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Department of Marketing
Carroll School of Management
Boston College
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EDUCATION

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| Ph.D., Marketing
December 1994 | Haas School of Business, University of California, Berkeley,
California
Dissertation: "An Econometric and Behavioral Investigation
of the Customer Disadoption Decision," Committee: Russ
Winer (chair), John Meyers, Miguel Villas Boas, George
Judge (<i>Dissertation Abstracts International</i> , Volume 56/05-
A, p.1887, 222 pages, order number: 9529395). |
| M.B.A., Marketing
May 1985 | Wichita State University, Wichita, Kansas |
| B.A., Philosophy
June 1980 | Colorado College, Colorado Springs, Colorado |

ACADEMIC POSITIONS

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| Sept. 2008 - | <i>Accenture Professorship and Professor of Marketing</i> , Carroll School
of Management, Boston College (Promotion to Full Professor,
March 2008) |
| Sept. 2003 – Aug. 2008 | <i>Associate Professor</i> , Carroll School of Management, Boston College |
| July 2000 – Aug. 2003 | <i>Assistant Professor</i> , Carroll School of Management, Boston College
(Promotion to Associate Professor with Tenure, March 2003) |
| 1998 – June 2000 | <i>MBA Class of 1962 Visiting Assistant Professor of Business
Administration</i> , Harvard University Graduate School of Business
Administration (on leave from Duke University) |
| 1994 – 1998 | <i>Assistant Professor</i> , Fuqua School of Business,
Duke University

Graduate Faculty, University of Alabama, Tuscaloosa, AL (temporary
member for Doctoral Committee, 2005-2008)

Graduate Faculty, University of Western Ontario, London, Ontario,
Canada (temporary member for Doctoral Committee, 2006-2008) |

COURSES TAUGHT

Customer Relationship Management (Undergraduate, MBA)
Marketing of Services (MBA)
Marketing Principles/Marketing Management (Undergraduate, MBA, Ph.D., DBA)
Electronic Marketing (Undergraduate)
Marketing Principles – Honors (Undergraduate)
Marketing Research (Undergraduate)
Management of Organizations (Undergraduate)
Organizational Communication (Undergraduate)

AWARDS, ACADEMIC HONORS, GRANTS

RESEARCH RECOGNITION

Finalist, *Journal of Service Research* Best Article Award (2006) for the article, “Forward-Looking Focus: Can Firms Have Adaptive Foresight?” *Journal of Service Research* Special Issue: Managing Customers for Value, 9 (November), 168-183 (2006 with Valarie Zeithaml et al.)
Best Article Finalist and Honorable Mention Award (2006) for the article, “The WOW Factor: A Model of Customer Reacquisition,” *Journal of Retailing* Special Issue: Competing through Service, 83 (1), 47-64 (with Tokman and Davis)
Marketing Science Institute/H. Paul Root Award (2005) for the article “Return on Marketing: Using Customer Equity to Focus Marketing Strategy,” *Journal of Marketing*, 68 (January), 109-127 (2004, with Rust and Zeithaml). The award recognizes the 2004 *Journal of Marketing* article that made the greatest contribution to the advancement of the practice of marketing
American Marketing Association Best Services Article In 2003 Award (2004) presented by the Services Marketing Special Interest Group (Services Marketing Special Interest Group) of the American Marketing Association for the article “What is the True Value of a Lost Customer?” *Journal of Service Research*, 5 (February), 196-208 (2003, with Hogan and Libai)
Early Career Contributions to Marketing Strategy Research Award (2004) presented by the American Marketing Association’s Marketing Strategy Special Interest Group
Finalist, *Journal of Marketing Research* O’Dell Award (2004) for the article “A Dynamic Model of Customers’ Usage of Services: Usage as an Antecedent and Consequence of Satisfaction,” *Journal of Marketing Research*, 36 (May), 171-186 (1999, with Bolton)
Marketing Science Institute Robert D. Buzzell Best Paper Award (2004) for the paper “What is the True Value of a Lost Customer?” *Marketing Science Institute Working Paper Series*, No. 02-108 (2002, with Hogan and Libai)
Journal of Service Research Best Article Award (2003) for the article “What is the True Value of a Lost Customer?” *Journal of Service Research*, 5 (February), 196-208 (2003, with Hogan and Libai)
Donald R. Lehmann Award (2003) for the best dissertation-based article published in the *Journal of Marketing* or the *Journal of Marketing Research* in the past two calendar years for the article “Dynamic Customer Relationship Management: Incorporating Future Considerations Into the Service Retention Decision,” *Journal of Marketing*, 66 (January), 1-14 (2002, with White and Winer), presented by the American Marketing Association Marketing Research Special Interest Group
Finalist, Early Career Contributions to Marketing Strategy Research Award (2003) presented by the American Marketing Association Marketing Strategy Special Interest Group

Marketing Science Institute Robert D. Buzzell Best Paper Award (2003) for the paper “Driving Customer Equity: Linking Customer Lifetime Value to Strategic Marketing Decisions,” *Marketing Science Institute Working Paper Series*, No. 01-108 (2001, with Rust and Zeithaml)

American Marketing Association Berry Book Prize (2002) for the best marketing book of the year for *Driving Customer Equity: How Customer Lifetime Value is Reshaping Corporate Strategy* (2000, with Rust and Zeithaml, Free Press)

Nominee, Junior Scholar Distinguished Research Award, Boston College (2002)

REVIEWER AWARDS

Journal of the Academy of Marketing Science Outstanding Reviewer Award (2006)

Journal of Marketing Outstanding Reviewer Award (2005)

GRANTS

Grant Award from the Teradata Center for Customer Relationship Management at Duke University for the project, “Predicting What Type of Customer You Will Be Tomorrow: A Stochastic Segmentation Model,” with Tanya Mark and Mark Vandenbosch (2006-2007, \$5,000)

Boston College Research Expense Grant (2005, \$2,000)

Boston College Faculty Research Incentive Grant, (Summer 2004, \$15,000)

Grant award from the Teradata Center for Customer Relationship at Duke University for the project “Modeling the Customer Upgrade Decision,” with Ruth Bolton (2002-2003, \$23,600)

Marketing Science Institute Grant Award for work on “CUSAMS: a Decision-Support Model for Customer Asset Management in Services,” with Ruth Bolton and Peter Verhoef (2000 – 2002, \$15,000)

Boston College Research Expense Grant (2001, \$1,400)

Boston College Research Expense Grant (2002, \$1,500, with John Hogan)

OTHER ACADEMIC AWARDS AND HONORS

Boston College Full Year (80%) Research Sabbatical (2007 –2008)

Nominee, Boston College Distinguished Teaching Award (2005)

