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Consultant, Author, Speaker, Lecturer, Researcher
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EDUCATION

- **Ph.D. in Psychology**, Baylor University, Waco, TX.
- **MA in Psychology**, Baylor University, Waco, TX.
- **BA in Psychology**, Northeast Louisiana University, Monroe, LA.

AREAS OF EXPERTISE

- Marketing and Public Policy
- Marketing Communication
- Product Management
- Research Methods
- Marketing Strategy and Planning
- Consumer Behavior
- Innovation and Economic Development
- Educational Administration

ACADEMIC/TEACHING EXPERIENCE

- **President's Professor of Marketing and Business Law**, Loyola Marymount University, College of Business Administration, 2012 – 2021. (**Emeritus Professor, 2021 – present**).
- **Visiting Professor**, Leeds University Business School, Sept. 2018 – Dec. 2018.
- **Professor of Management and Marketing**, University of California at Riverside, School of Business Administration and the A. Gary Anderson Graduate School. Of Management, 2007-2012. (**Emeritus Professor, 2012 – present**).
- **Dean**, University of California at Riverside, School of Business Administration and the A. Gary Anderson Graduate School of Management, 2007-2011.
- **Deputy Dean**, University of Southern California, Marshall School of Business, 1999-2004.
- **Chairperson**, University of Southern California, Department of Marketing, Marshall School of Business, 1994-1999, 2006-2007.
- **Robert E. Brooker Professor of Marketing**, University of Southern California, Marshall School of Business, 1992-2007.
- **Professor of Marketing**, University of Southern California, Marshall School of Business, 1988-2007 (tenured 1988).

- **Associate Professor**, University of Southern California, Marshall School of Business, 1986 -1988.
- **Senior Associate Dean for Academic Affairs**, Vanderbilt University, Owen Graduate School of Management, 1984-1986.
- **Assistant/Associate Professor**, Vanderbilt University, Owen Graduate School of Management, and **Associate Professor of Psychology and Human Development, Peabody College**, 1980-1986 (tenured 1983).
- **Associate Professor of Psychology and Business**, Jacksonville State University, 1978-1980.
- **Adjunct Professor of Psychology**, Northwestern State University, LA, 1975.
- **Adjunct Professor of Psychology**, Louisiana College, 1975.

UNIVERSITY AND COLLEGE CONTRIBUTIONS

Representative University/School Service:

Loyola Marymount University

- Member, College of Business Administration Dean Search Committee
- Co-chair, Graduate Management Program Design Committee
- Member, MSchool Planning Committee
- Department Representative, Hannon Library

University of California, Riverside

- Served as Campus Representative to Board of Directors of the Inland Empire Economic Partnership, the City of Riverside Council of Economic and Workforce Development Advisors, the Riverside Higher Education/Business Council, the Riverside Technology CEO Forum, the Board of the Coachella Valley Economic Partnership, the Southwest County Economic Development Corporation, and the California Inland Empire District Export Council, Member of the 2009 class of Leadership Riverside.
- Member, Community Engagement Committee, University of California at Riverside, Strategic Planning Exercise, 2009-2010.
- Chair, Search Committee for Vice Chancellor for Advancement, University of California at Riverside, 2008-2009.
- Member, University of California at Riverside Campus Budget Planning Committee, 2009.
- Chair, Palm Desert Graduate Center Planning Committee, University of California at Riverside, 2009.

University of Southern California

- Member, Health Advisory Board, School of Planning, Policy and Development, University of Southern California 2005-2007.

- Member, University Committee on Academic Review, University of Southern California, 2006-2007.
- Member, Dean Search Committee, School of Planning, Policy and Development, University of Southern California, 2004-2005.
- Member, Board of Directors, University Faculty Center (1995 - 2000).
 - Chair, Membership Committee (1995 - 1996)
 - Treasurer and Member of Executive Committee (1996 - 1997)
 - President (1998 - 1999)
- Member, University Appointments, Tenure and Promotion Committee, University of Southern California (1990 - 1994).
 - Chair, Panel on Social Sciences and Professional Schools (1993 - 94).
- Member, University Graduate Studies Advisory Council (1994 - 1998).
- Member, School of Business Administration Dean Search Committee (1993).
- Member, University Employee Benefits Committee (1987 - 1992).
- Member, University Research Committee (1990 - 1991).
- Member, Personnel Committee, School of Business Administration (1990 - 1992).
- Member, Marketing Ph.D. Committee (1986 - 1990).
- Coordinator, Doctoral Program in Marketing (1987 - 1989).
- Coordinator, 1988 and 1990 Advertising Education Foundation Ambassador Program.
- Member and Chairman, Various Tenure, Promotion, and Review Committees (1988 - 2007).
- Member, Dean's Advisory Council, School of Business Administration (1987 - 1988, 1994).
- Member, Building Advisory Committee, School of Business Administration (1987 - 1988).
- Founding Director, Master of Science in Management for Information Executives Program, University of Southern California (1987 - 1989).
- Member, School of Business Administration Executive Development and Training Oversight Committee (1988).
- Member, Marketing Chair's Advisory Committee (1988 - 1989).
- Research Seminar Coordinator, Department of Marketing, University of Southern California (1986 - 1987).
- Working Paper Series Coordinator, Department of Marketing, University of Southern California (1986 - 1987).

- Member, Research Committee, School of Business Administration, University of Southern California (1986 - 1988).
- Member, Marketing Department Strategic Planning Committee, University of Southern California (1986 - 1987).
- Member, Operations Committee, School of Business Administration, University of Southern California (1987).
- Member, Undergraduate Curriculum Committee, School of Business Administration, University of Southern California (1987).

Vanderbilt University

- Member, Vanderbilt University Re-Accreditation Steering Committee (1985 - 1986).
- Member, University Human Subjects Research Review Committee (1983 - 1986).
- Member, Committee on Instruction, Owen School (1981 - 1986).
- Faculty Advisor, Owen School Chapter of the American Marketing Association (1981 - 1984).
- Coordinator of Faculty Research, Owen School (1982 - 1984).
- Member, Tenure Review Committee, Owen School (1983 - 1984).
- Member, Committee on Faculty Research, Owen School (1981 - 1982).
- Chairman, Strategy Faculty Search Committee, Owen School (1983 - 1984).
- Member, Marketing Faculty Search Committee, Owen School (1980 - 1985).
- Member, Statistics Faculty Search Committee Owen School (1983 - 1984).
- Member, Honor Council Appeals Board, Vanderbilt University (1982 - 1984).
- Member, Organizational Behavior Faculty Search Committee, Owen School (1981 - 1982).
- Member, Admissions Committee, Executive MBA Program, Owen School (1981 - 1983).
- Consultant, Vanderbilt University Development Office (1982).
- Member, Admissions Committee, MBA Program, Owen School (1980 - 1981).
- Member, Ph.D. Program Development Committee, Owen School (1980 - 1981).
- Member, Ad Hoc Committee on Computer Resources, Owen School (1980-1981) (1983-1984).
- Faculty Secretary, Owen School (1982-1983).

HONORS & AWARDS

- Recipient of the 2021 Margaret H. Blair Award for Marketing Accountability conferred by the Marketing Accountability Standards Board.
- Recipient of the 2021 American Marketing Association J. R. Davidson Award for Best Paper Published in the *Journal of Retailing* in 2020.
- Identified as one of the five most important influencers of papers published in the 60-year history of the *Journal of Advertising Research* (December, 2020 *Journal of Advertising Research*).
- Recipient of best practitioner paper award for paper published in the *Journal of Advertising Research* in 2020 (Awarded by the Advertising Research Foundation).
- Fellow, American Marketing Association, 2021.
- Chinese Scholar Marketing Association Fellow Award for Outstanding Contribution to Marketing Scholarship in China and Beyond, June, 2020.
- Best Reviewer Award, *Journal of the Academy of Marketing Science*, 2020.
- Ingolstadt Legacy Award for Business and Economics in Service of Humanity, Awarded by City of Ingolstadt and Catholic University Eichstätt-Ingolstadt, October, 2019.
- Best Reviewer Award, *Journal of Advertising Research*, 2016 (Awarded in 2017).
- Best Reviewer Award, *International Journal of Advertising*, 2015 (Awarded in 2016).
- “Marketing and Society Lifetime Achievement Award” from the Marketing and Society Special Interest Group (MASSIG) of the American Marketing Association, August, 2015.
- Distinguished Lecturer, School of Management and International Business, Victoria University of Wellington, New Zealand, August, 2014.
- Chairman’s Award, Riverside Chambers of Commerce, 2009 (for contributions to the economic development of the City of Riverside).
- Elsevier Distinguished Marketing Scholar, Society for Marketing Advances, November, 2007.
- Cutco/Vector Distinguished Marketing Educator Award, Academy of Marketing Science, May, 2006.
- Omicron Delta Kappa Men of Merit Award, Baylor University, 2005.
- Ivan Preston Outstanding Contribution to Research Award, American Academy of Advertising, 1998.
- Best Distance Learning Program - Continuing Education, Presented by the U. S. Distance Learning Association, 1996.
- Outstanding Reviewer Award, *Journal of Marketing*, 2006.
- Best Paper, *Journal of Public Policy Marketing*, 1992-1994, American Marketing Association, 1996.
- Best Review, Advanced Research Techniques Conference, American Marketing Association, 1990, 1992.
- Best Paper, *Journal of Advertising*, 1989, Awarded by American Academy of Advertising in 1990.
- Dean’s Research Fellowship, University of Southern California, 1987-1990.
- Marketing Science Institute Visiting Scholar, General Motors Corporation, 1988-89.

- Senior Research Fellowship, American Academy of Advertising, 1988.
- Listed among top ten contributors to marketing journal, *Journal of Marketing Education*, 1985.
- Outstanding Young Men of America, 1985.
- OGSM Dean's Fund for Faculty Research Grant, 1981, 1982, 1983.
- Who's Who in the World.
- Who's Who in America.
- Charter Fellow, Association for Psychological Science.
- Fellow of the American Psychological Association, Division 23.
- Listed among top ten contributors to Advertising literature in a study published in the Spring, *Journal of Advertising*.
- Honorable Mention, 1983 Alpha Iota Delta/American Institute for Decision Sciences Instructional Award.
- Alpha Iota Delta, Decision Sciences Honorary.
- Beta Gamma Sigma Business Honor Society.
- Phi Kappa Phi National Honor Society.
- Who's Who in the West.
- Who's Who of Emerging Leaders in America, Third Edition.
- Who's Who in Finance and Industry.
- Who's Who in American Education.
- Five Thousand Personalities of the World.
- New York Academy of Sciences.
- Who's Who in California.
- Who's Who in Advertising.
- Who's Who in Sales and Marketing.
- International Platform Association.
- Who's Who in the South and Southwest.
- Personalities of the South.
- Personalities of America.
- State Board of Education Scholar, Northeast Louisiana University.

REPRESENTATIVE PROFESSIONAL EXPERIENCE AND SERVICE

- Founding Chair, Marketing Accountability Standards Board, 2004 – present. Acting President and CEO, Feb., 2022 - July, 2022.
- Co-editor, Special Issue of *Psychology and Marketing* on Marketing in the Meta-verse, 2024.
- Member, Working Group, Journal Scholars Exchange, American Statistical Association and American Association for Public Opinion Research, 2004 – present.
- Judges Panel, Marketing Hall of Fame, 2023.
- Editor, Palgrave Series on Marketing and Society, 2019 – present.
- Member, Ethics Committee, Society for Consumer Psychology, 2021 – present.
- Member, Publications Committee American Marketing Association, 2017 – 2023.
- Member, APEX Advisory Board, Sasmira Business School, Mumbai, India, 2022 – present.
- Executive Editor, *Journal of Global Scholars of Marketing Science*, 2021 – present.
- Reviewer, Responsible Research in Business and Management Honor Role, 2022 – present.
- Co-chair, Marketing and Public Policy Conference, Los Angeles, 2020.
- Vice President, Publications, American Marketing Association, 2017 – 2020.
- Chair, Technical Advisory Group (TAG) on Brand Valuation, American National Standards Institute (ANSI) and U.S. representative to the International Standards Organization's (ISO) Technical Committee 289 on brand evaluation, 2016 – 2020.
- Faculty Member, 10th AIM-AMA Sheth Foundation Doctoral Consortium, Virtual, June, 2022.
- Faculty Member, 9th AIM-AMA Sheth Foundation Doctoral Consortium, Virtual, July, 2021.
- Faculty Member, 8th AIM-AMA Sheth Foundation Doctoral Consortium, Birla Institute of Management Technology (BIMTECH), Greater Noida, Jan., 2020.
- Faculty Member, 7th AIM-AMA Sheth Foundation Doctoral Consortium, Ahmedabad, Jan., 2019.
- Faculty Member, 6th AIM-AMA Sheth Foundation Doctoral Consortium, Bangalore, Jan., 2018.
- Faculty Member, 5th AIM-AMA Sheth Foundation Doctoral Consortium, Mumbai, Jan., 2017.
- Faculty Member, 3rd AIM-AMA Sheth Foundation Doctoral Consortium, Dubai, Jan., 2015.
- Faculty Member, Academy of Marketing Science Doctoral Consortium, Orlando, May, 2016, San Diego, 2017.

