

JOEL HOWARD STECKEL

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EDUCATION

UNIVERSITY OF PENNSYLVANIA, THE WHARTON SCHOOL

Doctor of Philosophy Degree (Marketing/Statistics) awarded, May 1982.
Dissertation Title: "A Game Theoretic and Experimental Approach to the Group Choice Phenomenon in Organizational Buying Behavior;" Professor Yoram Wind, advisor.

Master of Arts Degree (Statistics) awarded May 1980.

Master of Business Administration Degree (Management Science) awarded with Distinction, May 1979.

Elected to Beta Gamma Sigma, May 1979.

COLUMBIA UNIVERSITY

Bachelor of Arts (Mathematics) awarded Summa Cum Laude, May 1977.

Elected to Phi Beta Kappa, May 1977.

ACADEMIC POSITIONS

Professor and Associate Professor, Stern School of Business, New York University, January 1989 - present. Taught courses in Business Strategy, Marketing Research, Corporate Reputation and Branding, Models of Pricing and Promotion, Field Studies in the New Economy, Marketing Engineering, and Analytic Marketing for Management Consulting. Also taught Doctoral Seminars in Mathematical Models in Marketing and Research Methods.

Marketing Department Chairperson, Stern School of Business, New York University, September 1998-2004.

Visiting Professor, Wharton School, University of Pennsylvania, January 1995 - December 1995. Taught Core Marketing course.

Visiting Professor, Escola de Pós-Graduação em Ciências Económicas e Empresariais, Universidade Católica Portuguesa, May - June 1992, May - June 1993. Taught Industrial Marketing and Marketing Strategy.

Associate Professor and Assistant Professor, Graduate School of Business, Columbia University, July 1981 - December 1988. Taught MBA-level courses in Industrial Marketing, Marketing Planning, and Marketing Research. Taught three Ph.D.-level Marketing Seminars and Applied Multivariate Statistics.

Visiting Associate Professor, School of Organization and Management, Yale University, September - December 1988. Taught graduate course in Marketing Strategy.

Visiting Assistant and Associate Professor, Graduate School of Management, University of California at Los Angeles, July 1984 - June 1985, January - March 1987. Taught Advanced Marketing Management, Marketing Research, and Strategic Marketing Planning.

Assistant Instructor, Department of Statistics, University of Pennsylvania, July 1979 - June 1980. Assisted in undergraduate and MBA-level courses in Statistics. Taught undergraduate course in Calculus.

Teaching Assistant, Department of Mathematics, Columbia University, September 1976 - May 1977. Assisted in courses in Number Theory and Differential Equations.

PROFESSIONAL INTERESTS

Marketing Strategy and Marketing Research. In particular, marketing research methodology, marketing and branding strategies, electronic commerce, approaches for one-to-one marketing, and managerial decision processes.

PUBLICATIONS

Books

Marketing Research (with D. Lehmann and S. Gupta), Boston: Addison-Wesley Longman, 1998.

Analysis for Strategic Marketing (with V. Rao), Boston: Addison-Wesley Longman, 1998.

The New Science of Marketing: State of the Art Tools for Anticipating and Tracking the Market Forces that will Shape Your Company's Future (with V. Rao), Chicago: Irwin Professional Publishers, 1995.

Journal Articles

“Supply Chain Decision Making: Do Shorter Cycle Times and Shared Point of Sale Information Always Help?,” (with S. Gupta and A. Banerji), Management Science, Forthcoming.

“Choice and the Internet: From Clickstream to Research Stream,” (with R. Bucklin, J. Lattin, A. Ansari, S. Gupta, D. Bell, E. Coupey, J.D.C. Little, C. Mela, and A. Montgomery), Marketing Letters, Vol. 13, No. 3, Summer 2002.

“A Multiple Idea Point Model: Capturing Multiple Preference Effects from within an Ideal Point Framework,” (with J. Lee and K. Sudhir), Journal of Marketing Research, February 2002.