American Marketing Association Sheth Foundation Doctoral Consortium Faculty (2004, 2005, 2006, 2007)

American Marketing Association Services Marketing Special Interest Group Frontiers in Services Doctoral Consortium Faculty (2005, 2007)

Research Fellow, Arizona State University Center for Services Leadership (2004 - present)

Boston College Faculty Research Fellowship (Spring 2003-2004)

American Marketing Association Doctoral Consortium Faculty (1994)

American Marketing Association Doctoral Consortium Fellow (1993)

University of California, Berkeley Outstanding Graduate Student Instructor (1993)

Graduate Opportunity Fellowship, U.C. Berkeley (1990-1992)

Beta Gamma Sigma Honorary Business Fraternity (1985)

Gamma Phi Beta National Scholarship (1978)

RESEARCH PUBLICATIONS AND PAPERS

REFEREED ACADEMIC JOURNALS (published and forthcoming)

Bolton, Ruth N., Katherine N. Lemon and Peter C. Verhoef (2008), "EXPANDING BUSINESS-TO-BUSINESS CUSTOMER RELATIONSHIPS: MODELING THE CUSTOMER UPGRADE DECISION," *Journal of Marketing*, 72 (January), 46-64.

- White, Tiffany Barnett, Katherine N. Lemon and John E. Hogan (2007), "CUSTOMER RETENTION WHEN THE CUSTOMER'S FUTURE IS UNCERTAIN," *Psychology and Marketing* 24(10) (October), 849-869.
- Bolton, Ruth N., Katherine N. Lemon and Matthew Bramlett (2006), "THE EFFECT OF SERVICE EXPERIENCES OVER TIME ON A SUPPLIER'S RETENTION OF BUSINESS CUSTOMERS," *Management Science* 52 (December), 1811-1823 (lead article, also published in the *MSI Working Paper Series*).
- Tokman, Mert, Lenita Davis and Katherine N. Lemon (2006), "THE WOW FACTOR: A MODEL OF CUSTOMER REACQUISITION," *Journal of Retailing* Special Issue: Competing Through Service, 83 (1), 47-64 (Special Issue Best Article Finalist and Honorable Mention Award).
- Kumar, V., Katherine N. Lemon and A. Parasuraman (2006), "MANAGING CUSTOMERS FOR VALUE: AN OVERVIEW AND RESEARCH AGENDA," *Journal of Service Research* Special Issue: Managing Customers for Value, 9 (November), 87-94.
- Zeithaml, Valarie A., Ruth N. Bolton, John Deighton, Timothy Keiningham, Katherine N. Lemon and J. Andrew Petersen (2006), "FORWARD-LOOKING FOCUS: CAN FIRMS HAVE ADAPTIVE FORESIGHT?" *Journal of Service Research* Special Issue: Managing Customers for Value, 9 (November), 168-183.
- Rust, Roland T., Valarie A. Zeithaml and Katherine N. Lemon (2004), "CUSTOMER-CENTERED BRAND MANAGEMENT," *Harvard Business Review* September, 110-118.
- Hogan, John E., Katherine N. Lemon and Barak Libai (2004), "QUANTIFYING THE RIPPLE: WORD-OF-MOUTH AND ADVERTISING EFFECTIVENESS," *Journal of Advertising Research* 44 (Sep/Oct), 271-280 (Reprinted in *Focus-Jahrbuch*, 2006, Wolfgang Koschnick, Ed., Munich: Focus Magazin Verlag).
- Bolton, Ruth N., Katherine N. Lemon and Peter C. Verhoef (2004), "THE THEORETICAL UNDERPINNINGS OF CUSTOMER ASSET MANAGEMENT: A FRAMEWORK AND PROPOSITIONS FOR FUTURE RESEARCH," *Journal of the Academy of Marketing Science* 32 (Summer), 271-293.
- Rust, Roland T., Katherine N. Lemon and Valarie A. Zeithaml (2004), "RETURN ON MARKETING: USING CUSTOMER EQUITY TO FOCUS MARKETING STRATEGY," *Journal of Marketing* 68 (January), 109-127 (2005 Marketing Science Institute H. Paul Root *Journal of Marketing* Best Article Award).
- Hogan, John E., Katherine N. Lemon and Barak Libai (2003), "WHAT IS THE TRUE VALUE OF A LOST CUSTOMER?" *Journal of Service Research* 5 (February), 196-208 (2003 *Journal of Service Research* Best Article Award; 2004 American Marketing Association Service Special Interest Group Best Article Award; profiled in *Sloan Management Review* Intelligence Section – Winter 2003).
- Lemon, Katherine N. and Stephen M. Nowlis (2002), "DEVELOPING SYNERGIES BETWEEN PROMOTIONS AND BRANDS IN DIFFERENT PRICE-QUALITY TIERS," *Journal of Marketing Research* 39 (May), 171-185.