- Editor, *Journal of Public Policy and Marketing*, American Marketing Association, 2012 - 2017.
- Editor-in-Chief, *Oxford Online Bibliography in Marketing*, 2012 - 2015.
- Faculty Member, Society of Marketing Advances Doctoral Consortium, New Orleans, Nov., 2014, San Antonio, Nov., 2015.
- Evaluation Panel, National Science Foundation, 2013 – 2016, 2022 – 2024.
- Faculty Member, Association for Consumer Research's Doctoral Symposium, Berlin, Oct., 2016.
- Faculty Member, 2nd Annual Sheth/AMA Indian Doctoral Consortium, Ahmedabad, India, Jan., 2014
- Faculty Member, Chinese Marketing International Doctoral Consortium, Beijing, China, July, 2017.
- Faculty Member, Chinese Marketing International Doctoral Consortium, Qingdao, China, July, 2016.
- Faculty Member, Chinese Marketing International Doctoral Consortium, Xian, China, July, 2015.
- Faculty Member, Chinese Marketing International Doctoral Consortium, Wuhan, China, July, 2014.
- Faculty Member, Marketing and Public Policy Doctoral Seminar and Workshop (2022, 2018, 2016, 2014, 2012, 2010, 2008, 2006, 2004) (Co-Chair, 2006)
- Graduate, Leadership Los Angeles, Class of 2013.
- Judge, *Techweek* Launch, Santa Monica, December, 2013.
- Judge, Advertising Research Foundation's Annual Ogilvy Awards, 2013, 2014.
- Chair, City of Riverside Strategic Vision Task Force (*Seizing Our Destiny*), Riverside, CA, 2009-2012.
- Member, California Inland Empire District Export Council, 2010 – 2012 (appointed by Secretary of Commerce).
- Member, Board of Directors, Coachella Valley Economic Partnership 2009 – 2011.
- Member, Board of Directors, Inland Empire Economic Partnership, 2007 – 2011.
- Graduate, Leadership Riverside, Class of 2009.
- Editor, *Journal of the Academy of Marketing Science*, Academy of Marketing Science, 2006-2009.
- Editor, *Journal of Marketing*, American Marketing Association, 1999-2002.
- Member, Academic Advisory Committee, CMO Council, 2007-present.
- Member, Editorial Board, *Academy of Marketing Science Review*, 2014 – present.

- Member, Editorial Board, *Journal of the Academy of Marketing Science*, 1990 – 2006, 2009 – present.
- Member, Editorial Board, *Open Journal of Business and Management*, 2013-present.
- Senior Advisory Board, *Journal of Advertising Research*, 2021–present.
- Member, Editorial Board, *Journal of Advertising Research*, 2005-2021.
- Member, Editorial Board, *International Journal of Advertising*, 2000-present.
- Member, Editorial Board, *Current Issues and Research in Advertising*, 2021 – present.
- Member, Editorial Board, *Journal of Cultural Marketing Strategy*, 2015-present.
- Member, Editorial Board, *Journal of Public Policy and Marketing*, 1993-2012; 2020-present.
- Member, Senior Advisory Board, Editorial Board, *Journal of Advertising*, 1991-present.
- Member, Editorial Board, *Journal of Promotion Management*, 1991-present.
- Member, Editorial Board, *Journal of Research in Business, Economics and Management*, 2014-present.
- Member, Editorial Board, *Journal of Management Issues*, 1991 - 2010.
- Member, Editorial Board, *Journal of Marketing*, 1990-present.
- Member, Editorial Board, *Journal of Product and Brand Management*, 1991-2010.
- Member, Editorial Board, *International Journal of Marketing Research*, 2000-2010.
- Member, Editorial Board, *Review of Marketing Research*, 2004-present.
- Member, Editorial Board, *Current Issues and Research in Advertising*, 1987-2010.
- Member, Editorial Board, *Journal of International Consumer Marketing*, 1987-present.
- Member, Editorial Board, *Journal of Interactive Marketing*, 2001 - 2010.
- Member, Editorial Board, *Media Psychology*, 2001-2006.
- Member, Editorial Board, *Journal of Consumer Marketing*, 1985-1996.
- Member, Editorial Board, *Journal of Marketing Research*, 1983-1994, 1999-2003.
- Occasional Reviewer, *Journal of Consumer Research*, 1983 - present.
- Member, City of Riverside Mayor's Committee on Economic and Workforce Development, 2007-2012.

- Member/Partner, Riverside Technology CEO Forum, 2007 - 2012.
- Conference Program Referee, AMA Summer Educators' Conference, 1982 - 2022.
- Referee, Winter AMA Educators' Conference, 1983, 1984, 1986 - 2023.
- Member, Board of Governors, Academy of Marketing Science, 2004-2010.
- Referee, Society for Consumer Psychology Annual Program, 1982-2017.
- Faculty Member, American Marketing Association Doctoral Consortium, 1990, 1991, 1998 - 2009, 2011, 2015 – 2019, 2021.
- Member, Academic Assessment Panel, 2010 Decennial Census, United States Census Bureau, 2009.
- Referee, Society for Marketing Advances Conference, 1984-2022.
- Referee, Annual Conference of the American Academy of Advertising, 1985 - 2024.
- Judge for Dissertation Competition of the American Marketing Association, 1988-1998, 2008 - 2016.
- Referee, Association for Consumer Research Conference, 1983 - 2019, 2020 - 2022..
- Co-Chair, Academy of Marketing Science Annual Conference, Coral Gables, 2007.
- Co-Chair, Second Risk Perception Workshop, American Marketing Association and Marketing and Society Special Interest Group, Los Angeles, 2006.
- Co-Chair, Marketing and Public Policy Conference of the American Marketing Association, Long Beach, 2006.
- Member, Product Development and Management Association International Conference Program Planning Committee, Anaheim, 2015.
- Member, Product Development and Management Association International Conference Program Planning Committee, San Diego, 2005.
- Chairperson, Marketing and Society Special Interest Group, American Marketing Association, 2000-2001.
- Co-Chair, American Marketing Association International Conference, Buenos Aires, Argentina, 2000.
- Occasional Reviewer, *Decision Sciences*, 1989-2000.
- Member, Nominating Committee, American Marketing Association, 1999.
- Vice President, Finance/Secretary, American Marketing Association, 1998-1999.
- Member of the Board of Directors, American Marketing Association, 1996-1999.

- Member of the Board of Directors, American Marketing Association Foundation, 1998-1999.
- Member, CEO Search Committee, American Marketing Association, 1998-1999.
- Editor, Sage Series in Marketing, 1992-1999.
- Advisory Editor, *Psychology and Marketing*, 1990-1999.
- Occasional Reviewer, *Journal of the Academy of Marketing Science*, 1985-1999.
- Occasional Reviewer, *Psychological Bulletin*, 1984-1999.
- Occasional Reviewer, *Journal of Applied Psychology*, 1983-1999.
- Proposal Reviewer, Applied Research Division, NIMH, 1976, 1993, 1998.
- President of the Academic Council, American Marketing Association, 1997-1998.
- Member, Census Bureau Advisory Committee of Professional Associations, 1992-1998.
- Judge, American Marketing Association Edison Awards for Best New Products, 1997, 1998.
- Representative to Council, American Psychological Association, Elected by Society for Consumer Psychology, 1989-1992, 1997-1998.
- Occasional Reviewer, *Applied Demographics*, 1996, 1998.
- Occasional Reviewer, *International Journal of Marketing Research*, 1988, 1997.
- Chair, Section on Statistics in Marketing, American Statistical Association, 1997.
- Referee, Decision Sciences Institute Conferences, 1988-1997.
- Member, General Advisory Board, International Business Press, 1991-1996.
- Occasional Reviewer, *Personality and Social Psychology Bulletin*, 1976, 1990, 1993, 1997.
- Proposal Reviewer, Management and Decision Sciences Directorate, National Science Foundation, 1990, 1994, 1997.
- Occasional Reviewer, *Psychometrika*, 1988, 1990, 1991, 1996.
- Co-Chair, Winter Educators' Conference, American Marketing Association, 1995.
- Program Chair, Section on Statistics in Marketing, American Statistical Association, 1994.
- Proposal Reviewer, Social and Developmental Psychology Division, National Science Foundation, 1979, 1993.

- Judge, Design Competition of the Los Angeles Design Club, 1992.
- Co-Chair, American Marketing Association Doctoral Consortium, 1991.
- Chairman, Research Committee, American Academy of Advertising, 1989-1991.
- Member, Executive Committee, Society for Consumer Psychology, American Psychological Association 1981-1991.
- Chairman, Research Methodology Track, AMA Summer Educators' Conference, 1990.
- Textbook Reviewer, PWS/Kent, 1990.
- Associate Editor, *Psychology and Marketing*, 1983-1990.
- Occasional Reviewer, *Journal of Advertising*, 1983-1990.
- Occasional Reviewer, *Journal of Personality and Social Psychology*, 1978, 1990.
- Coordinator, Advertising Education Foundation Ambassador Program, 1988, 1990.
- Member, Publications Committee, Society for Consumer Psychology, 1988-1989.
- Member, Research Committee, American Academy of Advertising, 1988-1989.
- Member, Policy Board, *Journal of Consumer Research*, 1986-1988.
 - President, Policy Board, 1988, Vice President, 1987.
- Occasional Reviewer, *Journal of Mathematical Social Sciences*, 1987.
- Co-chair, Fifth Annual Advertising and Consumer Psychology Conference, 1986.
- President, Society for Consumer Psychology, Division 23, American Psychological Association, 1985-1986.
- Textbook Reviewer, Prentice-Hall Publishing Company, 1979-1986.
- Occasional Reviewer, *Journal of the Academy of Management*, 1983-1985.
- Occasional Reviewer, *Annals of Travel and Leisure*, 1983-1985.
- Research Methodology Track Chairman for 1985 AMA Marketing Theory Conference, 1985.
- Program Chair, Society for Consumer Psychology, 1984.
- Editor, The Communicator, Newsletter of the Society for Consumer Psychology, 1981-1983.
- Chairman, Consumer Psychology Dissertation Award Committee, 1983.

- Textbook Reviewer, McGraw-Hill Book Co., 1983.
- Editor, Louisiana Psychologist, 1976.

PROFESSIONAL AFFILIATIONS

- American Marketing Association (Fellow)
- Academy of Marketing Science
- Association for Consumer Research
- American Academy of Advertising
- Insights Association
- INFORMS Society for Marketing Science
- American Association for Public Opinion Research (Honorary Life Member)
- Decision Sciences Institute
- Academy of Management
- American Psychological Association (Fellow) (Honorary Life Member)
 - Society for Consumer Psychology (Division 23 of APA)
 - Society for Personality and Social Psychology (Division 8 of APA)
- American Psychological Society (Charter Fellow)
- International Trademarks Association
- American Council on Consumer Interests (ACCI)
- Psychometric Society
- American Statistical Association
- American Association for the Advancement of Science
- Classification Society of North America
- Product Development and Management Association
- Sales and Marketing Executives International

SCHOLARSHIP

According to Google Scholar my published research has been cited more than 34,500 times, has an h index of 61, and has a g index of 287. Listed among the top 2% of scientists worldwide <https://www.adscientificindex.com/scientist/david-w-stewart/1392713>. Ranked among the top 1000 business and management scientists in the world by Research.com (<https://research.com/scientists-rankings/business-and-management>).

Papers in Progress

- The Missing Big Idea: Why Failure to Differentiate Dooms Advertising Effectiveness, in revision for second review at the *Journal of the Academy of Marketing Science*, (with Alexander Mafael, Ray Taylor, Sascha Raithel, and Bastian Amberg).
- How and Why Do Consumers Radicalize: Implications for Management and Regulation, under review at *Journal of Consumer Affairs*, (with S. Umit Kucuk and Marc Sobel).
- Reimagining Brand Love with Immersive Technology: The Role of AR, VR, and the Metaverse, under review at *Journal of Consumer Behaviour* (with Maria Dsouza, Sanjeev Verma, and Vartika Srivastava).

Publications

2025

- *Winning the Advertising Game: Lessons from the Super Bowl Ad Champions*, scheduled for publication by Springer in 2025. (with Sascha Raithel, Alexander Mafael, and Charles Ray Taylor).

2024

- A Marketing Perspective on Maladaptive Consumption and Product Regulation, *Journal of Public Policy and Marketing*, <https://doi.org/10.1177/07439156241250356>. (with Ingrid Martin).
- *Maladaptive Consumer Behavior: Theory, Behavior, and Intervention*, (Palgrave: 2024). (with Ingrid Martin).
- Special Issue of *Psychology and Marketing* on *The rise of new scenarios in psychology and marketing: the role of immersive and generative technologies*, Co-editor (with Federica Caboni, Shashi Matta, and Gabriele Pizzi). (Scheduled for 2024).
- Incentivizing Brand Building, *Branding Strategy Insider*, <https://brandingstrategyinsider.com/incentivizing-brand-building/>.
- The Financial Return on Creativity: The Case of Advertising, Marketing Accountability Standards Board White Paper, February.
- The Role of Creativity in Advertising, *Branding Strategy Insider*, <https://brandingstrategyinsider.com/the-role-of-creativity-in-advertising/>.
- 5 Brand Strategies for Responding to Change, *Branding Strategy Insider*, <https://brandingstrategyinsider.com/5-brand-strategies-for-responding-to-change/>.
- Marketers Need Authority to Build Profitable Brands, *Branding Strategy Insider*, <https://brandingstrategyinsider.com/marketers-need-authority-to-build-profitable-brands>.

