

DAVID J. REIBSTEIN

Dr. David J. Reibstein is the William S. Woodside Professor and Professor of Marketing at The Wharton School, University of Pennsylvania. From 1987 to 1992, he was the Julian Aresty Professor of Marketing, Vice Dean and Director of the Wharton Graduate Division of the University of Pennsylvania. Dave was also the Executive Director of the Marketing Science Institute—a research institute that works with seventy leading companies bridging industry needs and academic research from 1999-2001.

Prior to his appointment at Wharton, Dave was Assistant Professor of Marketing at the Harvard Business School (1975) and a Visiting Professor of Marketing at INSEAD at Fontainebleau, France (1983) and at Stanford University (1987). At Wharton he teaches Marketing Management and Marketing Strategy in the MBA Program. Dave developed and coordinated Wharton's Executive Seminars on New Product Development, Competitive Marketing Strategies, Advanced Industrial Marketing Strategy and Marketing Research. He was featured in *Fortune* magazine as one of the nation's eight "Favorite Business School Professors" and was recently named by *Business Week* as one of the "pick of the B-school crop" of professors. Dave has received teaching awards at the Wharton School every year he has taught since joining the school. Prior to his academic career, Dave was employed in the marketing department of Sauter Laboratories, a division of Hoffman-LaRoche Pharmaceutical Company.

Dave received his Ph.D. in Industrial Administration at Purdue University, he was in the MBA program at Tulane University, and obtained his BA in Statistics and Political Science and BS in Business Administration at the University of Kansas. He received an honorary Masters from the University of Pennsylvania.

Dave has most recently coauthored the book, *Marketing Metrics: 50+ Metrics Every Manager Should Master*. He also co-edited *Wharton on Dynamic Competitive Strategy*, and is co-author of both *Marketing: Concepts, Strategies and Decisions*, and *Strategy Analysis with Value War and Cases in Marketing Research*. He has authored numerous articles appearing in major marketing journals, including the *Journal of Marketing Research*, *Marketing Science*, *Harvard Business Review*, *Journal of Advertising Research*, *Journal of Marketing*, and *Journal of Consumer Research*. Dave's primary research interests are in marketing metrics, competitive marketing strategy, market segmentation, marketing models and understanding brand choice behavior.

Last year Dave was the recipient of Purdue University's Distinguished Alumni Award.

Dave has been actively involved as a consultant with a number of major companies and served on the board of Shopzilla, where he was a co-founder, And1, the basketball apparel company, The Fleisher Art Institute, and several other companies. In 2004-6, he was appointed by Bud Selig, the commissioner of Major League Baseball, to a Blue Ribbon Special Task Force working to address the issues facing MLB today.

Dave has run executive programs for over 300 companies around the world. He is the Academic Director for several open enrollment and custom programs including: *Competitive Marketing Strategy*; and *Marketing Metrics: Linking Marketing to Financial Consequences*. Dave has run (started and finished) 3 marathons, and has coached (to occasional victory) kids' basketball, baseball, and soccer.