Brand-Jacking, New York, April, 2005. “Branding in China,” Panelist, AIGA Center for Cross-Cultural Design and Center on Global Brand Leadership, World Trade Week, New York, May, 2005.
- “Marketing and China,” Columbia Celebration for 90th Birthday of Professor Stefan Robock (see section IV-6), New York, July, 2005.
- “Branding,” Columbia-Berkeley Executive MBA Students, luncheon talk, Berkeley, Aug, 2005.
- “Brand Equity,” Columbia Business School Alumni Club, San Francisco, August, 2005.
- “Branding,” Columbia Executive MBA Students, lunchtime talk, New York, November, 2005.

Recent Keynotes and Speeches (continued):

“Policy Recommendations – Branding and the United States Message,” Combating Terrorism Center, United States Military Academy, Conference on “Answering the Terrorist Message,” West Point, October, 2005.

“Managing Communications ROI,” Conference Board, Third Senior Marketing Executive Roundtable, New York, April 4, 2006.

“How Brands Affect Shareholder Value,” Conference Board, Third Senior Marketing Executive Roundtable, New York, April 5, 2006.

“Managing Prices,” Hong Kong University of Science and Technology, April, 2006.

“How Brands Affect Shareholder Value,” Conference Board, Third Senior Marketing Executive Roundtable, “Chicago, May 17, 2006.

“How Advertising Affects Shareholder Value,” Advertising Financial Management Committee, Association of National Advertisers, New York, September 14, 2006.

“Marketing ROI,” Indian School of Business, October, 2006.

“Branding,” China Europe International Business School Faculty and Students, December, 2006.

“Communications ROI,” China Europe International Business School Alumni Association, December, 2006.

“Branding and Shareholder Value,” Financial Accounting Standards Board, January 23, 2007.

“How Brands Affect Stock Price,” Conference Board, Conference on Corporate Image, January 26, 2007.

“How Brands Affect Shareholder Value,” Wesleyan University, Hogendorn Lecture in Economics, February 14, 2007.

“Managing through the Competitive Life Cycle,” American Marketing Association, New York, April 24, 2007.

“Estimating Marketing ROI,” The Conference Board, Marketing Return on Investment Work Group, Chicago, May 15, 2007.

“How Branding Affects Stock Price,” Association of National Advertisers, Brand Management Committee, July 16, 2007.

Recent Keynotes and Speeches (continued):

“Metrics Challenges: Accurately Calculating Lifetime Value of Customers,” The Conference Board, Marketing Conference, New York, November 14, 2007.

“Improve Your Marketing ROI,” The Conference Board, New York, March 12, 2008.

“The Challenges of International Business,” (panel moderator), Columbia University, New York, April 5, 2008.

“Marketing Effectiveness: The State of the Art and the Science,” The Conference Board, Marketing Effectiveness Conference, New York, April 15, 2008.

“How Marketing Drives Financial Performance, Association of National Advertisers, New York, May 29, 2008.

“Metrics for Customer Loyalty,” The Conference Board, Customer Loyalty Conference, New York, June 12, 2008.

“Transforming Your Marketing Accountability Program,” (panel moderator), Association of National Advertisers, 2008 Marketing Accountability Conference, Dana Point, CA, July 15, 2008.

“Marketing Accountability: Essential Metrics for Agencies and Advertisers,” American Association of Advertising Agencies, New York, July 29, 2008.

“Determining Marketing ROI,” Marketing Research Council, Armonk, NY, September 22, 2008.

“Implementing International Business Education,” The First Global Roundtable of Advanced Management Education Reform, Stamford, CT, November 6, 2008.

“Global Branding by Companies in China and India,” (panel moderator), Conference on Branding in India and China – The Reality and the Future, New York, January 31, 2009.

“Beyond Advertising: New Practices in a Digital Age,” (panel moderator), 2009 BRITE Conference, New York, March 5, 2009.

“Marketing in Tough Times, ANA Financial Services Conference, New York, March 26, 2009.

“The Challenges of International Business,” (panel moderator), Columbia University, New York, April 4, 2009.

“Building Value in China,” (panel moderator), Annual China Business Conference, Columbia University, New York, April 10, 2009.

Recent Keynotes and Speeches (continued):

“Driving Superior Performance with Customer Value Added,” Alumni Club of Bay Area, Columbia Business School, June 4, 2009.

“Driving Superior Performance with Customer Value Added,” Boston Alumni Club, Columbia Business School, September 23, 2009.

“Driving Superior Performance with Customer Value Added,” New York Alumni, Columbia Business School, September 24, 2009.

“Formulating Marketing and Branding Strategy,” Entrepreneurship and Competitiveness in Latin America Program, CIBER, Columbia University, January 13, 2010.

“The New Digital Music,” (panel moderator), 2009 BRITE Conference, New York, April 1, 2010.

“China’s Economic Growth,” (panelist), Third Annual China Business Conference, Columbia University, April 3, 2010.

“Building Brands,” Columbia Business School International Alumni Clubs, Columbia University, May 2, 2010.

“Status of North American Economy,” (moderator), PACIBER, University of Hawaii, June 21, 2010.

“Evaluating the Return on Marketing Efforts,” Customer Strategies for Sustainable Growth Conference, INSEAD, July 2, 2010.

“Building Brands and Brand Value,” Columbia-Berkeley EMBA Program, July 16, 2010.