- How Viewing Products as Services Creates Customer Value, *Branding Strategy Insider*, <https://brandingstrategyinsider.com/how-viewing-products-as-services-creates-customer-value/>.

2023

- Marketing through the Eyes of Senior Management: Insights from Fortune 500 Reporting, *Journal of Marketing Theory and Practice*, 31 (1), 75 - 96, <https://doi.org/10.1080/10696679.2021.1994421>. (with Johanna Frosen).
- Lessons from Bud Light's Brand Management Mistakes, *Branding Strategy Insider*, <https://brandingstrategyinsider.com/lessons-from-bud-lights-brand-management-mistakes/>
- 7 Keys to Managing Your Value Chain, *Branding Strategy Insider*, <https://brandingstrategyinsider.com/7-keys-to-managing-your-value-chain/>.
- Brands Wait for the Promise of Big Data, *Branding Strategy Insider*, <https://brandingstrategyinsider.com/brands-wait-for-the-promise-of-big-data/>.
- Brands Are Built With Bridges Not Silos, *Branding Strategy Insider*, <https://brandingstrategyinsider.com/brands-are-built-with-bridges-not-silos/>.
- Defining Target Markets with Customer Perspectives, *Branding Strategy Insider*, <https://brandingstrategyinsider.com/defining-target-markets-with-customer-perspectives/>.
- Brand Building is not a b-2-c or b-2-b Activity, *Branding Strategy Insider*, <https://brandingstrategyinsider.com/brand-building-is-not-a-b2c-or-b2b-activity/>.
- R&D and Marketing: Natural Partners?, *Branding Strategy Insider*, <https://brandingstrategyinsider.com/how-marketing-and-rd-can-work-together/>.
- How Marketing and Sales Can Work Together, *Branding Strategy Insider*, <https://brandingstrategyinsider.com/how-marketing-and-sales-can-work-together/>.
- Creating and Managing Brand Portfolios, *Branding Strategy Insider*, <https://brandingstrategyinsider.com/creating-and-managing-brand-portfolios/>.
- Managing and Growing Product Portfolios, *Branding Strategy Insider*, <https://brandingstrategyinsider.com/managing-and-growing-product-portfolios/>.
- Why Brand Investments Are Different, *Branding Strategy Insider*, <https://brandingstrategyinsider.com/why-brand-investments-are-different/>.
- How Marketers Can Help CFOs Succeed, *Branding Strategy Insider*, <https://brandingstrategyinsider.com/how-marketers-can-help-cfos-succeed/>.
- How to Define “Revenue Marketing,” Marketing Accountability Standards Board White Paper, October 3, 2023, <https://themasb.org/defining-revenue-marketing/>.
- Measuring Financial Return on Creativity, Marketing Accountability Standards Board White Paper, November, <https://themasb.org/resources/white-papers/>.

- CMOs Succeed By Telling the Story of Business, *Branding Strategy Insider*, <https://brandingstrategyinsider.com/cmos-succeed-by-telling-the-story-of-business/>.
- When It's Time for A Brand-Business Pivot, *Branding Strategy Insider*, <https://brandingstrategyinsider.com/when-its-time-for-a-brand-business-pivot/>.
- The Difference Between Brand Purpose and Value Proposition, *Branding Strategy Insider*, <https://brandingstrategyinsider.com/author/david-stewart/>.

2022

- Interplay of Consumer Animosity and Product Country Image in Consumers' Purchase Decisions, *Journal of International Business Studies*, 54 (3), 505 – 513. <https://doi.org/10.1057/s41267-022-00556-0>. (with Sijun Wang, Zhen Tang, and Yongsun Paik).
- Marketing's contribution to consumer welfare: A research agenda, *Journal of Consumer Affairs*, 56 (3) 1–10.
- Be Thankful for Great Colleagues, Dawn Iacobucci (ed.). *Foundations and Trends in Marketing*, Vol. 16 (1 – 2), pp. 263 – 268.
- Do You Know How Your Customers Decide?, *Branding Strategy Insider*, <https://www.brandingstrategyinsider.com/do-you-know-how-your-customers-decide/>
- The Human Face of Intangible Assets, *Branding Strategy Insider*, <https://www.brandingstrategyinsider.com/the-human-face-of-intangible-assets/>
- The Role of Innovation: Is your organization failing often enough?, *Branding Strategy Insider*, <https://www.brandingstrategyinsider.com/fostering-creativity-and-innovation-for-competitive-advantage/>
- Why Satisfying Customers is Not Enough, *Branding Strategy Insider*, <https://www.brandingstrategyinsider.com/why-satisfying-customers-is-not-enough/>
- If recession impacted your brand, what would you do? Here's 5 ways to stay competitive, *Branding Strategy Insider*, <https://www.brandingstrategyinsider.com/5-ways-brands-can-stay-competitive-in-a-recession/>
- What Should Marketing Contribute to Your Organization?, *Branding Strategy Insider*, <https://www.brandingstrategyinsider.com/what-should-marketing-contribute-to-your-organization/>.
- Planning for Growth, *Branding Strategy Insider*, <https://www.brandingstrategyinsider.com/4-keys-to-planning-for-brand-growth/>
- Effective Advertising is No Mystery: Focus on Benefits, *Branding Strategy Insider*, <https://www.brandingstrategyinsider.com/one-simple-test-for-effective-advertising/>
- Why Private Equity Loves Brands, *Branding Strategy Insider*, <https://brandingstrategyinsider.com/why-private-equity-loves-brands/>

- Brands as Business Models: Being Clear about Making Money, *Branding Strategy Insider*, <https://brandingstrategyinsider.com/brands-as-business-models/>.

2021

- The Re-institutionalization of Marketing, *Academy of Marketing Science Review*, 11 (2), 446 – 453, <https://doi.org/10.1007/s13162-021-00220-0> (with Martin Key, Terry Clark, O.C. Ferrell, and Leyland Pitt).
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- Organizational Objectives and Winning: An Examination of the NFL, *Journal of the Academy of Management*, 1981, 24 (2), 402-408 (with Donald Latham).
- OBVERS: A Computer Program for Obverse Factor Analysis with Rotation, *Journal of Marketing Research*, 1981, 18 (4), 481-482.
- Foot-in-the-Door, Cash Incentives, and Follow-up Effects on Survey Response, *Journal of Marketing Research*, 1981, 18 (4), 473-478 (with David Furse and David Rados).
- Marketing and Community Psychology, *Newsletter of the Division of Community Psychology*, 1981, 15 (1), 8-10.

1980

- A Preference Mapping of Organizational Objectives, *Journal of Applied Psychology*, 1980, 65 (5), 610-615 (with Donald Latham).
- Applying Marketing Research Techniques to Regional and Local Planning, in *Proceedings of the 1980 Southern Conference of the Society for General Systems Research*, Birmingham, AL, 1980.

1977

- The Factorial Structure of the ITPA and WISC in Three Diagnostic Groups, *Journal of Clinical Psychology*, 1977, 33, 199-205.
- The Self-sentiment: Comment on the Internal Consistency of Cattell's Theory, *Psychological Reports*, 1977, 40, 267-270.

- Psychology and Accounting: An Interface or a Red Face, *Professional Psychology*, 1977, 8, 178-184. Reprinted in *Psychology and National Health Insurance: A Sourcebook*, C. Kiesler and N. Cummings (Eds.) (Washington, D.C.: American Psychological Association, 1978).
- Intelligence and Academic Achievement in a Clinical Adolescent Population, *Psychology in the Schools*, 1977, 14, 513-518.
- Staff Characteristics Associated with Likeableness on an Adolescent Treatment Unit, *Perceptual and Motor Skills*, 1977, 44, 1033-34.

1976

- The Effects of Sex and Ethnic Variables on the Test Profiles of the ITPA and WISC, *Psychological Reports*, 1976, 38, 53-54.
- Dimensions of Interpersonal Communication, *Journal of Psychology*, 1976, 93, 101-111 (with Millard J. Bienvenu).
- An Item Factor Analysis of the Mooney Problem Checklist, *Educational and Psychological Measurement*, 1976, 36, 509-513 (with Thomas E. Deiker).
- Intelligence, Academic Achievement, and Personality: A Canonical Variate Analysis, *Psychology in the Schools*, 1976, 13, 468-470 (with Valentine Louisa).
- Measurement of Self Concept: A Multitrait-Multimethod Look, *Journal Supplement Abstract Service Catalog of Selected Documents in Psychology*, 1976, 6, Ms. No. 1242.
- An Application of P Technique to Transient States of the Organism, *Multivariate Experimental Clinical Research*, 1976, 2, 135-139 (with Lenora F. Stewart).
- HSPQ Profile of Psychotic Adolescents, *Journal Supplement Abstract Service Catalog of Selected Documents in Psychology*, 1976, Ms. No. 1377 (with S. Kaczor and B. Bruce).

1975

- A Factor Analysis of Zuckerman's Sensation Seeking Scale, *Psychological Reports*, 1975, 37, 849-850 (with G. Mac Griffith).
- The Future of the State Mental Hospital, *Perspectives in Psychiatric Care*, 1975, 13, 120-122.
- Religious Correlates of the Fear of Death, *Journal of Thanatology*, 1975, 3, 161-164.

Representative Unpublished Conference Papers and Presentations:

- Chair, Expert Workshop: Myths, Truths and Best Practices for Multi- Method Research, Summer Conference of the American Marketing Association, Boston, MA, August, 2024.

- Moderator, Panel of Creativity in Advertising, Marketing Accountability Standards Board Summer Summit, Rutgers University Business School, August, 2024.
- Co-Chair, Panel Member, The Roles of Market(s) and Government(s) in Public Policy, American Marketing Association Marketing and Public Policy Conference, Washington, D.C., June, 2024. (with Ingrid Martin).
- A Marketing Perspective on Maladaptive Consumption and Product Regulation, American Marketing Association Marketing and Public Policy Conference, Washington, D.C., June, 2024. (with Ingrid Martin).
- Using Data to Communicate with and Engage Stakeholders, Junior Scholar Workshop, American Marketing Association Marketing and Public Policy Conference, Washington, D.C., June, 2024.
- Return on Marketing Creativity, Summer Summit, Marketing Accountability Standards Board, Milwaukee, August, 2023.
- Conducting Research at the Intersection of Marketing and Public Policy, Pre-conference Workshop, 2023 Marketing and Public Policy Conference, Arlington, VA, May, 2023.
- Forensic Research in Marketing: Applying Science to Law, Panel Member, 2023 Marketing and Public Policy Conference, Arlington, VA, May, 2023.
- Maladaptive Consumption, Co-chair, Panel Discussion, 2023 Marketing and Public Policy Conference, Arlington, VA, May, 2023.
- Markets (and Marketing) Work (For Good)!, Emerging Markets Conference Board Conference, Virtual, May, 2022.
- Publishing in Marketing, American Marketing Association Global Marketing Conference, Chania, Crete, Greece, June, 2022.
- Re-institutionalizing Marketing: Celebrating Marketing's Success, American Marketing Association Winter Academic Conference, Las Vegas, February 2022.
- Creating a Contribution, Special Session of the Doctoral Special Interest Group, American Marketing Association Winter Academic Conference, (virtual), February 2022.
- Phygital Marketing: A Tool to Bridge the Physical and Digital Worlds, Opening Address, National Marketing Seminar, Sasmira Business School, India (virtual), November, 2021.
- Managing an Academic Career, Panel Discussion, American Marketing Association Global Marketing Conference, Taormina, Sicily, Italy, October, 2021.
- Panel Discussion, Marketing and Public Policy, 2021 AMA – Sheth Marketing Doctoral Consortium, University of Indiana, August, 2021.
- Panel Discussion, The Current Status of the Marketing Discipline and Future Directions, Academy of Marketing Science Doctoral Consortium, (virtual), June, 2021.

- Panel Discussion: COVID-19, Marketing, and Public Policy: The Pandemic's Evolution and Implications for Future Research, 2021 American Marketing Association Winter Academic Conference, (virtual), February, 2021.
- The Role of Marketing in the Firm and Beyond, 2021 American Marketing Association Winter Academic Conference, (virtual), February, 2021.
- Panel Discussion: Broadening the Impact of Marketing, 2021 American Marketing Association Winter Academic Conference, (virtual), February, 2021.
- Television's Brand Building Power From GRPs to PRPs, ARF Insights Studio Series, Inside the *Journal of Advertising Research*:: Sixes, A.I. and Media Metrics, (virtual), February, 2021.
- Panel Discussion: Pushing Boundaries in Marketing Concepts and Research, Academy of Marketing Science Annual Conference, (virtual), December, 2020.
- Keynote Address, China Marketing International Conference (virtual), June, 2020.
- Panel Discussion: Publishing in Marketing, Winter Conference of the American Marketing Association, San Diego, February, 2020.
- How Does Spatial Distance Cue Influence Consumer Service Failure Response?, Winter Conference of the American Marketing Association, San Diego, February, 2020. (with Zhi Lu, Xiaojing Yang, Huanhuan Shi).
- Person and Privacy, Presented at the Award Ceremony for the KU – Ingolstadt BESH Legacy Award, Ingolstadt, Germany, November, 2019.
- Philosophical and Empirical Observations on Privacy, Marketing Thought Leaders Conference on Privacy in Retailing, Florence, Italy, June, 2019.
- Non-conscious Effect of Moral Identity Prime on Perceived Reasonableness and Affective Account on Customer Satisfaction, Academy of Marketing Science, Vancouver, May, 2019. (with Nobuyuki Fukawa).
- How Does Marketing Fit in the World? Questions of Discipline Expertise, Scope, and Insight, Academy of Marketing Science, Vancouver, May, 2019.
- The impacts of Robotic Shopping Assistants on Services, Public Policy, Retail, and Sale, Academy of Marketing Science, Vancouver, May, 2019.
- Marketing, Finance and Analytics, Academy of Indian Marketing Doctoral Consortium, Ahmedabad, January, 2019.
- Publishing in AMA Journals, Emerging Markets Conference Board Conference, Ghaziabad, January 2019.
- Research and Publication in Marketing: Creating Your Career as a Scholar, Leeds University Business School Department of Marketing, October, 2018.

