

Sonia Marciano

smarcian@stern.nyu.edu

14 Washington Place, 10M, NYC, 10003

Educational Background

- Ph.D. (Business Economics) University of Chicago, 2000
- M.B.A. University of Chicago, 2000
- B.A. with honors (Economics), University of Chicago

Selected Publications

Books & E-Books

- *Components of Enterprise Value* (in progress for Penguin)
- *Strategy Essentials* (revised 2019 with Pankaj Ghemawat)
- *Stern Case Interview Guide* (revised 2015)
- *Kellogg on Strategy* (with David Dranove, Wiley 2005)

Selected Cases

- (HBS) *De Beers: Addressing the New Competitiveness Challenge* (with Michael E. Porter)
- (HBS) *De Beers in the Millennium* (with Pankaj Ghemawat)
- (HBS) *Habitat for Humanity Egypt*, 2006 (with Jane Wei Skillern)
- (HBS) *The U.S. Television Industry*, 2008 (with Jane Wei Skillern)
- (HBS) *Long Hot Summer (Mattel)*, 2008 (with Jane Wei Skillern)
- (STERN) *Market Sizing Tutorial* (with Chris Collins and Erik Ohling)

Awards

- The Distinguished Teaching Award for Excellence in Innovation and Teaching (received 2016)
- The Faculty Leadership Award (received 2016)
- Awarded Best Professor in Executive Education at Stern 2008-2020.
- Named Stern Faculty Scholar (one of 10 faculty scholars after whom scholarships are named).
- Favorite Professor Kellogg EMBA, 2011-2019.
- Best Professor Yale EMBA 2011, 2012, 2018, 2019.
- Twice won Chair's Award Best Core Professor (Kellogg)
- Voted best professor Columbia EMBA 2008 and elected to speak at convocation June 2008.
- Kellogg Best Professor Nominations MBA 1998, 2000, 2002 and 2008. Teaching award 1998 (awarded once per professor).

University Experience

Clinical Professor, Stern School of Business, New York University

(July 2007 - Present, Full Time)

- Teach core strategy in the full time, executive, and the undergraduate business program.
- Serve as academic director for 2 non-degree programs. Sat on Dean's Advisory Council, Faculty Council, Former Chairperson of the Academic Programs, Teaching Resource Committee and currently sit on the Online Initiative Committee.

Academic director for NYU Stern's Global MBA Program (TRIUM)

(2008 - Present, joint venture with LSE and HEC)

- The program, currently rated first among executive MBA programs by the FT. TRIUM consists of 6 two-week modules taught over 2 years. One module in each of London, Paris, California, New York and China (of which I organize 2 of the 6 modules)

Visiting Professor of Management Strategy, Kellogg-Schulich Program

(2011 - Present)

- Teach a half course in strategy in the K-S Executive MBA program.

Visitor, Yale School of Management, Yale University

(Spring 2011 - Spring 2017)

- Taught a condensed course in competitive strategy in the Executive MBA program.

Wharton School, University of Pennsylvania

(Summer 2011 - Present)

- Teach an advanced strategy course focused on the tech sector in the Wharton San Francisco Executive MBA program.

Visiting Professor, University of Chicago

(June 1996 - Present)

- Occasionally teach core strategy at the GSB.

Senior Lecturer, Harvard Business School

(June 2004 - June 2006)

- Worked with Michael E. Porter at HBS's Institute for Strategy and Competitiveness.
- Led content development for the Institute's Microeconomics of Competitiveness course offering and co-taught this MBA/Kennedy School elective course with Porter.

Clinical Professor, Kellogg School, (Northwestern)

(Spring 1996 - 2004)

- Taught core strategy to full time and executive MBAs.

Selected Corporate Education

(2007 - Present)

Below is a list of workshops, courses, research collaborations, and consulting I've provided for corporations and non-profits.

Examples of Several Year Engagements with Companies:

- Abbott Laboratories, Abbott Park, Illinois: Myself and two other faculty met with senior leaders every six months for 3 years to discuss topic Abbott would provide to us in advance.
- Ernst & Young, Chicago, Illinois: Participated in a bespoke Executive MBA program for E&Y's Leadership Development Program
- Novo Nordisk: Participated in a program to convey business concepts to senior researchers to encourage their use of market sizing, NPV and industry analysis in their choice of research programs.
- Point72: Taught undergraduate hires a core strategy course focused on drivers of enterprise value
- Spotify: Participated in the company's bi-annual "strategy days" in the 3-years leading to their IPO.

Companies for whom I have taught seminars in strategy development:

- AIG, New York, NY
- Barclay's Bank
- Bosch, Mt Prospect, Illinois
- CA Technologies
- Chief Executive Networks, Lawrence, Kansas
- Gallup, Omaha, Nebraska
- Ingram, Nashville, Tennessee
- Oxford University Press
- Peak6
- Pfizer, NY
- UBS Wealth Management
- Women's Leadership Forum
- WR Berkley
- Yale Hospital

Personal

Married to Stern finance professor. We have two daughters—a 26 year-old graduate of Dartmouth College who is currently a HS math teacher and a 18 year old freshman at Yale University. Our shared hobbies are our two dogs and cooking.