- Lemon, Katherine N., Tiffany Barnett White and Russell S. Winer (2002), "DYNAMIC CUSTOMER RELATIONSHIP MANAGEMENT: INCORPORATING FUTURE CONSIDERATIONS INTO THE SERVICE RETENTION DECISION," *Journal of Marketing* 66 (January), 1-14 (lead article; 2003 *Journal of Marketing/Journal of Marketing Research* Lehmann Award).
- Hogan, John E., Katherine N. Lemon and Roland T. Rust (2002), "CUSTOMER EQUITY MANAGEMENT: CHARTING NEW DIRECTIONS FOR THE FUTURE OF MARKETING," *Journal of Service Research* Special Issue: Customer Equity Management, 5 (August), 4-12.
- Ambler, Tim, C.B. Bhattacharya, Julie Edell, Kevin Lane Keller, Katherine N. Lemon and Vikas Mittal (2002), "RELATING THE BRAND AND CUSTOMER PERSPECTIVES OF MARKETING MANAGEMENT," *Journal of Service Research* Special Issue: Customer Equity Management, 5 (August), 13-25.
- Rust, Roland T., Valarie A. Zeithaml and Katherine N. Lemon (2001), "DRIVING CUSTOMER EQUITY," *Diamond Harvard Business Review* (Japan) 10 (October), 68-85, adapted and translated by Satoshi Deguchi.
- Rust, Roland T., Katherine N. Lemon and Valarie A. Zeithaml (2001), "WHERE SHOULD THE NEXT MARKETING DOLLAR GO?" *Marketing Management* 10 (Fall), 25-28.
- Zeithaml, Valarie A., Roland T. Rust and Katherine N. Lemon (2001), "THE CUSTOMER PYRAMID: CREATING AND SERVING PROFITABLE CUSTOMERS," *California Management Review* 43 (Summer), 118-142.
- Lemon, Katherine N., Roland T. Rust and Valarie A. Zeithaml (2001), "WHAT DRIVES CUSTOMER EQUITY?" *Marketing Management* 10 (Spring), 20-25 (also reprinted in *Managing Customer Relationships*, 2004, by Don Peppers and Martha Rogers, Hoboken: John Wiley and Sons).
- Boone, Derrick S., Katherine N. Lemon and Richard Staelin (2001), "THE IMPACT OF FIRM INTRODUCTORY STRATEGIES ON CONSUMERS' PERCEPTIONS OF FUTURE PRODUCT INTRODUCTIONS AND PURCHASE DECISIONS," *Journal of Product and Innovation Management* 18 (March), 96-109.
- Rust, Roland T. and Katherine N. Lemon (2001), "E-SERVICE AND THE CONSUMER," *International Journal of Electronic Commerce* 5 (Spring) No. 3, 85-101.
- Bolton, Ruth N. and Katherine N. Lemon (1999), "A DYNAMIC MODEL OF CUSTOMERS' USAGE OF SERVICES: USAGE AS AN ANTECEDENT AND CONSEQUENCE OF SATISFACTION," *Journal of Marketing Research* 36 (May), 171-186 (2004 *Journal of Marketing Research* O'Dell Award Finalist).
- Winer, Russell S., Randolph E. Bucklin, John Deighton, Tulin Erdem, Peter S. Fader, J. Jeffrey Inman, Hotaka Katahira, Katherine N. Lemon and Andrew Mitchell (1994), "WHEN WORLDS COLLIDE: THE IMPLICATIONS OF PANEL DATA-BASED CHOICE MODELS FOR CONSUMER BEHAVIOR," *Marketing Letters* 5 (No. 4), 383-394.
- Simonson, Itamar, Steven M. Nowlis and Katherine N. Lemon (1993), "THE EFFECT OF LOCAL CONSIDERATION SETS ON GLOBAL CHOICE BETWEEN LOWER PRICE AND HIGHER QUALITY," *Marketing Science* 12 (Fall), 357-377.

BOOKS

- Rust, Roland T., Katherine N. Lemon and Das Narayandas (2005), *Customer Equity Management: Marketing Strategy for Profitable Customer Relationships*, Upper Saddle River: Pearson Prentice Hall.
- Newell, Frederick and Katherine N. Lemon (2001), *Wireless Rules: New Marketing Strategies for Customer Relationship Management Anytime, Anywhere*, (Chinese Translation), Taiwan: McGraw Hill Education, a division of McGraw-Hill Enterprises, Inc.
- Newell, Frederick and Katherine N. Lemon (2001), *Wireless Rules: New Marketing Strategies for Customer Relationship Management Anytime, Anywhere*, New York: The McGraw-Hill Companies (also translated into Japanese, Korean, and Portuguese).
- Rust, Roland T., Valarie A. Zeithaml and Katherine N. Lemon (2001), *O Valor Do Cliente: O Modelo Que Está Reformulando A Estratégia Corporativa*, (Portuguese translation of *Driving Customer Equity*), Porto Alegre: Bookman.
- Rust, Roland T., Valarie A. Zeithaml and Katherine N. Lemon (2001), *Maximaliseren Van Klantenrelaties, Hoe Customer Equity de Ondernemingsstrategie Verandert* (Dutch translation of *Driving Customer Equity*), Alphen aan den Rijn: Sampson.
- Rust, Roland T., Valarie A. Zeithaml and Katherine N. Lemon (2001), *Driving Customer Equity*, 2001, (Chinese Translation, traditional and simplified), Beijing: Enterprise Management Publishing House.
- Rust, Roland T., Valarie A. Zeithaml and Katherine N. Lemon (2000), *Driving Customer Equity*, (Japanese translation), Tokyo: Japan UNI Agency (translation rights arranged with The Free Press).
- Rust, Roland T., Valarie A. Zeithaml and Katherine N. Lemon (2000), *Driving Customer Equity: How Customer Lifetime Value is Reshaping Corporate Strategy*, New York: The Free Press (2002 American Marketing Association Berry Book Prize).

OTHER ARTICLES AND PUBLICATIONS (INVITED OR NON-REFEREED)

- Lemon, Katherine N. (2007), "A ROADMAP FOR CUSTOMER MANAGEMENT," *LIMAK News*, March.
- Lemon, Katherine N. (2007), "THE DARK SIDE OF CUSTOMER ANALYTICS," *Harvard Business Review* (case commentary 37-48), 85 (May), 44.
- Lemon, Katherine N. (2006), "STILL SOME WEAKNESSES," *Marketing Research*, 18 (Fall), 53-54.
- Lemon, Katherine N. and Tanya Mark (2006), "CUSTOMER LIFETIME VALUE AS THE BASIS OF CUSTOMER SEGMENTATION: ISSUES AND CHALLENGES," *Journal of Relationship Marketing*, 5 (October), 55-69.
- Aravindakshan, Ashwin, Roland T. Rust, Katherine N. Lemon and Valarie A. Zeithaml (2005), "CUSTOMER EQUITY: MAKING MARKETING STRATEGY FINANCIALLY ACCOUNTABLE," *Journal of Systems Science and Systems Engineering*, 13 (December), 405-422, invited article.

- Lemon, Katherine N., Roland T. Rust, Valarie A. Zeithaml and Loren J. Lemon (2004), "CUSTOMER EQUITY MARKETING METRICS," *Thesis: Fachzeitschrift für Marketing*, Number 3, 53-56, invited article.
- Lemon, Katherine N. and Frederick Newell (2001), "WIRELESS RULES: WHY RETAILERS SHOULD WORRY ABOUT THEM," *The Connected Retailer*, 1 (December), 18-19, invited article.
- Lemon, Katherine N. and Frederick Newell (2001), "WIRELESS SOLUTIONS," *Sales and Marketing Excellence*, 1 (December), 9, invited article.
- Lemon, Katherine N., Roland T. Rust and Valarie A. Zeithaml (2001), "INTELLIGENT MARKETING IN AN UNCERTAIN ECONOMY," *Ideations* (publication of Design Forum), June, 3, invited article.
- Lemon, Katherine N. (2001), *Wireless e-View: Mobilizing the Enterprise*, NY: Deloitte and Touche, with Deloitte Research.
- Newell, Frederick B. and Katherine N. Lemon (2001), "WILL SHE STILL NEED YOUR STORE?" *Retail Marketer* (the Direct Marketing Association Retail Marketing Council Newsletter) Spring, 5-10, invited article.
- Lemon, Katherine N. (2000), *Serving the Networked Consumer: Strategies for Multi-Channel Marketing and Commerce*, NY: Deloitte and Touche, with Deloitte Research.