- Accountability in Marketing: An Update on the MASB Project, University of South-Eastern Norway, Oslo, September, 2018.
- Publishing Relevant Research that is Rigorous, China International Marketing Conference, Shanghai, China, July, 2018.
- Conducting Research on Marketing and Public Policy, Sheth/AMA Doctoral Consortium, Leeds University, June, 2018.
- Developments in Global Marketing, Panel Discussion, American Marketing Association Global Marketing Special Interest Group Conference, Santorini, Greece, May, 2018.
- Managing Your Career, American Marketing Association Global Marketing Special Interest Group Doctoral Consortium, Santorini, Greece, May, 2018.
- The Publication Process, Panel Discussion, Academy of Indian Marketing Doctoral Consortium, Bangalore, India, January, 2018.
- Incorporating Simulation Learning Into Your Marketing Program, 2017 Summer Conference of the American Marketing Association, San Francisco, July 2017.
- Making Marketing Relevant, Keynote Address, China International Marketing Conference, Beijing, China, July, 2017.
- What Performance Outcomes Should We Focus on in Marketing?, University of Leeds Business School Research Camp, Leeds, UK, July, 2017.
- Fighting the Good Fight: Public Policy Research Priorities in a Climate of Deregulation, Panel Discussion, Marketing and Public Policy Conference, Washington, D.C., June, 2017.
- Panel on Marketing's Theoretical and Conceptual Value Proposition, Academy of Marketing Science Annual Conference, Coronado, CA, May, 2017.
- Conference of the Emerging Markets Conference Board, Delhi NCR, January, 2017.
- The State of the Marketing Discipline, Panel Discussion, Academy of Marketing Science, Conference, San Diego, May, 2017.
- Pathways to Relevance: Paradigms and C-Suite Significance for the Modern CMO, Panel Member, Summer American Marketing Association Conference, Atlanta, August, 2016.
- Assessing Performance Outcomes in Marketing, Summer American Marketing Association Conference, Atlanta, August, 2016.
- Global Alliance of Marketing and Management Associations, Hong Kong, July 2016.
- Theory and Method in Marketing Research, Keynote Address, China International Marketing Conference, Qingdao, China, July, 2016.

- The Role of Theory in Marketing Research and Practice, Society for Marketing Advances Doctoral Consortium, San Antonio, TX, November, 2015.
- The Interface of Marketing and Finance, American Marketing Association, Summer Conference, Chicago, August, 2015.
- Marketing's Role in the Firm and in Society, Keynote Address, China International Marketing Conference, Xi'an, China, July 2015.
- Marketing, Public Policy and Transformative Consumer Research, Marketing and Public Policy Conference, Washington, D. C., June, 2015.
- Marketing's Strategic Influence: Yesterday, Today and Tomorrow, Academy of Marketing Science, Denver, May, 2015.
- Building Partnerships with Business, Third AIM/AMA Doctoral Consortium, Dubai, January, 2015.
- Theory Building in Marketing, Society for Marketing Advances Doctoral Consortium, New Orleans, November, 2014.
- The Role of Survey Research in Litigation, Forensic Services Section, California Society of CPA's, Oakland, CA, October, 2014.
- What Are Business Models and Why They Matter, Victoria University Distinguished Lecture, Victoria University, Wellington, NZ, August, 2014.
- Striving for More Impactful Theory Development, Academy of Marketing Science Review Theory Forum, Indianapolis, IN, May, 2014.
- Marketing's Place Among Business Disciplines, Academy of Marketing Science, Indianapolis, IN, May, 2014.
- Marketing and Public Policy Research, Marketing and Public Policy Doctoral Seminar, University of Massachusetts, Amherst, June, 2014.
- Contributing to Theory and Practice in Marketing, Keynote Address, China International Marketing Conference, Wuhan, China, July, 2014.
- Creating Partnerships for Academic Research, Second AIM/AMA Doctoral Consortium, Ahmedabad, India, January, 2014.
- Opportunities for Research on Marketing and Public Policy, Asociacion Espanola de Marketing Academico y Profesional, Barcelona, September 19, 2013.
- Research in Marketing and Public Policy, American Council on Consumer Interests Annual Conference, April 12, 2013.
- Marketing, Theory Development and Hospitality Research, Marketing, Theory Development Workshop, Harrah College of Hotel Administration, University of Nevada, Las Vegas, May 4, 2012.

- Economic Development, and Public Policy, Marketing and Public Policy Workshop, American Marketing Association, Georgia State University, Atlanta, GA, June 5, 2012.
- Measuring Marketing's Long-Term Performance: The Need for and Role of Standards, Association of National Advertisers, New York, May 18, 2011.
- Enhancing Theory and Strengthening Knowledge Development in the Marketing Discipline, Theory Pre-Conference: Ideas that Matter: A Dialog on Enhancing Theory Development in Marketing, American Marketing Association Summer Educators Conference, Boston, August 13, 2010.
- Marketing and Public Policy: Synergy, Synthesis and Successes, Marketing and Public Policy Workshop, American Marketing Association, Fort Collins, CO, May 20, 2010.
- Marketing the Census, Marketing and Public Policy Workshop, American Marketing Association, Fort Collins, CO, May 18, 2010.
- MASB: Bringing Marketing to Wall Street, American Marketing Association Winter Educators Conference, New Orleans, February 20, 2010.
- Reflections on a Career in Marketing, World Marketing Conference, Oslo, Norway, July 21, 2009.
- Various “Meet the Editor(s)” Sessions at the American Marketing Association, Academy of Marketing Science, Association for Consumer Research, Doctoral Consortia, and other professional conferences, 1999 - 2017.
- Where is the Cutting Edge?, American Marketing Association Summer Educators’ Conference, Boston, August 9, 2008.
- The Contribution Continuum, American Marketing Association Summer Educators’ Conference, Washington, D.C., August 6, 2007.
- Publishing: An Editor’s Perspective, Society for Marketing Advances, Nashville, TN, November, 2006.
- Speaking in Numbers, the Language of Bottom-Line Business, IIR 9th Annual Conference on Return on Marketing Investment, Fort Meyers, Florida, February 7, 2006 (with D. Riskey and K. Sirkin).
- Goal-Motivated Reasoning: The Lure of the 'Yes, I Can' Conclusion, Association for Consumer Research, Portland, OR, October, 2004 (with Gustavo E. de Mello and Debbie MacInnis).
- Self-Induced Consumer Vulnerability: Goal-Directed Biases in Product Information Search and Evaluation, Public Policy and Marketing Conference, St. Lake City, Utah, May 21, 2004 (with Gustavo E. de Mello and Debbie MacInnis).
- Communicating Hazards and Health Risks to Consumers, Marketing and Society Workshop on Researching Risk, St. Lake City, Utah, May 17-18, 2004.
- Measurement Issues in Interactive Media, American Academy of Advertising, March 2004, Baton Rouge, Louisiana.

- The Intended and Unintended Consequences of Warning Messages, Marketing and Public Policy Panel Discussion, American Marketing Association, February, 2004, Scottsdale, AZ.
- Leveraging Brand Equity, Marketing Scholar Forum, China Marketing Institute, Guanghua School of Management, December 13-17, 2003, Beijing, China.
- The Effects and Effectiveness of Comparative Advertising, National Advertising Division, National Advertising Review Board, October 22, 2003, New York, New York.
- Meet the Ex-Editors, American Marketing Association, August 18, 2003, Chicago.
- Consumer Response to Warnings and Other Product Hazard Information, Session on Award Winning and Frequently Cited Research on Public Policy and Marketing, American Marketing Association, August 16, 2003, Chicago.
- Marketing and Society: A Frank Discussion of Past, Present, and Future, Panel Discussion, American Marketing Association, August 16, 2003, Chicago.
- Getting Published and Other Thoughts on Career Development, Keynote address, The PhD Project, Marketing Doctoral Students Association Conference, August 15, 2003, Chicago.
- Substitution and Complementarity: Measuring the Effectiveness of Interactive Media MSI/JAMS Conference on Marketing to and Serving Customers through the Internet: Conceptual Frameworks, Practical Insights, and Research Directions, Boca Raton, Florida, December, 2001.
- A Perspective on Advertising Research, Presented to the American Academy of Advertising, Salt Lake City, UT, March, 2001.
- The Future of Business Education, Presented to the 2000 International Conference of the American Marketing Association, Buenos Aires, Argentina, July, 2000.
- Integrated Marketing in Segmented Markets, American Marketing Association Conference on Marketing, Beijing, China, December, 1999.
- Business Models for Internet Businesses, Presented to the 1999 Mini-conference of the Marketing and Society Special Interest Group, San Francisco, August, 1999.
- Effective Television Advertising: Old and New Findings and an International Dimension, Presented to the 1999 Summer Educators' Conference of the American Marketing Association, San Francisco, August, 1999.
- The Influence of Goals on Managerial Learning in Competitive Interaction, Presented to the Conference on Competition and Marketing, Mainz, Germany, June 1999 (with Jaideep Prabhu and Ingrid Martin).
- The Effects of Warning Messages, Presented to the 1999 Public Policy and Marketing Conferences, Notre Dame University, Notre Dame, Indiana, June, 1999. (with Ingrid Martin and Valerie Folkes).
- Learning and Unlearning About Competitors: Marketing Managers' Judgments and Decision Making in A Repeated Entry-Pricing Game, Presented to the 1999 Marketing Science Conference, Syracuse

University, Syracuse, New York, May, 1999. (with J. Prabhu).

- New Findings on Advertising Effectiveness, Advertising Research Foundation, New York, New York, March, 1999.
- Transactions versus Relationships: Alternative Forms of Integrated Marketing Communications, Presented to the 1998 Summer Educators Conference of the American Marketing Association, Boston, August, 1998.
- Weak Models Versus Weak Data: Diagnostic Aids for Ambiguous Results, Presented to the Annual Meeting of the American Statistical Association, Dallas, August, 1998.
- Measuring Brand Loyalty Presented to the Marketing Science Conference, INSEAD, Fontainebleau, France, July, 1998. (with Scott Koslow).
- The Boundaries of Relationship of Marketing In Channels of Distribution, Presented to the Marketing Science Institute/Journal of Marketing Conference on Marketing at the Millennium, Boston, May, 1998. (with Gary Frazier).
- Issues in Integrated Marketing Communications, Presented to the 1998 Doctoral Consortium of the American Marketing Association, University of Georgia, August, 1998.
- Implementing Successful Segmentation Strategies: Capturing and Retaining the Segments of Your Choice Presented to the International Research Institute's Annual Customer Segmentation Summit, October, 1998, Scottsdale, AZ.
- Clustering When There are Economic Consequences of Cluster Assignment Presented to the Social Statistics Workshop, University of California, Irvine, May 1998.
- Communicating Uncertain Benefits and Hazards to Consumers: How Much Qualification Is Useful, Presented to the Annual Public Policy and Marketing Conference, Boston, MA, May, 1997.
- The Dimensionality of Measures of Product Similarity Under Goal Congruent and Goal Incongruent Conditions, Presented to the Winter Conference of the Society for Consumer Psychology, St. Petersburg, FL, February 14, 1997.
- The Transfer of Purposive, Goal-Oriented Knowledge and Attitudes Across Product Categories, Presented to the Annual Conference of the Association for Consumer Research, Tucson, AZ, October, 1996. (with Ingrid Martin).
- A Generalized Approach for Detecting and Correcting Measurement Dependency, Presented to the Annual Meeting of the American Statistical Association, Chicago, Illinois, August, 1996. (with Scott Koslow).
- Designing Consumer Warning Messages: Toward Market-Focused Public Policy, American Marketing Association's Annual Conference on Public Policy and Marketing, Washington, D.C., May, 1996. (with Ingrid Martin).
- Estimating Brand Loyalty, Annual Conference of the Psychometric Society, Minneapolis, MN, June,

1995 (with S. Koslow).