“Building Brands and Brand Value,” Columbia EMBA Program, October 9, 2010.

“Strategy,” (moderator), Tenth International Marketing Trends Conference, January 21, 2011.

“Financial Marketing/Internet Marketing,” (moderator), Tenth International Marketing Trends Conference, January 22, 2011.

“Building Brands and Brand Value,” Columbia-Berkeley Executive MBA Students, luncheon talk, Berkeley, August, 2011.

“Driving Superior Financial Performance,” Adobe, San Jose, CA, May 20, 2011.

“Driving Superior Financial Performance,” Cisco, San Jose, CA, June 24, 2011.

Recent Keynotes and Speeches (continued):

“Evaluating the Financial Impact of Marketing and Branding,” SAP Learning Seminar, New York, NY, July 12, 2011.

“Building Powerful Brands,” ISB, August 27, 2011, New Delhi, India.

“Building Brands and Brand Value,” Columbia Executive MBA Students, luncheon talk, New York, November, 2011.

“Marketing Strategy,” (moderator), Eleventh International Marketing Trends Conference, January 20, 2012.

“International Marketing Strategy: Does Country Nationality Matter?” 11th International Conference on Marketing Trends, Venice, January 21, 2012.

“How Managers View and Measure Traditional and Digital Media,” with David Rogers and Randall Ringer, BRITE Conference, March 5-6, 2012.

“Marketing ROI in the Era of Big Data,” 2012 BRITE Conference, New York, March, 2012.

Panel on “Valuing Brands,” moderator, Marketing Accountability Standards Board Conference, New York, April, 2012.

“Building Valuable Brands,” Paris Columbia Business School Alumni Club, June, 2012.

“Building Valuable Brands,” Rome Columbia Business School Alumni Club, June, 2012.

“Progress on Valuing Brands,” Marketing Accountability Standards Board Summit, Chicago, August, 2012.

“Marketing ROI in the Era of Big Data,” Interactive Advertising Bureau, New York, May, 2012.

“Marketing ROI in the Era of Big Data,” Mobile and Marketing Research Conference, Cincinnati, August, 2012.

“Driving Superior Financial Performance,” Porter Novelli, December, 2012.

Work in Process:

“Branding Strategies and Tactics of Chinese and Indian Firms,” paper based on presentations during conference: “Branding in India and China – The Reality and the Future,” and on my own work in China and in India.

“Impact of Country Cultures on Brand Values,” study of impact of cultures of different countries (e.g., China, India, S. Korea, Germany, France, United States) on the financial performance of companies through the effects on their brands. “Impact of Corporate Social Responsibility Actions on Brand Values,” study of how companies management of corporate social responsibility (e.g., Toyota, BP) affects their financial performance through the effects on their brands.

“Formation of the United States Brand,” drivers of the US brand.

“CEO Salaries and Changes in Brand Values,” study of impact of effective or ineffective brand management on the salaries of CEO’s.

“Return on Super Bowl Ads,” Evaluation of financial impact of Super Bowl ads on brands.

“Impact of Endorsements on Brand Values,” study of impact of endorsements (e.g., Yao Ming, Derek Jeter, Tiger Woods) and other branding actions such as naming stadiums on the financial performance of companies through the effects on their brands.

Study of the relationship of corporate brand metrics to financial performance of US companies, with James Gregory, CEO, CoreBrand.

“Determinants of Multinational Strategies.” Evaluation of surveys of multinational managers from many countries which I have collected since 1990. Examination of factors determining multinational strategies including business objectives, time horizons, strategic choices, and tactical choices.

Role of marketing in financial performance of multinational companies.

Professional Affiliations:

American Marketing Association
 Academy of International Business
 INFORMS

Boards and Offices:

President, Association for International Business Education and Research, the consortium of the 33 Centers for International Business Education and Research (CIBER's).

President-Elect, New York American Marketing Association.

Advisor, Marketing Accountability Standards Board, and Co-Chair BIV MarCom Committee.

North American Representative, Executive Board, The Pacific-Asian Consortium for International Business (PACIBER).

Chair, United States Committee, International Marketing Trends Conference.

Board member, US Business School in Prague.

Board member, University of Chicago Business School Alumni Club – New York.

Board member, Kent Art Association.

Conference or Council Director:

Organizer and Moderator, Global Branding Forum, Columbia University, October 18, 2011.

Organizer and Moderator, Global Marketing Research Forum, Columbia University, July 11, 2012.

Organizer and Moderator, Global Communications Forum, Columbia University, March 26, 2013.

Served as Program Director, Marketing Research Council I, The Conference Board.

Served as Program Director, Marketing Research Council II, The Conference Board.

Served as Program Director, Annual Marketing Effectiveness Conference, The Conference Board

Personal Interests:

SCUBA diving (rated Master SCUBA Diver), underwater photography, wreck diving.

Motorcycling.

Qualified Formula Ford driver.

Painting (www.sextonart.com), winner of several awards, works in collections in the United States, Europe, and Australia.

Columbia Business School requires its faculty members to disclose any activities that might present a real or apparent conflict of interest. Here is the list of my outside activities.

New York American Marketing Association

Association for International Business Education and Research

Pacific Asia Consortium for International Business Education and Research

Kent Art Association

US Business School in Prague

University of Chicago Booth Business School Alumni Club – New York

None represent a real or apparent conflict of interest.