PAPERS UNDER REVIEW AT REFEREED ACADEMIC JOURNALS

- Lemon, Katherine N. and Florian v. Wangenheim (2007), "DO LOYALTY PROGRAM PARTNERSHIPS MATTER? EXAMINING THE REINFORCING EFFECTS OF CROSS-BUYING IN LOYALTY PROGRAMS," Under invited second review at: *Journal of Service Research*.
- Verhoef Peter C., Katherine N. Lemon, A. Parasuraman, Anne Roggeveen, Leonard a. Schlesinger, Michael Tsiros, "CUSTOMER EXPERIENCE: DETERMINANTS AND DYNAMICS," Under review at: *Journal of Retailing Special Issue*.

REFEREED ACADEMIC CONFERENCE ABSTRACTS IN PROCEEDINGS

- Lemon, Katherine N. (2002), "GAINING CUSTOMER PERMISSION: THE ROLE OF OPT-IN AND OPT-OUT STRATEGIES IN CUSTOMER RELATIONSHIP MANAGEMENT," special session summary in *Advances in Consumer Research*, Susan Broniarczyk, Ed., Vol. 29, Association for Consumer Research, 357-358.
- Lemon, Katherine N. and Stephen M. Nowlis (2001), "DEVELOPING SYNERGIES BETWEEN PROMOTIONS AND BRANDS IN DIFFERENT PRICE-QUALITY TIERS," special session summary in *Advances in Consumer Research*, Mary Gilly and Joan Meyers-Levy, Eds., Volume 28, Association for Consumer Research, 206.
- Lemon, Katherine N., Tiffany B. White and Russell S. Winer (2001), "STICK AROUND... YOU WON'T REGRET IT: AN EXPLORATION OF FUTURE REGRET AVOIDANCE ON THE SERVICE RETENTION DECISION," *Advances in Consumer Research*, Mary Gilly and Joan Meyers-Levy, Eds., Volume 28, Association for Consumer Research, 77.

- Elliott, Kirsten, Julie Edell and Katherine N. Lemon (2001), "WHO'S TO BLAME? CONSUMER'S RESPONSES TO SERVICE FAILURE," in special session summary in *Advances in Consumer Research*, Mary Gilly and Joan Meyers-Levy, Eds., Volume 28, Association for Consumer Research, 43.
- Lemon, Katherine N. and Klaus Wertenbroch (1998), "CONSUMER SELF-CONTROL AND THE TWO-PART PRICING OF SERVICES," special session summary in *Advances in Consumer Research*, Joseph W. Alba and J. Wesley Hutchinson, Eds., Volume 25, Association for Consumer Research, 216-218.
- Lemon, Katherine N. and Tiffany Barnett (1996), "WILL YOU STILL LOVE ME TOMORROW: DYNAMIC DEVELOPMENTS IN SERVICE QUALITY AND CUSTOMER RETENTION," *Advances in Consumer Research*, Kim Corfman and John Lynch, Eds., Volume 23, Association for Consumer Research, 11.
- Lemon, Katherine N. and Russell S. Winer (1995), "AN INVESTIGATION OF CUSTOMER RETENTION FOR 'REALLY NEW' PRODUCTS AND SERVICES," *Innovation in New Product Development: Best Practices in Research, Modeling and Applications*, Jerry Wind, Ed., SEI Center, Wharton School of Business, University of Pennsylvania, 15-16.
- Lemon, Katherine N. and Deepak Gupta (1995), "IN THE EYE OF THE BEHOLDER: PRODUCT DISPLAY AS A KEY DETERMINANT OF BRAND CHOICE," special session summary in *Advances in Consumer Research*, Frank Kardes and Mita Sujan, Eds., Volume 22, Association for Consumer Research, 343.

BOOK CHAPTERS AND OTHER CONTRIBUTIONS

- Rust, Roland T., Katherine N. Lemon and Valarie A. Zeithaml (2006), "MEASURING CUSTOMER EQUITY AND CALCULATING MARKETING ROI," *The Handbook of Marketing Research*, Rajiv Grover and Marco Vriens, Eds., Thousand Oaks: Sage Publications.
- Lemon, Katherine N. and Kathleen Seiders (2005), "MAKING MARKETING ACCOUNTABLE: A BROADER VIEW," invited chapter in *Does Marketing Need Reform?*, Jagdish Sheth and Rajendra Sisodia, Eds., Armonk, NY: M.E. Sharpe.
- Lemon, Katherine N., Roland T. Rust, Valarie A. Zeithaml and Loren J. Lemon (2004), "PUTTING THE BRAND IN CONTEXT: CUSTOMER EQUITY MARKETING METRICS," *Brandscendence* by Kevin Clark, Chicago: Dearborn Publishing.
- Newell, Frederick B. and Katherine N. Lemon (2004), "WIRELESS RULES: HOW NEW MOBILE TECHNOLOGIES WILL TRANSFORM CRM" sidebar in *Managing Customer Relationships*, Don Peppers and Martha Rogers, Eds., Hoboken: John Wiley and Sons, 208-211.
- Lemon, Katherine N., Roland T. Rust and Valarie A. Zeithaml (2003), "MARKETING ROI: WHERE TO SPEND AND WHERE TO CUT YOUR MARKETING EFFORTS FOR MAXIMUM RETURN ON INVESTMENT," sidebar in *Why CRM Doesn't Work: How to Win by Letting Customers Manage the Relationship* by Frederick Newell, NY: Bloomberg Press.
- Lemon, Katherine N., Frederick Newell and Loren J. Lemon (2002), "THE WIRELESS RULES FOR E-SERVICE: CRITICAL ISSUES FOR MANAGERS AND RESEARCHERS," *E-Service*, Roland Rust and P.K. Kannan, Eds., Armonk: M.E. Sharpe.

Lemon, Katherine N. and Loren Lemon (2002), "THE DOUBLE-EDGED SWORD OF OUTSOURCING: UNDERSTANDING THE IMPACT OF OUTSOURCING ON THE FIRM'S RELATIONSHIP WITH THE CUSTOMER," *The Outsourcing Project – Achieving Competitive Advantage Through Collaborative Partnerships*, Montgomery Research Europe, 155-159.

Lemon, Katherine N. and Fred Newell (2001), "THE STATE-OF-THE-ART OF CUSTOMER RELATIONSHIP MANAGEMENT IN FINANCIAL SERVICES: IS IT WORKING AND IS IT WORTH IT," *The Future of Financial Services: Winning in the Age of Technology, Phase 2*, London UK: Technology Publishing Limited, 108-114.