“2001: A Marketing Odyssey,” (with E. Brody), Vol. 20, No. 4, Marketing Science, Fall 2001.

“Consumer Strategies for Purchasing Assortments within a Single Product Class,” (with Jack K.H. Lee), Journal of Retailing, Vol. 75, No. 3, Fall 1999.

“The Max-Min-Min Principle of Product Differentiation,” (with A. Ansari and N. Economides), Journal of Regional Science, May 1998.

“Models of Dynamic Consumer Choice,” (with R. Meyer, F. Feinberg, I. Gilboa, W. Hutchinson, A. Krishna, C. Mela, A. Pazgal, and D. Prelic), Marketing Letters, Vol. 7, No. 3, July 1997.

“Addendum to ‘Cross Validating Regression Models in Marketing Research’,” (with W. Vanhonacker), Marketing Science, Vol. 15, No. 1, 1996.

“Selecting, Evaluating, and Updating Prospects in Direct Mail Marketing,” (with V. Rao), Journal of Direct Marketing, Vol. 9, No. 2, Spring 1995.

“A Cross-Cultural Analysis of Price Responses to Environmental Changes,” (with V. Rao), Marketing Letters, Vol. 6, No. 1, January 1995.

“Cross Validating Regression Models in Marketing Research,” (with W. Vanhonacker), Marketing Science, Vol. 12, No. 4, Fall 1993.

“Aggregation and Repeat Buying in Households,” (with S. Gupta), Marketing Letters, Vol. 4, No. 4, October 1993.

“Roles in the NBA: There's Still Always Room for a Big Man... But it Has Changed” (with A. Ghosh), Interfaces, Vol. 23, No. 4, July-August 1993.

“Introduction to ‘Contributions of Panel and Point of Sale Data to Retailing Theory and Practice’,” Journal of Retailing, Vol. 68, No.3, Fall 1992.

“The Relationship Between Operating Performance, Causal Attributions and Strategic Planning Activities” (with M.T. Curren and V.S. Folkes), Journal of Marketing, Vol. 56, No. 2, April 1992.

“Locally Rational Decision Making: The Distracting Relationship Between Information and Managerial Performance” (with R. Glazer and R. Winer), Management Science, Vol. 38, No. 2, February 1992.

“Prospects and Problems in Modelling Group Decisions” (with K.P. Corfman, D.J. Curry, S. Gupta, and J. Shanteau), Marketing Letters, Vol. 2, No. 3, July 1991.

“Microscale: A Stochastic Multidimensional Scaling Methodology for the Empirical Determination of Convex Indifference Curves in Consumer Preference/Choice Analysis” (with W.S. DeSarbo and K. Jedidi), Psychometrika, Vol. 56, No. 2, June 1991.

“A Polarization Model for Describing Group Preferences” (with V. Rao), Journal of Consumer Research, Vol. 18, No. 1, June 1991.

“Creating Conjoint Analysis Experimental Designs with Acceptable Stimuli” (with W.S. DeSarbo and V. Mahajan), Decision Sciences, Vol. 22, No. 2, Spring 1991.

“Longitudinal Patterns of Group Decisions: An Exploratory Analysis” (with K.P. Corfman and D.R. Lehmann), Multivariate Behavioral Research, Vol. 25, No. 3, July 1990.

“Investing in the Stock Market: Statistical Aggregation of Individual Judgment” (with N. Capon), Annals of Operations Research, Vol. 23, 1990.

“Judgmental Forecasts of Key Marketing Variables: Rational vs. Adaptive Expectations” (with R. Glazer and R. Winer), International Journal of Forecasting, Vol. 6, No. 3, July 1990.

“Committee Decision Making in Organizations: An Experimental Test of the Core,” Decision Sciences, Vol. 21, No. 1, Winter 1990.

“Towards a New Method for Measuring Power: Applying Conjoint Analysis to Group Purchase Decisions” (with J. O’Shaughnessy), Marketing Letters, Vol. 1, No. 1, December 1989.

