

**Sonia Marciano (smarcian@stern.nyu.edu)**  
**14 Cornell Street, Scarsdale, NY 10583**

## **DEGREES**

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/eBooks:** *Components of Enterprise Value* (in progress for Penguin)

*Strategy Essentials* (revised 2015 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)

## **UNIVERSITY EXPERIENCE**

- **Clinical Professor, Stern School of Management, New York University, July 2007-present (Full time appointment):** Teach core strategy in the full time, executive, and the undergraduate business program.
- **Academic director for NYU Stern's Global MBA Program (TRIUM) – a joint venture with LSE and HEC, 2008-present.** 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).
- **Other Stern Responsibilities:** 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.
- **Visiting Professor of Management Strategy, Kellogg School of Management, 2011-present:** Taught a section of strategy in Kellogg's executive MBA program.
- **Visitor, Yale School of Management, Yale University, Spring 2011-Spring 2017:** Teach competitive strategy in the executive MBA program.
- **Wharton School, University of Pennsylvania, Summer 2011-present:** Teach competitive strategy in the executive MBA program.
- **Visiting Professor, Columbia Business School and SIPA, Spring 2008-Spring 2014:** Taught core strategy in the executive MBA program in 2008. Began teaching in SIPA in 2011 (School of Public Policy).
- **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 of Management, Spring 1996-2004:** Taught core strategy to full time and executive MBAs.
- **Visiting Professor, University of Chicago, June 1996-Summer 2016:** Teach core strategy at the GSB.

## **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, 2010, 2011, 2014, 2015 and 2016.
- Named Stern Faculty Scholar (one of 10 faculty scholars after whom scholarships are named).
- Nominated for Professor of the Year 2008-2015.
- Favorite Professor Kellogg EMBA, 2011, 2012, 2013, 2014, 2015 and 2016.
- Best Professor Yale EMBA 2011 and 2012.
- 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 1998, 2000 and 2002. Teaching award 1998.

## **SELECTED CORPORATE EDUCATION (2007-Present)**

Abbott Laboratories, Abbott Park, Illinois

AIG, New York, NY

Barclay's Bank

Bosch, Mt Prospect, Illinois

CA Technologies

Chief Executive Networks, Lawrence, Kansas

Ernst & Young, Chicago, Illinois

Gallup, Omaha, Nebraska

Ingram, Nashville, Tennessee

Novo Nordisk

Oxford University Press

Peak6

Point72

Pfizer, NY

Spotify

UBS Wealth Management

Women's Leadership Forum

WR Berkley

Yale Hospital

**PERSONAL:** Married to a finance professor and have two daughters (22 year old graduate of Dartmouth College and a 15 year old HS student).