Ackerstein, Daniel and Katherine N. Lemon (1999), "THE GREENING OF THE BRAND: ENVIRONMENTAL MARKETING STRATEGIES AND THE AMERICAN CONSUMER," *Greener Marketing: A Global Perspective on Greening Marketing Practice*, M. Charter and M.J. Polansky, Eds., Second Edition; Greenleaf Publishing, UK.

TEACHING CASES

BRAND REPORT CARD EXERCISE. 2000, Harvard Business School, 9-501-004 (with Kevin Keller).

BRAND REPORT CARD EXERCISE TEACHING NOTE, 2000, Harvard Business School, 5-501-006 (with Kevin Keller).

NETCENTIVES, INC, 1999, Harvard Business School, 9-500-003.

GLAXO-WELLCOME, ASTHMA MEDICATION IN THE ASIA PACIFIC REGION, 1999, Fuqua School of Business, Duke University, FSB 99-H04 (with Sim Sitkin).

PUBLISHED WORKING PAPERS AND WHITE PAPERS

Bolton, Ruth N., Katherine N. Lemon and Matthew D. Bramlett (2004), "THE EFFECT OF SERVICE EXPERIENCES OVER TIME ON A SUPPLIER'S RETENTION OF BUSINESS CUSTOMERS," *Marketing Science Institute Reports Working Paper Series*, No. 04-004, 49-72.

Hogan, John E., Katherine N. Lemon and Barak Libai (2002), "WHAT IS THE TRUE VALUE OF A LOST CUSTOMER?" *Marketing Science Institute Working Paper Series*, No. 02-108, (2004 Marketing Science Institute Buzzell Best Paper Award).

Rust, Roland T., Katherine N. Lemon and Valarie A. Zeithaml (2001), "DRIVING CUSTOMER EQUITY: LINKING CUSTOMER LIFETIME VALUE TO STRATEGIC MARKETING DECISIONS," *Marketing Science Institute Working Paper Series*, No. 01-108 (2003 Marketing Science Institute Buzzell Best Paper Award).

Bolton, Ruth N. and Katherine N. Lemon (1998), "A DYNAMIC MODEL OF CUSTOMERS' USAGE OF SERVICES: USAGE AS AN ANTECEDENT AND CONSEQUENCE OF SATISFACTION," *Marketing Science Institute Working Paper Series*, No. 98-106.

Lemon, Katherine N., Don Peppers, Martha Rogers and Felix Chang (1998), "COMING FULL SPIRAL: A REVIEW OF KEY LESSONS IN THE CONSUMER DIRECT CHANNEL," *Shopping Behavior in the Age of Interactivity*, Marketing 1to1: Peppers and Rogers Group and Institute for the Future.

Lemon, Katherine N., Don Peppers, and Martha Rogers (1998), "MANAGING THE CUSTOMER LIFETIME VALUE: THE ROLE OF LEARNING RELATIONSHIPS," *Peppers and Rogers Group White Paper Series*.

OTHER ACADEMIC CONFERENCE ABSTRACTS AND PROCEEDINGS

- Lemon, Katherine N. (2005), "WHY DO CUSTOMERS DO BUSINESS WITH FIRMS?" *Customer Management Conference*, Marketing Science Institute: Report Summary, No. 05-300.
- Rust, Roland T., Valarie A. Zeithaml and Katherine N. Lemon (2001), "QUANTIFYING THE IMPACT OF CORPORATE ETHICS ON CUSTOMER EQUITY," *Marketing, Corporate Social Initiatives and the Bottom Line*, Marketing Science Institute: Report Summary 01-106.
- Rust, Roland T., Katherine N. Lemon and Valarie A. Zeithaml (2000), "DRIVING CUSTOMER EQUITY: LINKING CUSTOMER LIFETIME VALUE TO STRATEGIC MARKETING DECISIONS," *Managing Customer Relationships*, Marketing Science Institute: Report Summary 00-107.
- Lemon, Katherine N., and James M. Daley (1984), "THE OFF-PRICE RETAILER: CUSTOMER SERVICE STRATEGIES," *Developments in Marketing Science*, Proceedings of the Academy of Marketing Science Conference.

RESEARCH WORKING PAPERS

- Elmadag, Ayse and Katherine N. Lemon (2008), "CUSTOMER PERCEPTIONS OF SERVICE EMPLOYEE MOTIVATION: AN ATTRIBUTION THEORY PERSPECTIVE."
- Lemon, Katherine N., Debdulal Mallick and Raj Srivastava (2008), "HOW MUCH DOES CHURN HURT? INVESTIGATING THE LONGITUDINAL EFFECTS OF CUSTOMER CHURN ON STOCK PRICE."
- Noble, Stephanie, Naveen Donthu and Katherine N. Lemon (2008), "WHY CUSTOMERS WON'T RELATE: UNDERSTANDING THE KEY OBSTACLES TO CUSTOMER ENGAGEMENT BEHAVIORS."
- Lemon, Katherine N. and Kathleen Seiders (2008), "REDEFINING CUSTOMER: TRANSCENDING THE CORE CUSTOMER MODEL."
- Lemon, Katherine N., Priya Raghurir, John Roberts, Russell S. Winter (2008), "METRICS FOR STAKEHOLDER MANAGEMENT: A FRAMEWORK FOR MEASURING THE EFFECT OF MARKETING ON THE COMMUNITY."

RESEARCH WORK IN PROGRESS

- Lemon, Katherine N., "GAINING CUSTOMER PERMISSION: THE ROLE OF OPT-IN AND OPT-OUT STRATEGIES IN CUSTOMER RELATIONSHIP MANAGEMENT," Target publication: *Journal of Marketing*.
- Hanna, Richard and Katherine N. Lemon, "RELATIVE TO WHAT? UNDERSTANDING THE DYNAMICS OF REFERENCE POINTS IN CONSUMER RESPONSE TO YIELD MANAGEMENT PRICING," Target publication: *Journal of Marketing*.

Mark, Tanya, Katherine N. Lemon and Mark Vandenbosch, "PREDICTING WHAT TYPE OF CUSTOMER YOU WILL BE TOMORROW: A STOCHASTIC SEGMENTATION MODEL," Target publication: *Journal of Marketing Research*.

Bone, Sterling A. and Katherine N. Lemon, "THE POWER OF A 'THANK YOU': THE INFLUENCE OF CUSTOMER COMPLIMENTS ON CUSTOMER LOYALTY," Target Publication, *Journal of Marketing Research*.

Salisbury, Linda Court and Katherine N. Lemon, "AVOIDING THE DEBT SPIRAL: TEMPORAL FRAMING EFFECTS ON DEBT REPAYMENT BEHAVIOR" Target Publication, *Journal of Marketing*.