“The Formation and Use of Key Marketing Variable Expectations: Some Experimental Evidence” (with R. Glazer and R. Winer), Marketing Science, Vol. 8, No. 1, Winter 1989.

“A Heterogeneous Conditional Logit Model of Choice” (with W. Vanhoner), Journal of Business and Economic Statistics, Vol. 6, No. 3, July 1988.

“Estimating Probabilistic Choice Models with Sparse Data: A Method with an Application to Groups” (with D.R. Lehmann and K. Corfman), Psychological Bulletin, Vol. 95, No. 1, January 1988.

“A Friction Model for Describing and Forecasting Price Movements” (with W.S. DeSarbo, V.R. Rao, Y.J. Wind and R. Colombo), Marketing Science, Vol. 6, No. 4, Fall 1987.

“Group Process and Decision Performance in a Simulated Marketing Environment” (with R. Glazer and R. Winer), Journal of Business Research, Vol. 15, No. 6, December 1987.

“Effective Advertising in Industrial Supplier Directories” (with D.R. Lehmann), Industrial Marketing Management, Vol. 15, No. 2, April 1985.

Book Chapters

“Dynamic Decision Making in Marketing Channels”, with S. Gupta, and A. Banerji, in Experimental Business Research, A. Rapoport and R. Zwick (eds.), Boston, MA: Kluwer Academic Publishers, 2002.

Refereed Proceedings

“PIONEER: Decision Support for Industrial Product Planning” in Efficiency and Effectiveness in Marketing, Proceedings of the American Marketing Association Educator's Conference, Vol. 54, 1988, G.L. Frazier and C.A. Ingene, eds., Chicago.

“Mathematical Approaches to the Study of Power: A Critical Review” in Advances in Consumer Research, Vol. XII, 1985, E. Hirschman and M. Holbrook, eds., Provo, UT.

“On Obtaining Measures from Ranks” in An Assessment of Marketing Thought and Practice, Proceedings of the American Marketing Association Educator's Conference, Vol. 48, B.J. Walker, ed., 1982, Chicago.

Other

“Forecasting Online Shopping,” Stern Business, Fall/Winter 2000, pp. 22-27.

“Method to Their Madness,” The Industry Standard, August 7, 2000.

Book review of The Application of Regression Analysis by D.R. Wittink, Journal of Marketing Research, Vol. 26, No. 4, November 1989.

Co-author (with many others) of The Statistics Problem Solver, Research and Education Association, New York, 1978.

OTHER WORKING PAPERS

“Using Capital Markets as Market Intelligence: Evidence from the Pharmaceutical Industry,” (with D. Markovich and B. Yeung)

- "Modeling New Product Preannouncements as a Signaling Game," (with H. Jung)
- "On-Line Shopping: How Many Will Come and When Will they Get There?"
- "When Do Purchase Intentions Predict Sales?" (with V. Morwitz and A. Gupta)
- "Cost Benefit Rules in Consideration Set Formation," (with B. Buchanan and S. Sen).
- "Group Decision Models in Marketing: Issues and Outlook."
- "Using Attraction Models to Allocate Resources in a Competitive Environment."
- "A Stochastic Model For Committee Evaluations of New Product Introductions."
- "Consumer Cycle Marketing: A Behavioral Review with Strategic Implications," (with L.W. Norjean).
- "On Blocking Coalitions and Models for the Combination of Individual Preference Orders."