- Marketing in a Wired Environment, Spring Conference of INFORMS, April, 1995, Los Angeles.
- On the Future of Marketing Thought: Contribution of Marketing to Public Policy and Social Issues, 1995 American Marketing Association Winter Educators' Conference, February, La Jolla, California.
- Intended and Unintended Effects of Warnings, American Psychological Association, August, 1994, Los Angeles.
- Contributions of Marketing Models to Direct Response Marketing, American Statistical Association, August, 1994, Toronto.
- Integrating the Marketing Mix: Coordination of Non-Store Retailing Program, International Symposium on Non-store Retailing, Berlin, September, 1993.
- Integrated Marketing: New Technologies, Non-traditional Media, and Nonmedia Promotion in the Marketing of Alcoholic Beverages, The National Institute on Alcohol Abuse and Alcoholism Working Group on the Effects of the Mass Media on the Use and Abuse of Alcohol, Washington, D. C., September 24, 1992.
- Social and Economic Effects of Proposed EEC Advertising Regulations, Instituto Di Economia Dei Media Dela Fondazione Roselli Prometeo in Catene, Cause ed Effetti Economico Sociali delle Restrizioni Cee alla Pubblicita, Milan, May 11, 1992.
- Integrated Channel Management: Merging the Communication and Distribution Functions of the Firm, 1992 Advertising and Consumer Psychology Conference, Chicago.
- A Null Distribution for Testing Conditionality Between Two or More Variables: An Application of the Bootstrap, presented to the 214th Institute of Mathematical Statistics Special Topic Session on the Bootstrap, 1990.
- The Marketing Concept and the Forgotten Consumer, Special Session at the 1990 Winter Educators' Conference of the American Marketing Association, Scottsdale, AZ, February, 1990.
- The Interaction of Person and Medium, Special Session on Advertising in the 1990's, Southern Marketing Association, New Orleans, November, 1989.
- Teaching Consumer Behavior for Management Action, American Marketing Association, Chicago, August, 1989.
- Advertising Repetition: A Critical Review of Wearin and Wearout, Presented to the 1989 Meeting of the American Academy of Advertising (with Connie Pechmann).
- Discussant, "Consumer Decision Making, 1988 Association for Consumer Research, Maui, Hawaii, October 1988.
- Different Measures ≠ Different Effects: Sorting Effects of Advertising by Measures Obtained, presented to Marketing Science Institute Conference on "Evaluating the Effects of Consumer Advertising on Market Position Over Time: How to Tell Whether Advertising Ever Works, Wellesley, MA, June 1988.

- Conditional Non-Parametric Resampling Segmentation of Sequential Discrete Choice Data, presented to 1988 Marketing Science Conference, University of Washington, Seattle (with S. Koslow).
- Advertising Repetition: What Do We Really Know?, 1987 AMA Educators' Conference, Toronto, Canada (with C. Pechmann).
- A Meta-Analysis of Comparative Advertising, presented to the Advertising and Consumer Psychology Conference, Chicago, 1987 (with C. Pechmann).
- Physiological Measures of Advertising Response: An Unfulfilled Promise, Southern Marketing Association, New Orleans, November 1984.
- A Generalized Investment Portfolio Model: An Application to Product Line Investment, 2nd Marketing Science Conference, Chicago, IL, March 1984 (with T. Devinney).
- Panel Member/Discussant, 5th Annual Nashville Business Conference, Nashville, TN, April 1982.
- "Innovative Approaches to Teaching Marketing Research," symposium panel member, Mid-South Conference of Marketing Educators, Long Beach, MS, March/April 1982.
- Discussant, "Consumer Decision Making," 1982 Special Conference on Marketing Theory, San Antonio, Texas, February 1982.
- Individual Search Strategies in New Automobile Purchases, presented to the Association for Consumer Research, October 1981 (with D. Furse and G. Punj).
- Marketing and Community Psychology, presented to the Southeastern Psychological Association, April 1981 (with Lona Spencer).
- Media Decision Models: A Review and Evaluation, presented to the joint meeting of the Operations Research Society of America and the Institute of Management Sciences, May 1980 (with Joan Blackwell).
- On the Use of Undergraduate Practica for Industrial/Organizational Psychology Students, presented to the Southeastern Psychological Association, March 1980.
- On Some Psychometric Properties of Fielder's Leadership Scales, presented to the Southeastern Psychological Association, March 1980 (with Dorene McGaughy and Phyllis Waugh).
- Psychology and Accounting: Interface or Red Face, presented to the Louisiana Psychological Association, October 24, 1975.
- On the Application of Psychophysiological Methods in the Clinical Setting, presented to the Louisiana Psychological Association, November 1, 1974.

Representative Invited Research Presentations:

- Department of Marketing, Catholic University Eichstätt-Ingolstad, Germany (November, 2019).

- Department of Marketing, Leeds University, Leeds, United Kingdom, (October, 2018).
- Department of Marketing, University of South-east Norway, Oslo, Norway (September, 2018).
- Department of Marketing, Deakin University, Melbourne, Australia (November, 2017).
- Department of Marketing, Leeds University, Leeds, United Kingdom (July, 2017).
- Department of Marketing, University of San Diego (May, 2017).
- College of Business and Information Systems, Missouri University of Science and Technology, Rolla, Missouri (April, 2015).
- Department of Marketing, Victoria University, Wellington, NZ (August, 2014).
- Department of Marketing, Aalto University, Helsinki, Finland (April, 2013).
- William F. Harrah College of Hotel Administration, University of Nevada, Las Vegas (May, 2012).
- Edinburgh University Business School (March, 2012).
- College of Business Administration, Loyola Marymount University (March, 2012).
- College of Business Administration, University of Illinois, Chicago (April, 2012).
- Department of Marketing, University of Alabama (April, 2009).
- Department of Marketing, Louisiana State University (November, 2007).
- Department of Marketing, University of Rhode Island (April, 2007).
- Anderson Graduate School of Management, University of California, Riverside (March, 2007).
- Department of Marketing, Iowa State University (March, 2007).
- Department of Marketing, Villanova University (November, 2006).
- Department of Marketing, University of Georgia (November, 2005).
- Georgetown University (May, 2002).
- Southwestern Doctoral Symposium, University of Houston (April, 2001).
- Albert Haring Symposium, University of Indiana (March, 2001).
- Department of Marketing, University of Notre Dame (April, 2001).
- Department of Marketing, Boston University (April, 2000).

- Department of Marketing, Marquette University (February, 2000).
- Department of Marketing, University of Kansas (February, 2000).
- Graduate School of Management, University of California, Irvine (January, 2000).
- Department of Marketing, University of Massachusetts (October, 1999).
- Department of Marketing, University of Miami (May, 1999).
- Department of Marketing, University of Georgia (April, 1999).
- Department of Marketing, Washington State University (March, 1999).
- Social Sciences Computing Consortium, University of California, Irvine (June, 1997).
- Senior Staff, United States Census Bureau (April, 1997).
- Department of Marketing, University of Calgary (March 1994).
- Graduate School of Management, University of California, Berkeley (February 1994).
- Graduate School of Management, University of California, Riverside (March 1990).
- Department of Marketing, University of Colorado (March 1990).
- A. B. Freeman School, Tulane University (October 1982, March 1990).
- Presbyterian College (South Carolina) (February 1989).
- Corporate Marketing and Advertising Research Planning Group, General Motors Corp. (August 1988, January 1989, July 1989).
- School of Social Sciences, University of California, Irvine (February 1989).
- Department of Marketing, University of Georgia (March 1988).
- Joint USC/UCLA/UCI Research Symposium (May 1987).
- Department of Marketing, University of Washington, Seattle (November 1986).
- Graduate School of Business, University of Chicago (May 1985).
- Department of Marketing, University of Arizona (February 1985).
- Department of Marketing, University of North Carolina (November 1984).
- Advertising Research Department, Procter and Gamble (November 1984).

- Department of Marketing, Baylor University (February 1984).
- Department of Marketing, Florida State University (October 1982).
- Colgate-Darden Graduate School of Business, University of Virginia (June 1982).
- Department of Marketing, University of Mississippi (October, 1979).

Research Grants:

- Department of Education, Center for International Business, Education and Research (July 1, 2002 – June 30, 2006, \$ 1.4 million).
- Marketing Science Institute, Cambridge, MA: An Analysis of the Impact of Type of Commercial on Recall, Key Selling Point Communication, and Persuasion (1983-84, \$25,000.00). (with D. Furse).
- Marketing Science Institute, Cambridge, MA: Research Conference on Nonverbal Communication in Advertising (1986, \$2,000.00). (with S. Hecker).
- American Academy of Advertising: A Replication and Extension of Stewart's and Furse's Analysis of the Impact of Type of Commercial on Recall, Key Selling Point Communication, and Persuasion (1988, \$1,500.00).
- General Motors Corporation, Detroit, MI and the Marketing Science Institute, Cambridge, MA: Analysis of the Impact of Advertising Over Time (1988, \$16,000.00).
- Marketing Science Institute, Cambridge, MA: A Research Agenda for Business-to-Business Advertising (1989, \$5,000.00). (with R. Spekman and K. Reardon).
- General Motors Corporation, Detroit, MI: Processing Music in Advertising (1989, \$20,000.00).
- Faculty Research Innovation Fund, University of Southern California (1990, \$12,000).
- General Motors Corporation, Detroit, MI: Arousal Properties of Music in Advertising (1990, \$21,738).
- IBM, The Economic Consequences of Close Customer/Supplier Relationships (1993, \$ 25,000).
- Travel grants, data, and in-kind support provided by Burke Marketing Research, Cincinnati, OH; Research Systems Corporation, Evansville, IN; General Motors Corporation, Detroit, MI; Marketing Science Institute, Cambridge, MA.

TEACHING EXPERIENCE

Representative Courses Taught

| <u>Undergraduate</u> | <u>Graduate (MBA and Ph.D.)</u> |
|-----------------------------------|--------------------------------------|
| Principles of Marketing | Marketing Management |
| Consumer Behavior | Marketing Research |
| Marketing Research | Product Management |
| Advertising | Sales Management |
| Measurement | Advertising and Promotion Management |
| Business-to-Business Marketing | Marketing Strategy and Planning |
| Social Psychology | Consumer Behavior |
| Statistics | Human Judgment & Decision Making |
| Human Resource Management | Organizational Behavior |
| Financial Dimensions of Marketing | |
| Decisions | |
| Marketing Strategy | |

Doctoral Committees Chaired

- Gustavo DeMello, Department of Marketing, University of Southern California, In Need of a Favorable Conclusion: The Role of Goal-Biased Reasoning in Consumer Judgments and Evaluations (2005; co-chair: Debbie MacInnis) (Honorable Mention, Ferber Award for Best Paper Published in the Journal of Consumer Research Based on a Dissertation, 2007). (Effective Fall of 2005, Assistant Professor of Marketing, Amos Tuck School of Business, Dartmouth College; deceased).
- Jaideep Prabhu, Department of Marketing, University of Southern California, Competitive Signaling: The Role of Receiver Inference in Determining Optimal Signaling Strategies, (1995) (The Jawaharlal Nehru Chair in Marketing, Judge School of Business, Cambridge University United Kingdom).
- Ingrid Martin, Department of Marketing, University of Southern California, Purposive, Goal-Oriented Knowledge and Attitudes: The Case of Brand Extensions (1993) (Professor of Marketing, Associate Dab, California State University at Long Beach).
- Scott Koslow, Department of Marketing, University of Southern California, A Theory of Deterministic Consumer Choice Behavior: Applying Generalizability Theory of Measurement to Consumer Panel Data (1990) (Professor of Marketing, Macquarie University, Australia).
- Kamal Gupta, Department of Marketing, University of Southern California, Product Performance Evaluation Using Brand and Category Expectations (1990) (research associate with A. C. Nielsen, New York).
- Connie Pechmann, Owen Graduate School of Management, Vanderbilt University, The Development and Testing of a Contingency Model for Comparative Advertising (1988) (winner of 1987 Marketing Science Institute Dissertation Proposal Award) (Professor of Marketing at the University of California at Irvine).

Doctoral Committee Memberships

- Srinivasan Ratneshwar, Owen Graduate School of Management, Vanderbilt University.
- Andrew Hicks, Department of Psychology, Vanderbilt University.
- Debra Rog, Department of Psychology, Vanderbilt University.
- John Stroud, Department of Psychology, Vanderbilt University.
- Susan Choati, Department of Psychology, University of Southern California.
- Robert Simon, Department of Psychology, The Claremont Graduate School.
- Ray Rody, Department of Marketing, University of Southern California.
- Key-suk Kim, Department of Marketing, University of Southern California.
- Kirti Sawhney, Department of Marketing, University of Southern California.
- Walfried Lassar, Department of Marketing, University of Southern California.
- Peter Golder, Department of Marketing, University of Southern California.
- Alex Rader, Department of Psychology, University of Southern California.
- Robyn Johnson, Department of Psychology, University of Southern California.
- Amy Feldstein, Department of Sociology, University of Southern California.
- Susan Barazani, Department of Education, University of Southern California.
- Lilian Chang, Department of Marketing, University of Southern California.
- Paulos Pavlou, Information and Operations Management, University of Southern California.
- Allison Johnson, Department of Marketing, University of Southern California.
- Shashi Matta, Department of Marketing, University of Southern California.
- Aditi Grover, Department of Marketing, University of Southern California.
- Heather Wan, Department of Marketing, University of Southern California.
- Mesay Shanka, University of South-Eastern Norway.
- Johanna Frosen, Aalto University Business School, Finland.
- Natalia Rogova, Catholic University of Eichstätt-Ingolstadt, Germany.