PRESENTATIONS

ACADEMIC CONFERENCE PRESENTATIONS

American Marketing Association Winter Educators' Conference, Austin, TX, 2008.

Frontiers in Services Conference, San Francisco, CA, 2007.

American Marketing Association Winter Educators' Conference, San Diego, CA, 2007.

Frontiers in Services Conference, Tempe, AZ, 2005.

"Does Marketing Need Reform?" Conference, Bentley College, Waltham, MA, 2004.

Marketing Science Conference, Rotterdam, The Netherlands, 2004 (also session chair).

American Marketing Association Winter Educators' Conference, Scottsdale, AZ, 2004.

American Marketing Association Winter Educators' Conference, Orlando, FL, 2003.

Special session on Marketing Metrics, American Marketing Association Winter Educators' Conference, Austin, TX, 2002.

Frontiers in Services Conference, Bethesda, MD, 2001.

Refereed special session, Association for Consumer Research Conference, Austin, TX, 2001.

Marketing Science Conference, Wiesbaden, Germany, 2001.

Marketing Science Conference, Los Angeles, CA, 2000.

Marketing Science Conference, Syracuse, NY, 1999, with Ruth Bolton.

Frontiers in Services American Marketing Association Conference, Nashville, TN, 1999, with Roland Rust and Valarie Zeithaml.

Refereed special session, Association for Consumer Research Conference, Denver, CO, 1997, with Klaus Wertenbroch.

Marketing Science Conference, Berkeley, CA, 1997, with Ruth Bolton.

Refereed special session, Association for Consumer Research Conference, Minneapolis, MN.

Marketing Science Conference, Sydney, Australia, 1995.

Journal of Marketing Research Special Issue Conference, Wharton School Of Business, University Of Pennsylvania, Philadelphia, PA.

Marketing Science Conference, St. Louis, MO, 1993.

Marketing Science Conference, London, UK, 1992.

OTHER INVITED ACADEMIC PRESENTATIONS

INFORMS Marketing Science Conference, Vancouver, BC, 2008

Florida State University Distinguished Scholar, Tallahassee, FL, 2008

SERVSIG Doctoral Consortium, San Francisco, CA, 2007

American Marketing Association Sheth Doctoral Consortium, Tempe, AZ, 2007.

University of Groningen, Groningen, The Netherlands, 2007.

Brigham Young University Marketing Research Series, Provo UT, 2007.

University of Missouri, Columbia MO, 2006.

American Marketing Association Services Marketing Special Interest Group Frontiers in Services Doctoral Consortium, Tempe, AZ, 2005.

Zyman Institute for Brand Science Lecture, Goizueta School of Business, Emory University, Atlanta, GA, 2005.

Hightower Speaker Series, Goizueta School of Business, Emory University, Atlanta, GA, 2005.

American Marketing Association Sheth Foundation Doctoral Consortium, Storrs, CT, 2005.

W.P. Carey School of Business, Arizona State University, Tempe, AZ, 2005.

University of Massachusetts, Amherst, MA, 2005.

University of Alabama, Tuscaloosa, AL, 2005.

American Marketing Association Sheth Foundation Doctoral Consortium, College Station, TX, 2004.

Tuck Graduate School of Business Marketing Department, Dartmouth College, Hanover, NH, 2004.

W.P. Carey School of Business Marketing Department, Arizona State University, Tempe, AZ, 2004.

McIntire School of Business Marketing Department, University of Virginia, Charlottesville, VA, 2004.

University of Neuchâtel, Neuchâtel, Switzerland, invited two-day research seminar for Swiss doctoral students, 2003.

Texas A&M University Mays Business School Department of Marketing Research Forum, College Station, TX, 2003, two presentations.

Erasmus University Masters Thesis Awards Ceremony, Rotterdam, The Netherlands, 2003.

Erasmus University Marketing Research Seminar, Rotterdam, The Netherlands, 2003.

Tilburg University, Tilburg, Netherlands, 2001.

Marketing Science Institute's Marketing, Corporate Social Initiatives and the Bottom Line Conference, Chapel Hill, NC, 2001 with Roland Rust and Valarie Zeithaml.

Marketing Science Institute's Marketing Metrics Conference, Toronto, ON, Canada, 2000.

Marketing Science Institute's Managing Customer Relationships Conference, Charleston, SC, 2000.

INVITED PRESENTATIONS TO THE BUSINESS COMMUNITY

Seklemian/Newell Customer Relationship Management Conference, presentation and discussion leader, Chicago, IL, 2007.

Marketing Science Institute's "Taking Stock of Customer Relationships" Conference, discussion moderator, Santa Monica, CA, 2006.

Center for Services Leadership: Services Leadership Institute, Tempe, AZ, 2006.

CALA (Caribbean and Latin American) Customer Relationship Management Conference, Coral Gables, FL, 2006.

University of Connecticut Marketing Executive Forum, University of Connecticut, Shelton, CT, 2004.

Boston Advertising Club, Boston, MA, 2004.

Marketing Executive Roundtable Luncheon with Microsoft Corp., Bellevue, WA, 2004.

Boston College Carroll School of Management Alumni Reunion, Chestnut Hill, MA, 2004, with Kathleen Seiders.

Marketing Science Institute/Teradata Center Customer Management Conference, Duke University, Durham, NC, 2004.

The Center for Services Leadership Board of Advisors Meeting, W.P. Carey School of Business, Arizona State University, Tempe, AZ, 2004.

Newspaper Association of America 2003 Classified Advertising Conference, keynote speaker, Las Vegas, NV, 2003.

American Marketing Association Strategic Marketing Conference, Boston, MA, 2003.

University of Denver Marketing Roundtable, Denver, CO, 2003.

Customer Relationship Management Conference, Chicago, IL, 2002, with Julie Welbourne.

National Sporting Goods Association Conference, keynote speaker, Tampa, FL, 2002.

National Association of College Stores Large Stores Group Conference, plenary session speaker, Chapel Hill, NC, 2002.

Harvard Business School Cyberposium, session panel moderator, Boston, MA, 2002.

Annual Conference of the *Stichting Congres Marketing Associatie KUB*, plenary session speaker, Tilburg University, Tilburg, Netherlands, 2001.
Retailing Smarter 2001 Symposium, The Center For Retailing Education and Research, University of Florida, Orlando, FL, 2001, with Frederick Newell.
Conference Board Multi-Channel Commerce Conference, May, New York, NY, 2001.
Newspaper Association of America Annual Convention, general session panel moderator, Toronto, ON, Canada, 2001.
Boston Chapter of the American Marketing Association Marketing Metrics Conference, Boston, MA, 2001.
U.S. Office of Thrift Supervision 2001 Thrift Industry Leadership Conference, general session presentation, Atlanta, GA, 2001.
National Retailing Federation Conference, super-session panelist, New York, NY, 2001.
Conference Board Customer Relationship Management Working Group, New York, NY, 2000.
Retail Advertising Conference, Chicago, IL, 1998.
Database Marketing Conference, Durham, NC, 1996.
Database Marketing Conference, Durham, NC, 1995.