CONFERENCE PRESENTATIONS

- "Modeling Credit Card Usage Behavior: Where is my VISA and Should I Use It?," (with Y. Chen), INFORMS Marketing Science Conference, College Park, Md., June 2003.
- "Using Capital Markets as Market Intelligence: Evidence from the Pharmaceutical Industry," (with D. Markovich and B. Yeung), INFORMS Marketing Science Conference, College Park, Md., June 2003.
- "Using Capital Markets as Market Intelligence: Evidence from the Pharmaceutical Industry," (with D. Markovich and B. Yeung), Share Price Accuracy and Transition Economies Conference, U. of Mich. Law School, Ann Arbor, Mi., May 2003.
- "Modeling Internet Site Visit Behavior," (with E. Bradlow and O. Sak), Joint Statistical Meetings, Indianapolis, August 2000.
- "Consumer Strategies for Purchasing Assortments within a Single Product Class," (with Jack K.H. Lee), INFORMS Fall Conference, Philadelphia, November 1999.
- "When Do Purchase Intentions Predict Sales?" (with V. Morwitz and A. Gupta), AMA Advanced Research Techniques Forum, Santa Fe, NM, June 1999.
- "Modeling New Product Preannouncements as a Signaling Game," (with H. Jung), University of Mainz Conference on Competition in Marketing, Germany, June 1999.
- "A Multiple Idea Point Model: Capturing Multiple Preference Effects from within an Ideal Point Framework," (with J. Lee), Joint Statistical Meetings, Dallas, TX, August 1998.

"Modeling New Product Preannouncements as a Signaling Game," (with H. Jung), INFORMS Marketing Science Conference, Fontainbleau, France, July 1998.

"Dynamic Decision-Making in Marketing Channels: Traditional Systems, Quick Response, and POS Information," (with S. Gupta and A. Banerji), NYU Conference on Managerial Cognition, May 1998.

"When Do Purchase Intentions Predict Sales?" (with V. Morwitz and A. Gupta), INFORMS International Meetings, Barcelona, July 1997.

"Mental Models in Competitive Decision Making: A Blessing and A Curse," Conference on Competitive Decision Making, Charleston, SC, June 1997.

"When Do Purchase Intentions Predict Sales?" (with V. Morwitz and A. Gupta), INFORMS Marketing Science Conference, Berkeley, March 1997.

"Model Adequacy versus Model Comparison: Is the 'Best' Model Any 'Good'?", (with A. Ansari and P. Manchanda), INFORMS Marketing Science Conference, Berkeley, March 1997.

"Dynamic Decision-Making in Marketing Channels: Traditional Systems, Quick Response, and POS Information," (with S. Gupta and A. Banerji), First Conference in Retailing and Service Sciences, Banff, 1994.

"Dynamic Decision-Making in Marketing Channels: Traditional Systems, Quick Response, and POS Information," (with S. Gupta and A. Banerji), Behavioral Decision Research in Management Conference, Boston, 1994.

"Modeling Consideration Set Formation: The Role of Uncertainty," (with B. Buchanan and S. Sen), TIMS Marketing Science Conference, Tuscon, 1994.

"A Cross-Cultural Analysis of Price Conjectures to Environmental Changes," (with V. Rao), TIMS Marketing Science Conference, St. Louis, 1993.

"Decision-Making in a Dynamic Distribution Channel Environment," (with S. Gupta and A. Banerji), TIMS Marketing Science Conference, St. Louis, 1993.

"Cross Validating Regression Models in Marketing Research," (with W. Vanhonacker), TIMS Marketing Science Conference, London, 1992.

"The Influence of Stock Price on Marketing Strategy," (with D. Gautschi and D. Sabavala), TIMS Marketing Science Conference, Wilmington, DE, 1991.

"A Polarization Model for Describing Group Preferences" (with V. Rao), ORSA/TIMS National Fall Meetings, Philadelphia, 1990.

"A Polarization Model for Describing Group Preference," (with V. Rao), Behavioral Decision Research in Management Conference, Philadelphia, 1990.

"Conflict Resolution and Repeat Buying" (with S. Gupta), TIMS Marketing Science Conference, Champaign, Ill., 1990.

