

Russell S. Winer

Biography

Russell S. Winer is the William Joyce Professor of Marketing at the Stern School of Business, New York University. He received a B.A. in Economics from Union College and an M.S. and Ph.D. in Industrial Administration from Carnegie Mellon University. He has been on the faculties of Columbia and Vanderbilt universities and the University of California at Berkeley. Professor Winer has been a visiting faculty member at M.I.T., Stanford University, Cranfield School of Management (U.K.), the Helsinki School of Economics, the University of Tokyo, École Nationale des Ponts et Chaussées, and Henley Management College (U.K.). He has written three books, *Marketing Management*, *Analysis for Marketing Planning* and *Product Management*, and a research monograph, *Pricing*. He has authored over 60 papers in marketing on a variety of topics including consumer choice, marketing research methodology, marketing planning, advertising, and pricing. Professor Winer has served two terms as the editor of the *Journal of Marketing Research*, he is the past co-editor of *Journal of Interactive Marketing*, he is an Associate Editor of the *International Journal of Research in Marketing*, he is the co-editor of the *Review of Marketing Science*, and he is on the editorial boards of the *Journal of Marketing*, the *Journal of Marketing Research*, and *Marketing Science*. He has participated in executive education programs around the world and is currently an advisor to a number of startup companies.