SERVICE

ACADEMIC - GENERAL

Editor-Designate

Editor-Designate, *Journal of Service Research*. Four-year term will begin June 2009.

Special Issue Editor – Refereed Journal

Special issue (2006, November) of *Journal of Service Research* co-edited with V. Kumar and A. Parasuraman for papers arising from the “Managing Customers for Value” Conference, co-sponsored by the Boston College Carroll School of Management and the University of Connecticut School of Business, Storrs, CT, 2005

Special issue (2002, Vol. 5) of *Journal of Service Research* co-edited with John Hogan for papers arising from the Boston College Carroll School of Management Marketing Department “Managing the Customer Asset” Conference, Boston, MA, 2001

Guest Editor

Journal of Marketing, June 2007, June 2008

Editorial Boards

Journal of Marketing, 2002 – present
Journal of Marketing Research, 2005 – present
Journal of Service Research, 1998 – present
Journal of Interactive Marketing, 2000 – present
Journal of the Academy of Marketing Science, 2003 – present
Journal of Relationship Marketing, 2005 – present
Service Business: An International Journal, founding member, 2006 – present
International Journal of Electronic Commerce, 2003 – 2006

Ad-hoc Area Editor

Marketing Science

Ad-hoc Reviewer

Journal of Consumer Research

Marketing Science

California Management Review

Journal of Retailing

Journal of Retailing Special issue: Competing through Service

Management Science

International Journal of Research in Marketing

International Journal of Marketing Education

Association of Consumer Research Conference

American Marketing Association Educators' Conference

Alden G. Clayton Doctoral Dissertation Proposal Competition

Performance Measurement Association Conference

Journal of Marketing/Marketing Science Institute Marketing Performance Competition

Conference and Track Chairs

Co-Chair, "Managing Customers for Value" Thought Leadership Conference, University of Connecticut, Storrs, CT, 2005

Conference Organizing Committee, American Marketing Association Frontiers in Services Conference, Washington, DC, 2003

Co-Chair: Relationship Marketing Track, Academy of Marketing Science World Marketing Conference, Perth Australia, 2003

Co-Chair: Boston College Carroll School of Management Marketing Department "Managing the Customer Asset" Conference, Boston, MA, 2001

Academic Conference Chair/Panelist/Discussant

Special Session Chair, American Marketing Association Winter Educators' Conference, San Diego, CA, 2007

Special Session Chair, American Marketing Association Winter Educators' Conference, St. Petersburg, FL, 2006

Discussion panelist, plenary session, Frontiers in Services Conference, Bethesda, MD, 2003

Discussion panelist, plenary session, Frontiers in Services Conference, Bethesda, MD, 2001

Discussion leader, refereed special session, Association for Consumer Research Conference, Austin, TX, 2001

Chair, invited special session, American Marketing Association Summer Educators' Conference, Chicago, IL, 1997

Chair, refereed special session, Association for Consumer Research Conference, Minneapolis, MN, 1995

Discussant, special session, American Marketing Association Summer Educators' Conference, San Francisco, CA, 1994

Participant, Fuqua School of Business Invitational Symposium on Choice and Modeling Behavior, Durham, NC, 1993

Offices Held and Committees

At-Large Board Member, Board of Directors, American Marketing Association (elected for three year term), 2006 – 2009 (Sub-committees: Strategic planning; Marketing on Demand)
Chair, Selection Committee for American Marketing Association Services Marketing Special Interest Group 2007 Lifetime Achievement Award
Member, Selection Committee for *Journal of Marketing* Editor, 2005
Member, Selection Committee for 2005 American Marketing Association Winter Educators' Conference Best Paper Award
Chair, Selection Committee for *Journal of Service Research* 2005 Best Paper Award
Chair, Selection Committee for *Journal of Service Research* 2004 Best Paper Award
Chair, Selection Committee for American Marketing Association Services Marketing Special Interest Group 2004 Best Paper Award
American Marketing Association Academic Council, 2003 – 2006

- Liaison to Services Marketing Special Interest Group, 2005 – 2006
- Liaison to Marketing Strategy Special Interest Group, 2003 – 2005
- Marketing Research Project Task Force, 2003 – 2004
- Marketing-Practitioner Interface, 2004 – 2005

Treasurer, Marketing Research Special Interest Group, American Marketing Association, 1995 – 1996

Affiliations

American Marketing Association (Marketing Strategy, Services Marketing Special Interest Groups)
INFORMS

ACADEMIC – BOSTON COLLEGE

University

Provost Advisory Council, 2007 – 2009
Faculty Grievance Committee, elected alternate, 2006 – 2008
Faculty Advisor for Freshmen Students, Boston College Advising Center, 2006 – 2007, 2008-2009
Board of Advisors, Boston College Student Agencies, 2005 – 2008
Faculty Mentor, Presidential Scholar, 2004 – 2008
Facilitator for Office for Sponsored Programs Strategy Retreat, 2004
Interviewer for Boston College Fulbright Scholarship Candidates, 2004
Carroll School of Management Dean Search Committee, 2003 – 2004
Faculty Mentor for Freshman Students, 2002
Faculty Report to Budget Committee, 2001
Member of Advisory Group to the Office of Marketing Communications, 2000 – 2001

Carroll School of Management

Member Promotion and Tenure Committee, Carroll School of Management, 2005 – 07, 2008-10
Advisor, Graduate Women in Business, 2005 – 2007
Case Teacher, Admitted MBA Classes, 2005, 2006
Member, Third Year Review Committee for Monique Valcour, 2005
Member, various subcommittees for strategic planning process, 2004
Marketing Internship Development (with career center), 2004 – 2005

Member, Third Year Review Committee for Mei Xue and Michael O’Leary, 2004
Co-Chair, Committee to Research Feasibility for Service MKT/OPS MS Program, 2003 – 2004
Chair, Third Year Review Committee for Jeffrey Lewin, 2003