- “Variety Seeking at the Group Level” (with S. Gupta), Association for Consumer Research Fall Meetings, New Orleans, 1989.
- “On Using Attraction Models to Allocate Resources in a Competitive Environment,” TIMS Marketing Science Conference, Durham, NC, 1989.
- “Multidimensional Scaling with Convex Preferences” (with W.S. DeSarbo), ORSA/TIMS National Fall Meetings, St. Louis, 1987.
- “A Social Comparison Model for Describing Group Preference Evaluations” (with V. Rao), TIMS Marketing Science Conference, Jouy-en-Josas, France, 1987.
- “The Day the Earth Stood Still,” Association for Consumer Research Fall Meetings, Toronto, 1986.
- “A Friction Model For Describing and Forecasting Price Movements” (with W. DeSarbo, V. Rao, Y. Wind, and R. Colombo), ORSA/TIMS National Fall Meetings, Miami Beach, 1986.
- “An Eigenvalue Method for Measuring Consumer Preferences” (with E. Greenleaf and R. Stinerock), TIMS Marketing Science Conference, Dallas, 1986.
- “Creating Conjoint Analysis Experimental Designs without Infeasible Stimuli” (with W. DeSarbo and V. Mahajan), TIMS Marketing Science Conference, Dallas, 1986.
- “The Mediating Role of Information in Marketing Managers' Decisions” (with R. Glazer and R. Winer), TIMS Marketing Science Conference, Dallas, 1986.
- “Incorporating Interdependencies of Utility Functions into Models of Bargaining” (with S. Gupta), ORSA/TIMS National Fall Meetings, Atlanta, 1985.
- “The Formation of Key Marketing Variable Expectations” (with R. Glazer and R. Winer), ORSA/TIMS National Fall Meetings, Atlanta, 1985.
- “Does the Nash Equilibrium Really Describe Competitive Behavior?: The Case of Cigarette Advertising,” TIMS Marketing Science Conference, Nashville, 1985.
- “A Heterogeneous Conditional Logit Model of Choice” (with W. Vanhonnacker), ORSA/TIMS National Fall Meetings, Dallas, 1984.
- “Using a ‘Robust’ Response Function to Allocate Resources in a Competitive Environment,” TIMS Marketing Science Conference, Chicago, 1984.
- “Longitudinal Models of Group Choice Behavior,” (with D. Lehmann and K. Corfman), ORSA/TIMS National Fall Meetings, Orlando, 1983.
- “Considerations of Optimal Design of New Task Industrial Products,” ORSA/TIMS National Fall Meetings, San Diego, 1982.

“Game Theoretic Choice Models in Organizational Buying Behavior,” TIMS Special Interest Conference in Marketing Measurement and Analysis, Philadelphia, 1982.

OTHER RESEARCH IN PROGRESS

Modeling the Impact of Banner Ads (with R. Winer)

Modeling the Impact of the Stock Market on Marketing Strategy (with D. Markovich)

Modeling Credit Card Share of Wallet (with Y. Chen)

Modeling the Tradeoffs between Marketing Research and Flexible Manufacturing.

Modeling the Strategic Use of List Rentals (with D. Schmittlein)

Modeling Internet Site Visits (with E. Bradlow)

Modeling Covariation in Internet Visits (with S. Meza)

INVITED SEMINARS

Columbia University	Spring 1991, Summer 1994
Cornell University	Fall 1983, Spring 1989
Pennsylvania State University	Fall 1996
Rutgers University	Spring 1994
Temple University	Fall 1995
University of California, Berkeley	Spring 1990
University of California, Los Angeles	Spring 1985, Spring 1996
University of California, San Diego	Fall 2003
University of Florida	Spring 1992
University of Mainz, Germany	Summer 1998
University of Michigan	Spring 1993
University of Pennsylvania	Spring 1992, Spring 1995, Spring 1998
University of Southern California	Spring 1987
Washington University, St. Louis	Spring 2003

EDITORIAL SERVICE

Editorships

Guest editor, special section of Marketing Science on the history of marketing science theory and practice, 2001.

Consulting editor in marketing, Addison-Wesley Longman Academic Publishers, Boston, MA, 1993-1999.

Guest editor, special issue of Journal of Retailing on the use of panel and point of sale data, 1992.