Representative Executive Workshops and Executive Programs:

- Business Models and Branding, K.A.I.S.T. Executive MBA, Los Angeles, CA.
- Marketing Management, One-day Executive Program, Northrup Grumman Space Technology, Redondo Beach, CA.
- Conducting Customer Visits. Hewlett Packard Corporation) (offered in Singapore, Japan, Taipei, and Europe as well as various sites in the United States).
- Marketing Strategy, Twenty Hour Videotape/Distance Learning Course Created for Business BreakThrough (Japan) and the University of Southern California.

- Developing a Customer Focus, UCLA Executive Program, Los Angeles, CA.
- Using Market Information for Decision Making, Hewlett Packard Corporation, various locations in U.S. and worldwide.
- A Managerial Approach to Choice–Modeling, Hewlett Packard Corporation, various locations in U.S. and worldwide.
- Managing Survey Research. Hewlett Packard Corporation (offered in Japan, Singapore, and Europe as well as various sites in the United States).
- Managing Marketing Research. Hewlett Packard Corporation, (1988-2000) (offered in Japan, Singapore, and Europe as well as various sites in the United States).
- Developing Hi-tech Consumer Products, Hewlett Packard Corporation, various locations in U.S. and worldwide.
- Listening to Customers: Managing Customer Visits, Xerox Corp., El Segundo, CA.
- Hughes Marketing Management Institute, Los Angeles, CA.
- Creating Value and Organizing for Value Creation, Nevada Power Company.
- Cheil Communications Managers Program, Seoul, Korea.
- Samsung Business-to-Business Program, University of Southern California, Los Angeles, CA.
- Customer Focus and Organizational Change, United States Census Bureau.
- Understanding Customer Decision-Making, Texas Instruments, Plano, TX.
- Cheil Advertising Managers Program, University of Southern California, Los Angeles, CA (faculty coordinator).
- Samsung Directors Program, Seoul, Korea.
- Changing Consumer Demographics and Lifestyles: Drivers of Market Demand in the 1990's and Beyond (offered to and for various organizations including Pacific Bell and FISERV).
- Creating Value and Organizing for Value Creation, Advanced Management Program, University of Southern California, Los Angeles, CA.
- Creating Value and Organizing for Value Creation, Executive Education Network, Los Angeles, CA.
- Creating Customer Value, United States Census Bureau.
- Listening to Customers, multiple deliveries to Baxter Health Care Group, Hughes, and Cadence

Design Systems in various locations.

- Managing Customer Visits, Cadence Design Systems, San Jose, CA.
- Evaluating Marketing Actions With Experiments, Hewlett Packard Corporation, , various locations in U.S. and worldwide.
- Honeywell Branch Leadership Program, University of Southern California, Los Angeles, CA faculty coordinator (fourteen deliveries).
- Korean Marketing Management Program, four-week program offered to Haitai Company by Marketing Department of the University of Southern California, Los Angeles, CA (faculty coordinator).
- The Executive Program, University of Southern California, Los Angeles, CA.
- Listening to Customers: Managing Customer Visits, NCR Corp., Dayton, OH and San Diego, CA.
- Strategic Marketing, Middle Management Program for Telecommunications, University of Southern California, Los Angeles, CA.
- Advertising Account Planning, American Association of Advertising Agencies, Western Region, Los Angles, CA.
- Creating a Market Focus, Magnetec Institute of Management, University of Southern California, Los Angeles, CA.
- Marketing and Advertising Research, Institute for Advanced Studies in Advertising, Los Angeles, CA.
- Market Segmentation and Positioning. Schnucks Markets, St. Louis, MO.
- Marketing Management, International Teleproduction Society, Los Angeles, CA.
- Creating a Market Focused Organization, Weyerhaeuser Company, Los Angeles, CA (seven deliveries)
- Integrating Verbal and Non-Verbal Communication, Broadcast Promotion and Marketing Executives Association, Los Angeles, CA.
- Product Management, Bell Communications Research, various locations
- Product Management, Hewlett Packard Corporation, Palo Alto, CA.
- Executive Decision Making, Executive Workshop for the Southeastern Chapter of the Young Presidents' Organization, Nashville, TN.
- New Product Development, Executive Workshop, Vanderbilt University's Owen Graduate School of Management, Nashville, TN.
- Advertising Strategy and Evaluation, Executive Workshop, Vanderbilt University's Owen Graduate School of Management, Nashville, TN.

- An Introduction to Model Building in Advertising and Marketing, Internal Presentation, Needham, Harper, and Steers, Inc., Chicago, IL.
- A Short Course in Multivariate Statistics, Internal Presentation, Needham, Harper, and Steers, Inc., Chicago, IL
- An Introduction to Practical Statistics, Internal Presentation, Needham, Harper, and Steers, Inc., Chicago, IL
- An Introduction to Data Processing for the Market Researcher, Needham, Harper, and Steers, Inc., Chicago, IL

REPRESENTATIVE NON-ACADEMIC EXPERIENCE

- Principal, Stewart Associates, Consultants to Management, (1980-present).
- Manager, Special Projects and Mathematical Models, Needham, Harper, and Steers Advertising, Inc., Chicago, IL, (1976-1978).
- Director of Training and EEO Coordinator, East Louisiana State Hospital, Jackson, LA, (1976-1976).
- Consultant, Central Louisiana State Hospital, Pineville, LA, (1976).
- Research Psychologist, Central Louisiana State Hospital, Pineville, LA, (1974-1976).

Representative Consulting Activities:

- Consulting Expert, Cornerstone Research
- Consulting Expert, Compass Lexecon
- Federal Trade Commission, Advertising Practices Division, Washington, D.C.
- Samsung
- City of Riverside
- Hewlett Packard, Palo Alto, CA
- Agilent Technologies
- Visa Services International
- Xerox, Los Angeles
- Century 21 Real Estate, Irvine, CA
- Hughes Corp., Los Angeles
- Coca-Cola Company, Atlanta
- Texas Instruments, Dallas
- Pacific Bell Telephone, Los Angeles
- Honeywell Home and Building Control, Minneapolis
- Cadence Design Systems, San Jose, CA
- FISERV, West Covina, CA
- NCR, Dayton, San Diego
- General Motors
- Los Angeles Chapter of American Association of Advertising Agencies Institute of Advanced Advertising Studies
- Baxter Health Care Group, Irvine, CA

- Covington and Burling, Washington, D. C.
- Schnucks' Supermarkets, St. Louis
- Bell Communications Research
- Weyerhaeuser Company
- International Teleproduction Society
- Lintas Worldwide Advertising, New York
- Yankelovich, Clancy, and Schulman, New York
- Nihon Health Industry Co. (Japanese Pharmaceutical Trade Association)
- American Cable Systems, Los Angeles, CA
- Ford Motor Company, Detroit, MI (1986)
- Mead Johnson, Evansville, IN (1986)
- Dede Wallace Mental Health Center, Nashville, TN
- Northern Telecom, Inc., Nashville, TN
- Hickory Specialties Company, Brentwood, TN
- Eric Ericson and Associates Advertising, Nashville, TN
- Tennessee State Attorney General's Office of Consumer Affairs, Nashville, TN
- Vanderbilt University Hospital, Nashville, TN
- Research Systems Corporation, Evansville, IN
- Milam's Optical, Inc., Nashville, TN
- Viacom Cablevision, Nashville, TN
- Hydrowave Hot Water Heaters, Nashville, TN
- National Geothermal Company, Lawrenceburg, TN
- U.S. Aeromedical Research Laboratory, Fort Rucker, AL
- Calhoun County Chamber of Commerce, Anniston, AL
- Office of Planning and Education, Jacksonville State University, Jacksonville, AL
- The Anniston Star/WHMA Radio TV, Anniston, AL
- First Federal Savings and Loan, Huntsville, AL
- CED Mental Health Center, Gadsden, AL
- Southeastern Manufacturing Company, Anniston, AL
- Goodyear Tire and Rubber Company, Gadsden, AL
- Rapides Area Planning Commission, Pineville, LA

Representative Media Citations:

Interviews or Published Works have been cited in *Advertising Age*, *Wall Street Journal*, *New York Times*, *New York Daily News*, *Washington Post*, *U.S. News and World Report*, *Newsweek*, *Time*, *Fortune*, *Adweek*, *Chicago Tribune*, *Christian Science Monitor*, *Crain's New York Business*, *Los Angeles Times*, *Los Angeles Herald Examiner*, *Atlanta Constitution*, *Broadcasting*, *Smithsonian*, *Columbia Missourian*, *Birmingham Herald*, *Nashville Banner*, *Nashville Tennessean*, *Self Magazine*, *Ladies Home Journal*, *BusinessWeek*, *TV Guide*, *Information Week*, *Success Magazine*, *Los Angeles Times Magazine*, *Automotive Market Report*, *Sales Motivation Magazine*, *Columbia Journalism Review*, *Newsday*, *U.S.A. Today*, *Boardroom Reports*, *New York Magazine*, *Orange County Register*, *Baton Rouge Morning Advocate*, *Health Magazine*, *Parenting Magazine*, *L.A. Today*, *Health Magazine*, *Detroit Free Press*, *Greenville News*, *Birmingham News*, *Pittsburgh Press*, *Times Herald (Vellejo, CA)*, *St. Petersburg Times*, *New Orleans Times Picayune/States Item*, *Convenience Store News*, *Working Mother*, *Working Woman*, *Philadelphia Inquirer*, *Washington Post*, *Medical Economics*, *Investor's Daily*, *Privileged Information*, *Times Herald International*, *Nikkei Marketing Journal (Nikkei Ryutsu Shimbun)*, *Veckan Affarer (Swedish Business Magazine)*, *San Jose Mercury News*, *The Marketer*, *Sacramento Bee*, *Miami Herald*, *Baltimore Sun*, *The Daily Breeze*, *The Observer*, *The Daily News (Los Angeles)*, *St. Louis Dispatch*, *Marketplace*, *Orange County Metropolitan*, *Los Angeles Daily News*, *AutoAge*, *Dayton Daily News*, *Palm Springs Desert Sun*, *National Inquirer*, *Orlando Sentinel*,

Riverside Press Enterprise, Phoenix Sun, Entrepreneur, Business and Incentive Strategy, Nihon Keizai Shimbun, American Demographics, San Bernardino Sun, Alberta Report, Profiles Magazine, Cosmopolitan, Congressional Quarterly, Sports Trade, Sporting Goods. Authored a monthly column on consumer trends in the United States for the *Nikkei Marketing Journal* (circulation 330,000+) from January 1988 to December 1989; Authored bi-monthly column on "The Beginner," European Internet Business site, 2012 - 2014.

Have appeared on numerous television and radio programs, including the NBC *Evening News*, CBS *Evening News*, ABC *Evening News*, CBS *News' America Tonight*, CNN *News*, ABC's *Nightline*, *History Channel*, *Financial News Network*, *Money Radio*, *Financial Broadcasting Network*, *The Parenting Network*, *Senior Report*, *National Public Radio*, *the Copley Radio Network*, and local radio and television stations in Nashville, Birmingham, Cleveland, Detroit, Los Angeles, St. Louis, San Diego, Calgary, and San Francisco, and various Public Broadcasting Stations, interview on NYNEX tape-of-the month, "Needs Analysis and RFP's."

Trial and Deposition Testimony

- 1) Federal Trade Commission Versus Kraft, Inc., 1988. Retained by plaintiff, Federal Trade Commission. (Federal Trade Commission, Washington, D.C.).
- 2) Federal Trade Commission Versus Pantron Corporation, 1989. Retained by Browne and Woods, Los Angeles on behalf of defendant Pantron. (United States District Court for the Central District of California, Western Division, Los Angeles).
- 3) Price Pfister, Inc. Versus Mundo Corporation, Renco Sales, Laloo Manufacturing, Callehan Wholesale Hardware Company, CWH Co., Pioneer Industries, 1990. Retained by Attorney Marshall Lerner, Los Angeles, on behalf of defendant Laloo Manufacturing. (United States District Court for the Central District of California, Western Division, Los Angeles). (Deposition only).
- 4) Upjohn Versus Pantron Corporation (1990, 1991). Retained by Browne and Woods, Los Angeles on behalf of defendant Pantron. (United States District Court for the Central District of California, Western Division, Los Angeles).
- 5) Federal Trade Commission Versus Schering Corporation (1990, 1991). Retained by Emery, McDermott and Will, Washington, D. C. on behalf of defendant, Schering. (Federal Trade Commission, Washington, D.C.).
- 6) Easly Vs. American Home Products (1992). Retained by attorney Bergin Hayes, Austin, TX on behalf of defendant American Home Products. (Deposition only).
- 7) MDT Corporation Versus New York Stock Exchange, Inc. (1994). Retained by Arnold, White and Durkee, Austin, Texas on behalf of Medtronics. (Deposition only)
- 8) Century 21 Real Estate Versus ReMax (1994, 1995, 1996). Retained by attorney Tom Ward, Washington D.C. on behalf of plaintiff Century 21 Real Estate. (United States District Court, Southern Division, Santa Ana). (Deposition only).
- 9) Cheryl Donelan, et al Versus Mead Johnson and Ross Laboratories (1995). Retained by Levin, Fishbein, Sedran, & Berman, Philadelphia on behalf of plaintiffs. (Kansas State Court, Wichita, KS).
- 10) Richard R. Carlson, et al Versus Abbott Laboratories, Inc., et al (1996) (Deposition only). Retained by Levin, Fishbein, Sedran, & Berman, Philadelphia on behalf of plaintiffs, Richard Carlson, et. al. (Wisconsin State Court). (Deposition only).
- 11) Dive 'N Surf Versus Heatmax (1996). Retained by Pretty, Schroeder, Brueggemann & Clark, Los Angeles on behalf of defendant Heatmax. (United States District Court for the Central District of California, Western Division, Los Angeles). (Deposition only).
- 12) Polaris Pool Cleaners Versus Letro, Inc. (1996). Retained by Pretty, Schroeder, Brueggemann & Clark, Los Angeles on behalf of defendant Letro, Inc. (United States District Court for the Central District of California, Western Division, Los Angeles).
- 13) Apple-One Versus Richard Keith Enterprises, et al (1996, 1997). Retained by attorney Ken Roberts, Woodland Hills, CA on behalf of plaintiff Apple-One. (United States District Court, District of Colorado, Denver).
- 14) Visa International Services Versus Advanta and American Express (1997). Retained by Townsend, Townsend, and Crew, San Francisco on behalf of plaintiff Visa International Services. (United States District Court, Eastern District of Pennsylvania, Philadelphia). (Deposition Only).
- 15) United Health Plan Versus United Health Care (1997). Retained by and Berman, Blanchard, Mausner & Resser, Los Angeles on behalf of plaintiff United Health Plan. (United States District Court for the Central District of California, Western Division). (Deposition only).
- 16) Valinda Brown Versus Genmar (1997). Retained by attorney Forrest Cogswell, Long Beach, CA on behalf of defendant Genmar. (Superior Court of the State of California for the County of Los Angeles). (Deposition only).
- 17) Federal Trade Commission Versus Novartus (1997). Retained by Federal Trade Commission. (Federal Trade Commission, Washington, D.C.).
- 18) Cacique Versus Stella Foods (1997-98, 1999). Retained by Browne and Woods on behalf of Plaintiff, Cacique. (Superior Court of the State of California for the County of Los Angeles).