Member, Third Year Review Committee for Paul Tallon, 2003
 Member, Task Force on Integrating Three CSOM Centers, 2003
 Presenter, Carroll School of Management Parents' Day, 2003
 Case Leader, Career Services Advisory Board, 2002
 Invited speaker, Achievement Awards Presentation, 2002
 Faculty Advisor, MBA Diane Weiss Consulting Competition, 2002 – 2004
 Member, Research Fellowships and Sabbatical Review Committee
 Undergraduate Advisor
 Member, Executive Education Development Committee
 Panel Member, Teaching Effectiveness Seminar
 Member, Faculty Teaching Effectiveness Committee
 Senior Thesis Advisor: Shirley Galarza, Bethany O'Neil
 Co-coordinator, Work-in-Progress Seminar Series, with J. Hogan and M. Subramaniam, 2001 - 2002.
 Judge for the sophomore business plan competition
 Faculty Presenter, Freshman Honors Immersion Course, 2001, 2002
 Speaker, Boston College Entrepreneur Society and Marketing Academy
 Speaker, MBA Marketing Academy
 Moderator, MBA Student organization panel on Wireless Technologies at Harvard Business School Cyberposium
 Faculty Presenter, Organizational Studies Doctoral Teaching Practicum

Marketing Department

New Scholar Program Coordinator, 2006 – 2008
 Doctoral Collaborative and Visiting Ph.D. Student Coordinator, 2006 – present
 Recruiting Coordinator, 2003-2004, 2005, 2006
 Senior Exit Survey Coordinator, 2003
 Co-developer of Marketing Advisory Board and coordination of first meeting, 2002
 Co-developed Marketing Principles course content expectations, 2002
 Co-Chair, "Managing the Customer Asset" Conference, Boston, MA, 2001
 Member, Committee to Research Potential of MS degree in Marketing

ACADEMIC – PH.D. STUDENTS

Member, Dissertation Committee for Andrew Petersen, University of Connecticut, 2007 – 2008
 Member, Dissertation Committee for Brent Dong, Boston University, 2007 –
 Member, Dissertation Committee for Markus Wuebben Technical University of Munich, 2007 –
 Member, Dissertation Committee for Howard Dover, University of Texas, Dallas, 2006 – 2008
 Member, Dissertation Committee for Tanya Mark, University of Western Ontario, 2006 – 2008
 Doctoral Supervisor for Visiting Doctoral Student, Markus Wuebben, University of Dortmund, 2006 – 2007
 Co-Chair, Dissertation Committee for Ayse Banu Elmadag, University of Alabama, 2005 – 2006
 Co-Chair, Dissertation Committee for Derrick Boone, Fuqua School of Business, Duke University
 Member, Dissertation Committees for Sang Yong Kim, Tiffany Barnett White, and Kiersten Elliott, Fuqua School of Business, Duke University

ACADEMIC – OTHER

Invited Faculty, ASU/SNAI (Shanghai National Accounting Institute) Service MBA Program, Shanghai, China, teaching Customer Relationship management, Spring 2008

Invited Faculty, The American College of Greece, Athens, Greece, teaching inaugural MBA Marketing Management course, 2004, and MBA Creating Customer Value course, 2005

Focus Group Moderator for American Marketing Assoc. Academic Division Research Initiative, 2004
Outside Referee for Promotion and Tenure Decisions
Faculty Member, Harvard University (Undergraduate) Business Leadership Program
Faculty Student Group Leader, Harvard Business School MBA Orientation “Crimson Greetings”
Panel Moderator, Harvard Business School 9th Annual Women’s Business Leadership Conference
Industrial Liaison, Fuqua School of Business Marketing Group
Fuqua School of Business Ethics Committee Member
Coordinated Advertising Education Foundation Ambassador Program for Fuqua School
Masters Thesis Committee Member for Kirsten Sachwitz, and Dan Ackerstein, Duke University
Fuqua School of Business United Way Co-Chair, 1996
Lecturer and Asst. Director, Small Business Development Center, Wichita State University, 1984–86

COMMUNITY – BUSINESS AND LOCAL

Industry Advisory Boards

American Marketing Association Board of Directors, 2006 – 2009
1:1 Return on Customer Newsletter Advisory Board, 2005 – present
Word of Mouth Marketing Association Advisory Board. 2005 – present
Fred. Newell Customer Relationship Management Conference Advisory Council, 2003 – present
Copernicus Marketing Consulting and Research Board of Advisors, 2001 – present
Backbeat Systems Advisory Board, 2001
IBM/Lenovo Personal Computing Marketing Advisory Council, 1998 – present

Executive Teaching, Research, and Consulting

University of Ulster and Irish Times Management. MSc in Executive Leadership Program,
Boston College, 2008
LIMAK (Internationale Management Academie, Austria) - Boston College Joint Executive
Education Program, 2004 – 2006
MCI (Management Center Innsbruck, Austria) - Boston College Joint Executive Education
Program, 2004 – 2006
CIGNA, 2005
Microsoft, 2004
HSBC, Duke Corporate Education, Ashridge, UK, 2004, Shanghai, China, 2005, Mexico City,
Mexico, 2006, 2007, Istanbul, Turkey, 2007
Aresty Institute of Executive Education, The Wharton School, Open enrollment course in
Marketing Metrics. 2003 – 2008
Textron Global Leadership Forum, Aresty Institute of Executive Education, The Wharton
School, 2003 – 2004
Pearson Education, 2003
Aresty Institute of Executive Education, The Wharton School, Open enrollment course in
Customer Relationship Management, 2002
IBM (with Copernicus Marketing), 2002
Timberland PRO Series Division, 2001 – 2002
Eli Lilly & Company, 2000
Ericsson, Duke Corporate Education, 2000
IBM, 2000
Deloitte Consulting, Principal Academic Consultant, 1999 – 2001
Siemens Corporation, Duke Corporate Education, 1999 – 2000
The Capital Company (CAPCO), 1999

Citigroup Global Retail Banking, Fuqua School of Business Exec. Ed., Duke University,
1998

Marketing 1to1/Peppers and Rogers Group and the Institute for the Future, 1998

Local Community

Volunteer and Virtual Pen Pal, In2Books, organization that encourages literacy in elementary age children in inner-city Washington, DC.

Secretary, FOLMADS (Friends of Lexington, Music, Art and Dance, Inc.), Lexington, MA.

Correspondence Secretary, Backers of Lexington Debate (BOLD), Lexington, MA.

Volunteer, Lexington Youth Summer Theatre, Lexington, MA.

Marketing, fund raising and alumni relations, North Carolina Boys Choir, Durham, NC.

Volunteer teaching – gifted elementary math program, Chapel Hill, NC public schools.

PRIOR WORK EXPERIENCE

1988-1990

Vice President, Marketing

Siclone Sales and Engineering Corporation, Milpitas, CA

1986-1988

Group Marketing Director

Western United States, New Hospitals

Charter Medical Corporation, Macon, GA

1981-1983

Account Executive

Sales Consultants, Overland Park, KS