Other

Member of Editorial Boards, Marketing Science, Marketing Letters, Review of Marketing Science, Journal of Retailing.

Have served as ad-hoc referee for Journal of Marketing, Journal of Marketing Research, Management Science, Journal of Consumer Research, Journal of Retailing and Consumer Services, Decision Sciences, Journal of Business and Economic Statistics, Journal of Econometrics, Strategic Information Systems, Corporate Reputation Review, and Journal of Business Research.

SERVICE

Dissertation Committees Chaired

Joseph Pancras (co-chair)	(Marketing - New York University)
Sergio Meza (co-chair)	(Marketing – New York University)
Dmitri Markovich	(Marketing – New York University)
Heonsoo Jung	(Marketing - New York University)
Jack Lee	(Marketing - New York University)
Asim Ansari (co-chair)	(Marketing - New York University)
Shahana Sen (co-chair)	(Marketing - New York University)

Dissertation Committees Served on

Orkun Sak (Marketing – University of Pennsylvania)
 Atanu Sinha (Marketing - New York University)
 Louis Choi (Marketing - Columbia University)
 Sunder Narayanan (Marketing - Columbia University)
 Carol Rhodes (Ed. Psych. - Columbia University)
 Rita Wheat (Marketing - Columbia University)
 Robert Stinerock (Marketing - Columbia University)
 Bruce Buchanan (Business Economics - Columbia University)
 Chen Young Chang (Marketing - University of Pennsylvania)

Other Discipline Related Service

Founding President, INFORMS Society on Marketing Science, January 2003 – Present.

President, INFORMS College on Marketing, January 2002 – December 2002.

President Elect, INFORMS College on Marketing, January 2000- December 2001.

Secretary-Treasurer, INFORMS College on Marketing, January 1998-December 1999.

Association of Consumer Research, Annual Program Committee, 1999.

Co-Organizer of 1996 Conference on Consumer Choice and Decision Making, Arden House, Harriman, New York, June 1996.

Organized Marketing Sessions at Fall 1989 TIMS/ORSA Joint National Meetings, New York, October 1989.

Other University Related Service

Member, Executive Committee, Digital Economy Initiative, Stern School of Business, January 2000 - Present.

Member, Board of Directors, Center for Information Intensive Organizations, Stern School of Business, September 1998 - Present.

Member of MBA Committee, Stern School of Business, New York University, 1989-December 1998. Committee was responsible for supervising redesign of MBA programs in 1991 and 1995, Chairman September 1997-August 1998.

Member of Stern MBA Curriculum Review Committee, September 1997-December 1998. Committee redesigned MBA Core.

Member of Stern School Committee on Improving Consulting Activities, July 1998-December, 1998.

Member of Building Committee, Stern School of Business, New York University, 1990-1992.

Member of Research Committee, Stern School of Business, New York University, 1990-91.

Elected member of Columbia University Senate. Served on Budget Review and Alumni Relations Committees, 1986-1988.

AWARDS

Awarded the J. Parker Bursk Memorial Prize as the outstanding student participating in the Department of Statistics, University of Pennsylvania, 1979.

Dissertation was awarded Honorable Mention in the 1982 American Marketing Association Dissertation Competition.

Dissertation was named Winner of the 1983 Academy of Marketing Science Dissertation Competition.

Invited speaker at the J. Parker Bursk Memorial Prize Luncheon, Department of Statistics, University of Pennsylvania, 1992.

Invited speaker at American Marketing Association Doctoral Consortium, University of Southern California, 1999.

Cited for outstanding editorial support, Fordham University Pricing Center, September 2002.

Named one of the inaugural winners of the Best Reviewer Award for the *Journal of Retailing*, 2003.

SELECTED CONSULTING AND OTHER PROFESSIONAL ACTIVITIES

AOL MovieFone, Inc., New York, NY. Performed general consulting on analyzing caller data for telephone movie information service; Consulted as expert in conjunction with damage assessment in legal proceedings.