Trial and Deposition Testimony (Cont'd.):

- 19) Kellogg Versus Exxon (1997). Retained by Arnold, White and Durkee on behalf of defendant Exxon. (United States District Court for the Western District of Tennessee, Western Division). (Deposition Only).
- 20) Charles Thacker, Diana Thacker, and Galleriagymgym vs. Gymboree Corporation, et. al., Superior Court of the State of California, Los Angeles County (1999). Case No. BC 166 563. Retained by Bartko, Zankel, Tarrant & Miller on behalf of defendant, Gymboree Corp. (Superior Court of the State of California for the County of Los Angeles).
- 21) State of California vs. Ecola Services (1998). Retained by Attorney General of the State of California behalf of plaintiff People of the State of California. (Superior Court of the State of California for the County of Los Angeles).
- 22) The Joint Stock Society "Trade House of Descendants of Peter Smirnoff, Official Purveyor to the Imperial Court" and the Russian American Spirits Company Versus IDV North America, Inc. and Pierre Smirnoff Company (1998). Retained by Howrey and Simon on behalf of defendants, IDV North America, Inc. and Pierre Smirnoff Company (United States District Court for the District of Delaware) (Deposition only).
- 23) Hamilton, et. al. vs. Accutek, et al. (1998, 1999) Retained by Elisa Barnes, Attorney at Law on behalf of Plaintiff, Hamilton, et. al. (United States District Court Eastern District Of New York).
- 24) Wrench LLC vs. Taco Bell Corporation (1999). Retained by Warner, Norcross & Judd on behalf of Plaintiff, Wrench LLP (United States District Court Western District of Michigan, Southern Division). (Deposition only).
- 25) ZZ Top, et al. vs. Chrysler Corporation (1999). Retained by Joseph Schleimer on behalf of Plaintiffs, ZZ Top, et al. (United States District Court Western District of Washington). (Deposition only).
- 26) 3M vs. Beautone, el al. (1999). Retained by Fulbright and Jaworski on behalf of Plaintiff, 3M. (United States District Court, Minneapolis, MN). (Deposition only).
- 27) Lavie vs. Procter and Gamble, (1999, 2000) Retained by Milberg Weiss Bershad Hynes & Lerach LLP on behalf of Plaintiff, Lavie (Superior Court of the State of California for the County of San Francisco).
- 28) Thane International. vs. Trek Corp. (1999), Retained by Lord, Bissell, & Brook on behalf of Defendant, Trek Corp . (United States District Court for the Central District of California, Western Division). (Deposition only).
- 29) Sephora vs. Macy's, (1999), Retained by Heller Ehrman White & McAuliffe on behalf of Plaintiff, Sephora USA, LLC (United States District Court for the Northern District of California). (Deposition only).
- 30) rsc vs. Ipsos (2000), Called as fact witness, (United States District Court for the Southern District of Indiana) (Deposition only).
- 31) Walmart, et al. vs. Visa and MasterCard (2000), Retained by Heller Ehrman White & McAuliffe on behalf of Defendant, Visa USA, (United States District Court for the Eastern District of New York). (Deposition only).
- 32) More Online vs. more.com (2000), Retained by Lyon and Lyon on behalf of Plaintiff, More Online, (United States District Court for the Central District of California) (Deposition only).
- 33) Mark Carter and International E-Z Up, Inc. vs. Variflex, Inc., et al. (2000), Retained by Holland & Hart on behalf of defendant, Variflex, (United States District Court for the Central District of California) (Deposition only).
- 34) Twin Laboratories, Inc. vs. Metabolife International, Inc. (2000), Retained by Arter and Hadden on behalf of defendant, Metabolife (United States District Court for the Eastern District of New York). (Deposition only).
- 35) Newport Electronics Inc. vs. Newport Corporation, Inc. (2001, 2002). Retained by Irell and Manella on behalf of defendant, Newport Corporation, Inc. (United States District Court for the District of Connecticut).

Trial and Deposition Testimony (Cont'd.):

- 36) Eduardo Victa, et al. versus Kaiser Foundation Health Plan, Inc., et al. (2001). Retained by Milberg Weiss Bershad Hynes & Lerach LLP on behalf of Plaintiffs, Eduardo Victa, et al. (Superior Court of the State of California, City and County of San Francisco). (Deposition only).
- 37) Morris, Carpenter and Thomas, et al. vs. Lifescan, Inc. and Johnson and Johnson (2001). Retained by Milberg Weiss Bershad Hynes & Lerach LLP on behalf of Plaintiffs, (United States District Court, Northern District of California, San Jose Division). (Deposition only).
- 38) Harvard Pilgrim Health Care, Inc. vs. President and Fellows of Harvard College (2001). Retained by Bromberg & Sunstein on behalf of Defendant Harvard University (Superior Court of the State of Massachusetts, Boston). (Deposition only).
- 39) Adam A. Schwartz vs. Visa International, Inc. and MasterCard International, Inc. (2002). Retained by Heller, Ehrman, White and McAuliffe and Weil, Gotshal and Manges on behalf of Defendants, (Superior Court State of California, County of Alameda).
- 40) Michael Dipirro vs. J.C. Penney Company, et al. and Michael Dipirro vs. Macy's, et al. (2003). Retained by Parker, Milliken, Clark, O'Hara & Samuelian on behalf of Defendants, (Superior Court of the State of California for the County of San Francisco).
- 41) Phenylpropanolamine litigation vs. Novartis, Inc. (2003). Retained by Kaye Scholer LLP on Behalf of Defendants, (United States District Court, Western District of Washington). (Deposition only).
- 42) Lily Kephart, et al. vs. Duncan Rob Graham, et al. (2003). Retained by McManis, Faulkner and Morgan on Behalf of Plaintiffs, (Superior Court of the State of California, County of San Joaquin). (Deposition Only).
- 43) Gundlach vs. NAACP (2004). Retained by on behalf of Plaintiff, Greg Gundlach, by Rogers Towers, (United States District Court, Middle District of Florida, Jacksonville Division), (Deposition Only).
- 44) Russell Christoff vs. Nestle, USA, Inc., et al (2004, 2005). Retained by Lawrence Heller, Counsel for Defendant, Nestle, (Superior Court of the State of California, County of Los Angeles, North Central District).
- 45) Franklin Mint, et al. v. Cairns, et al (2004, 2006), Retained on behalf of defendant by Munger, Tolles & Olson, LLP, (Superior Court for the State of California, County of Los Angeles).
- 46) Philips Oral Health Care v. Federal Ins. Co. (2004). Retained on behalf of defendant by Cozen O'Connor, (United States District Court, Western District of Washington), (Deposition Only).
- 47) Pamela Cunningham, et al. v. Mattel, Inc. (2005). Retained on behalf of defendant by Quinn Emanuel, Urquhart, Oliver, & Hedges, LLP (Circuit Court of Madison County, State of Illinois), (Deposition Only).
- 48) Kinetic Concepts, Inc., et al. v. Bluesky Medical Corporation, et al. (2005). Retained on behalf of plaintiffs by Akin, Gump, Strauss, Hauer & Feld, LLP, (United States District Court, Western District of Texas, San Antonio Division), (Deposition Only).
- 49) Solvay Pharmaceuticals, Inc. v. Global Pharmaceuticals, et al. (2005). Retained on behalf of plaintiffs by Fulbright and Jaworski, LLP, (United States District Court, District of Minnesota), (Deposition Only).
- 50) Sunshine Hardware, Inc. v. Homer TLC., Inc., Home Depot U.S.A., et al. (2005), Retained on behalf of defendants by Fulbright and Jaworski, LLP, (United States District Court, Middle District of Florida, Fort Myers Division), (Deposition Only).
- 51) United States of America v. QVC (2006), Retained on behalf of plaintiffs (United States District Court, Eastern District of Pennsylvania), (Deposition only).
- 52) Derek and Constance Lee Food Corporation, dba Great River Food v. Kim Seng Company (2006), Retained on behalf of plaintiffs by Browne, Woods and George, LLP (United State District Court, Central District of California).

Trial and Deposition Testimony (Cont'd.):

- 53) Federal Trade Commission v. National Urological Group (2006). Retained on behalf of the FTC (United States District Court for the Northern District of Georgia), (Deposition only).
- 54) American Interbank Mortgage v. Amerisave, et al. (2006). Retained on behalf of plaintiff by Gordee, Nowicki and Arnold, LLP (Superior Court of California, Orange County), (Deposition only).
- 55) Luis Gonzales v. Bayer (2007), Retained on behalf of Defendant by DLA Piper (Superior Court of the State of California, San Diego County).
- 56) Sidney Stern, et al. v. Philip Morris USA, Inc. (2007), Retained on behalf of defendants by Deckert, LLP, (Superior Court of New Jersey), (Deposition only).
- 57) 3M Co. v. Rollit, LLC, et al. (2007). Retained on behalf of plaintiffs by Fish and Richardson, LLP (United States District Court, Northern District of California, San Jose Division), (Deposition only).
- 58) Brighton Collectibles v. Renaissance Group International and Ralph's Grocery Company (2008), Retained on behalf of plaintiffs by Browne, Woods and George, LLP (United States District Court, Southern California Division).
- 59) Brighton Collectibles v. BI-LO, LLC, et al. (2008), Retained on behalf of plaintiffs by Browne, Woods and George, LLP (United States District Court, Southern California Division).
- 60) Morgate v. Mailboxes Etc., et al. (2009), Retained on behalf of defendants by Morrison and Foerster (Superior Court of California, County of Los Angeles). (Deposition only).
- 61) City of St. Louis, et al. v. American Tobacco Company, et al. (2009), Retained on behalf of defendants by Goodwin, Procter LLP (Circuit Court of City of St. Louis, State of Missouri), (Deposition only).
- 62) Securities And Exchange Commission v. John Michael Kelly, Steven E. Rindner, Joseph A. Ripp, and Mark Wowsaniker, (2010), Retained on behalf of defendants by White and Case LLP (United States District Court, Southern District of New York). (Deposition only).
- 63) CITA ("The Wireless Association") v. City of San Francisco (2011) retained on behalf of plaintiff by Jones Day (United States District Court, Northern District of California, San Francisco Division). (Deposition only).
- 64) Peace and Love Jewelry by Nancy Davis v. Kohls Department Stores (2011), Retained on behalf of plaintiffs by Linde Law Firm (United States District Court, Central District of California). (Deposition only).
- 65) Federal Trade Commission v. John Beck, et al. (2011), Retained by the Federal Trade Commission (United States District Court, Central District of California). (Deposition only).
- 66) Federal Trade Commission v. POM Wonderful (2011), Retained by the Federal Trade Commission (Federal Trade Commission Administrative Law Hearing, Washington, D.C.).
- 67) \Masimo v. Philips Electronics, North America, et al. (2012), Retained by Mayer Brown, LLP on behalf of defendants (United States District Court, District of Delaware). (Deposition only).
- 68) Willard R. Brown, et al. v. The American Tobacco Company, et al. (2012), Retained by Munger. Tolles, and Olson on behalf of defendants (Superior Court of the State of California, County of San Diego). (Deposition only).
- 69) Charles Sands, et al. v. Service Corporation International, et al. (2012), Retained by Eagan Avenatti on behalf of plaintiffs (Superior Court of the State of California, County of Los Angeles, Central Civil West). (Deposition only).
- 70) Brenda F. Kitrosser v. NuVasive (2012, 2013), Retained on behalf of plaintiff by Robert Vaage (Superior Court of California, County of San Diego, Central Branch).
- 71) Sexy Hair Concepts v. Conair Corporation (2012, 2013), Retained on behalf of defendant by Newport Trial Group (United States District Court, Central District of California, Western Division). (Deposition only).