AT&T. Expert services in legal matter involving customer communication and survey methodology (Testified at trial, November 2001 – United States District Court – Northern District of California, *Ting vs. ATT*, Case No. C-01-2969-BZ).

Avon Products Foundation, New York, NY. Served as expert witness on marketing strategy, research, and branding issues (Testified in Arbitration November, December 2003, *Palotta Teamworks v. Avon Products Foundation, Inc.* Case No. 1420011424 (JAMS New York)).

Carvel, Inc. Expert services in legal matter involving dispute with franchisees. Reviewed analysis assessing damages.

Citicorp, New York, NY. Built choice model for bank services. Gave lectures on Marketing Strategy to CitiCards executives.

Constantine & Partners, New York, NY. Served as expert witness on branding issues in antitrust matter *Wal Mart et al v. Visa and Mastercard*. (Deposed May 2000; United States District Court, Case No. CV-96-5238, Eastern District of New York).

CooperVision, Rochester, NY. Served as expert witness on branding issues in *Dioptrics Medical Products, Inc. vs. The Cooper Companies, Inc., Coopervision, Inc., A. Thomas Bender*, (Deposed September 2002, United States District Court, Northern District of California, San Jose Division, No. C01-20356 JW).

Directions for Decisions, Inc., New York, NY and Jersey City, NJ. Consulted on segmentation study of sports apparel market, designed and implemented “Construction Test”, a concept design decision tool. Performed general consulting on marketing research practice on an ongoing basis.

eComplaints.com, New York, NY. Member board of advisors.

Federal Trade Commission, Washington, D.C. Served as consultant on branding strategies in antitrust investigation.

Gerber Products, Inc., Fremont, MI. Served as expert witness on statistical analyses of market response. Reviewed analysis assessing damages of trademark infringement. Testified.

GMT Corporation, Tenaflly, NJ, Served as expert witness on forecasting and branding issues in *Quiksilver, Inc. v. GMT Corporation*, (Deposed, March 2003, United States District Court, Case No. SACV 02-148 DOC, Central District of California).

J.C. Penney Co., New York, NY. Performed sales-advertising response analysis. Work was done on request for Management Decision Systems, Inc., Weston, MA.

The Open Center, New York, NY. Consulted on marketing strategy and direct marketing practices.

Pfizer Pharmaceuticals, New York, NY. Conducted executive seminar on conjoint analysis.

Pizza Hut Co., Dallas, TX. Expert consultation in legal matter involving claim substantiation.

Playtex Products, Inc., Delaware. Served as expert witness in Lanham Act matter, *Playtex Products, Inc. v. Procter & Gamble Company*, (Deposed April 2003, Testified at trial May 2003, United States District Court, Case No. 02 Civ. 8046 (WHP) Southern District of New York).

Playtex Products, Inc., Delaware. Served as expert witness in trademark matter, *Playtex Products, Inc. v. Georgia Pacific Company and Ft. James Holding Co.*, (Deposed June 2003, United States District Court, Case No. 02 Civ. 7848 (HB) Southern District of New York).

Solgar Vitamins, Lynbrook, NY. Served as expert witness on effects of product disparagement. Quantified damages. Deposed.

Starlight International Products, Monterey, CA. Served as expert witness on appropriate use of brand/corporate name. Deposed.

Union Carbide Corp., Danbury, CT. Built econometric system for price forecasting.

Warnaco, Inc., New York, NY. Served as expert witness on apparel branding and retail placement. (Deposed, December 2000, *Calvin Klein Trademark Trust and Calvin Klein, Inc. v. Linda Wachner, et. al.*, United States District Court, Case No. CV-00-4052, Southern District of New York).

MEMBERSHIPS

American Marketing Association

American Statistical Association

Association for Consumer Research

The Institute for Operations Research and Management Science (INFORMS)

International Trademark Association

Society for Consumer Psychology

American Association for Public Opinion Research