Trial and Deposition Testimony (Cont'd.):

- 72) Intellectual Ventures LLC v. Motorola Mobility LLC (2013, 2014, 2015), Retained on behalf of plaintiffs by Feinberg Day Alberti & Thompson, LLP (United States District Court for the District of Delaware).
- 73) Memory Lane, Inc. v. Classmates International, Inc. (2013, 2014), Retained on behalf of plaintiff by Brown, George, Ross (United States District Court for the Central District of California Southern Division).
- 74) Federal Trade Commission v. Consumer Health Benefits Association, et al. (2013), Retained on behalf of defendants by Katten Muchin Rosenman LLP (United States District Court for the Eastern District of New York). (Deposition only).
- 75) ADT LLC v. Security One International, et al. (2013), Retained on behalf of plaintiff by Millstein & Associates (United States District Court for the Northern District of California).
- 76) ADT LLC v. Alarm Protection Technology (APT) (2103), Retained on behalf of plaintiff by Sanders McNew (United States District Court, Southern District of Florida, Palm Beach Division).
- 77) Entravision Communications Corporation v. Liberman Television, LLC (2013), Retained on behalf of applicant by North, Nash, & Abendroth (United States Patent and Trademark Office Before the Trademark Trial and Appeal Board).
- 78) Ashley Stanwood v. Mary Kay, Inc. (2013), Retained on behalf of plaintiff by Eagan Avenatti (United States District Court, Central District of California). (Deposition only).
- 79) Enzo Forcellati, Lisa Roemmich, et al. v. Hyland's Inc., et al. (2013), Retained on behalf of defendant by Norton, Rose, Fulbright (United States District Court, Central District of California). (Deposition only).
- 80) Antonio S. Hinojos, et al. v. Kohl's Corp. (2014), Retained on behalf of defendant by Arnold and Porter (United States District Court, Central District of California). (Deposition only).
- 81) Steen v. Capital One Financial Corp. (2014), Retained on behalf of defendants by Morrison and Forrester (United States District Court, Southern District of Florida, Miami Division). (Deposition only).
- 82) Spiraledge, Inc. v. Seaworld Entertainment, Inc., et al. (2104), Retained on behalf of plaintiffs by Vasquez, Benisek & Lindgren LLP (United States District Court, Southern District of California). (Deposition only).
- 83) Prime Media Group, LLC. V. Acer America Corp. (2014), Retained on behalf of defendants by Orrick, Herrington & Sutcliffe LLP (United States District Court, Northern District of California, San Jose Division). (Deposition only).
- 84) Federal Trade Commission v. ECM BioFilms, Inc. (2014), Retained on behalf of defendant by Emord & Associates, P. C. (Washington, D. C.: Federal Trade Commission).
- 85) Song-Beverly v. Burlington Coat Factory (2014). Retained on behalf of defendant by Norton, Rose & Fulbright (Superior Court of California, County of Orange).
- 86) Geanacopoulos, et al. v. Philip Morris USA, Inc. (2015), Retained on behalf of defendant by Munger, Tolles, and Olson, LLC (Superior Court, Commonwealth of Massachusetts). (Deposition only).
- 87) Allen, et al. v. Hyland's, Inc. (2015). Retained on behalf of defendant by Norton, Rose & Fulbright (United States District Court, Central District of California).
- 88) Montoya, et al. v. PNC Bank, et al. (2015). Retained on behalf of defendant by Reed Smith LLP (United States District Court Southern District of Florida). (Deposition only).
- 89) Yeshayahu Michaely, et al. v. Browning-Ferris Industries (2015), Retained on behalf of defendant by Lathrop & Gage (Superior Court of the State of California for the County of Los Angeles, Central District). (Deposition only).
- 90) In the Matter of Certain Footwear Products, Complainant Converse v. Respondents Skechers, et al. (2015), Retained on behalf of Respondent Skechers by Irell & Manella LLP (United States International Trade Commission).

Trial and Deposition Testimony (Cont'd.):

- 91) Sleep Comfort Corp. v. Tempur Sealy, et al. (2015). Retained on behalf of defendants by Arent Fox LLP (United States District Court, District of Minnesota). (Deposition only).
- 92) Yesenia Melgar, et al. v. Zicam, LLC, et al. (2015). Retained on behalf of defendants by Drinker Biddle & Reath LLP (United States District Court, Eastern District of California). (Deposition only).
- 93) Exxon Mobile Corporation v. FX Networks, LLC, et al. (2015). Retained on behalf of plaintiff by Pirkey Barber PLLC United States District Court, Southern District of Texas, Houston). (Deposition only).
- 94) Russell Minoru Ono v. Head Racquet Sports USA (2015). Retained on behalf of plaintiff by Baron & Budd, P.C. (United States District Court, Central District of California). (Deposition only).
- 95) Spark Industries, LLC v. Kretek International, et al. (2015). Retained on behalf of plaintiff by Miller, Barondess, LLP (Superior Court of the State of California, County of Ventura). (Deposition only).
- 96) People of the State of California v. Intelligender LLC, et al. (2016), Retained on behalf of defendants by Palter, Stokley, and Sims, LLC (Superior Court of California, County of San Diego). (Deposition only).
- 97) Richard Reinsdorf v. Lavelly & Singer, P.C. (2016), Retained on behalf of respondent by Nemeck and Cole (JAMS Arbitration Mediation Services, Los Angeles). (Deposition only).
- 98) EMC Corporation v. Pure Storage, Inc. (2016), Retained on behalf of defendants by Cooley, LLP (United States District Court, Districts of Massachusetts). (Deposition only).
- 99) Barry v. Medtronic, Inc. (2016), Retained on behalf of defendants by Greenberg Traurig, LLP (United States District Court, Eastern District of Texas, Beaumont Division). (Deposition only).
- 100) Andrew R. Dremak, et al. v. Urban Outfitters, et al. (2016), Retained on behalf of defendants by Gordon & Rees, LLP (Superior Court of California, County of San Diego).
- 101) Vehicle IP, LLC v. AT&T Mobility LLC, et al. (2016), Retained on behalf of defendants by Gordon & Rees, LLP (United States District Court for the District of Delaware). (Deposition only).
- 102) Christopher Gordon v. Drape Creative, Inc. (2016), Retained on behalf of plaintiff by Krane & Smith (United States District Court, Central District of California, Western Division). (Deposition only).
- 103) Jillian Michaels, et al. v. Lions Gate Films, Inc., et al. (2016), Retained on behalf of Claimant by King & Ballow (JAMS Arbitration, Mediation and ADR Services).
- 104) ADT, LLC v. Alarm Protection, LLC, et al. (2016), Retained on behalf of Plaintiff by Shook, Hardy & Bacon, LLP (United States District Court for the Southern District of Florida). (Deposition only).
- 105) Guaranty Trust Life Insurance Company v. Platinum Services, Inc., et al. (2017), Retained on behalf of Claimant by Reed Smith, LLP (Arbitration Panel). (Deposition only).
- 106) IBM v. Priceline, et al. (2017), Retained on behalf of Plaintiff by Desmarais LLP (United States District Court, District of Delaware). (Deposition only).
- 107) SNMP Research International, et al. v. Nortel Networks, et al. (2017), Retained on behalf of Plaintiff by Egerton, McAfee, Armistead & Davis, P. C. (United States Bankruptcy Court for the District of Delaware). (Deposition only).
- 108) Sherry Hunter, Mailia Levin, et al. v. Nature's Way Products, LLC and Schwabe North America, Inc. (2017), Retained on behalf of defendants by Gordon & Rees LLP (United States District Court, Southern District of California). (Deposition only).
- 109) ADT, LLC v. Vivant, Inc. (2017), Retained on behalf of Plaintiff by Shook, Hardy & Bacon, LLP (United States District Court for the Southern District of Florida). (Deposition only).
- 110) General Mills, Inc. et al. v. Rawbite ApS, et al. (2017), Retained on behalf of Plaintiff by Pirkey Barker, PLLC (United States District Court for the District of Minnesota). (Deposition only).
- 111) Youngevity International Corp., et al. v. Todd Smith, et al. (2017), Retained on behalf of Plaintiff by Emord & Associates, P. C. (United States District Court, Southern District of California). (Deposition only).

Trial and Deposition Testimony (Cont'd.):

- 112) Rovi Guides, Inc. v. Comcast Corporation, et al. (2017), Retained on behalf of Plaintiff by McCool Smith, P. C. (United States District Court, Eastern District of Texas). (Deposition only).
- 113) Sound View Innovations v. Facebook, Inc. (2017), Retained on behalf of Plaintiff by Desmarais LLP. (United States District Court, District of Delaware). (Deposition only).
- 114) Khouri v. Regents of the University of California (2014), called as fact witness. (Central District of California, Eastern Division).
- 115) Computer Programs and Systems, Inc. and Evident, LLC v. WAZU Holdings, Inc. and Evident, Inc. (2017, 2018), Retained on behalf of Defendant by Weintraub, Tobin, Chediak, Coleman, Grodin (United States District Court, Southern District of Alabama).
- 116) Diamond Resorts International, Inc., et al. v. Austin N. Aaronson, et al. (2018), Retained on behalf of Plaintiff by Greenspoon Marder, PA (United States District Court for the Middle District of Florida). (Deposition only).
- 117) Seven Networks, LLC v. Google, Inc., Samsung Electronics, American, et al. and ZTE (USA), Inc, et al. (2018), Retained on behalf of Plaintiff by Thompson and Knight, LLP, (United States District Court, Eastern and Northern District of Texas). (Deposition only).
- 118) Selena Moorer, et al. v. Stemgenix Medical Group, Inc., et al. (2018), Retained on behalf of Plaintiffs by Mulligan, Banham and Findley, (United States District Court for the Southern District of California). (Deposition only).
- 119) American Automobile Association of Northern California, Nevada and Utah, et al. v. General Motors LLC, et al. (2018). Retained on behalf of Plaintiffs by Troutman Sanders LLP, (United States District Court, Northern District of California). (Deposition only).
- 120) Spartan Chemical Company, Inc. v. Ecolab, Inc. (2019), Retained on behalf of the Defendant by Pirkey Barber, LLPC, (United States District Court for the Northern District of Ohio). (Deposition only).
- 121) Demetriades v. Yelp, Inc. (2019), Retained on behalf of the Plaintiff by Ervin, Cohen and Jessup, LLP (Superior Court of the State of California for the County of Los Angeles).
- 122) ADT, LLC v. Alarm Protection, LLC, et al. (2019), Retained on behalf of Plaintiff by Shook, Hardy and Bacon, (United States District Court for the Southern District of Florida).
- 123) Ballet Beauty, LLC v. Lions Gate Films (2019), Retained on behalf of Plaintiff by King & Ballow, (JAMS Arbitration, Mediation and ADR Services). (Deposition only).
- 124) Merck & Co., et al. v. Merck KGAA (2019), Retained on behalf of Defendant by Debevoise & Plimpton, LLP, (United States District Court, District of New Jersey). (Deposition only).
- 125) Orange Lake County Club, Inc., et al. v. Reed Hein & Associates, LLC, et al. (2019), retained on behalf of Plaintiff by Greenspoon Marder, PA (United States District Court for the Middle District of Florida). (Deposition only).
- 126) T.R.P. Company, Inc. -v- Similasan AG and Similasan Corporation (2019), retained on behalf of Plaintiff by Venable LLC (United States District Court, District of Nevada). (Deposition only).
- 127) Stone Brewing Co., LLC v. MillerCoors LLC (2019), retained on behalf of Plaintiff by Braun Hagey and Borden, LLP (United States District Court, Southern District of California). (Deposition only).
- 128) Yan Mei Zheng-Lawson, et al. v. Toyota Motor Corporation, et al. (2019), retained on behalf of Defendant by Norton, Rose, Fulbright LLP (United States District Court, Northern District of California). (Deposition only).
- 129) Westgate Resorts, Ltd., et al. v. US Consumer Attorneys (2019), retained on behalf of Plaintiff by Greenspoon Marder, PA (United States District Court for the Middle District of Florida). (Deposition only).
- 130) Darcey Sharp, et al. v. Puritan's Pride, Inc. (2019), retained on behalf of Defendants by Arnold & Porter, LLP (United States District Court, Northern District of California). (Deposition only).
- 131) American Dairy Queen Corporation v. W. B. Mason Co., Inc. (2020) retained on behalf of Plaintiff by Lathrop GPM LLP (United States District Court for the District of Minnesota).

Trial and Deposition Testimony (Cont'd.):

- 132) KB Home v. Kookmin Bank Co., LTD. (2021) retained on behalf of Opposer by Lathrop GPM LLP (United States Patent and Trademark Office Trademark Trial and Appeal Board). (Deposition only).
- 133) Orgain, Inc. v. Northern Innovations Holding Corp., *et al.* (2021, 2023) retained on behalf of Defendant by Hardin Law Group (United States District Court, Central District of California).
- 134) Jim S. Adler, P.C. and Jim Adler v. McNeil Consultants, LLC, *et al.* (2020) retained on behalf of Plaintiff by Pirkey Barber LLPC (United States District Court, Northern District of Texas, Dallas Division). (Deposition only).