

## CURRICULUM VITAE

### Tülin Erdem

Leonard N. Stern Professor of Business and Professor of Marketing

Leonard N. Stern School of Business  
New York University  
806 Tisch Hall, 40 West Fourth Street  
New York, New York 10012-1126  
Tel: 212 998 0404, E-mail: terdem@stern.nyu.edu

### EDUCATION

1993 Ph.D. Business Administration (major: Marketing), University of Alberta  
1989 ABD Economics, University of Alberta  
1987 M.A. Economics, University of Alberta  
1986 B.A. Economics (Honors), Boğaziçi University

### ACADEMIC POSITIONS

2006-present Leonard N. Stern Professor of Business and Professor of Marketing  
Stern School of Business, New York University  
Spring 2013 Visiting Professor, Columbia Business School, Columbia University  
2003-2006 E.T. Grether Professor of Business Administration and Marketing  
Haas School of Business, University of California at Berkeley  
1998-2003 Associate Professor (with tenure)  
Haas School of Business, University of California at Berkeley  
1993-1998 Assistant Professor  
Haas School of Business, University of California at Berkeley  
1989-1993 Graduate Assistant  
Faculty of Business, University of Alberta  
1986-1989 Research/ Teaching Assistant  
Department of Economics, University of Alberta

### AWARDS, HONORS, GRANTS

2023 AMA Sheth Doctoral Consortium Faculty Fellow (also in 1998, 2000,  
from 2007-2014 and 2017-2020)  
2021 TENT Foundation Grant (\$40,000)  
2020 Named MSI (Marketing Science Institute) Inaugural Academic Fellow  
2019 ISMS Doctoral Consortium Fellow (also from 2007 through 2018)  
2018 Named ISMS (INFORMS Marketing Society) Fellow  
2018 Finalist, ISMS Long-Term Impact Paper Award  
2018 Outstanding Achievement Award given by The Society of Foreign Consuls in NY  
2018 TENT Foundation Grant (\$40,000)  
2008 Finalist, John D.C. Little Best Paper Award  
2007-8 Outstanding Reviewer Award, Journal of Marketing

2003 Finalist, William O'Dell Best Paper Award  
 1998-2002 National Science Foundation (NSF) grant, SBR-9812067, \$ 178,000.00  
 1998 Finalist, Paul Green Best Paper Award  
 1996 Winner of John D.C. Little Best Paper Award  
 1996 Winner of Frank M. Bass Best Dissertation Paper Award  
 1995-7 National Science Foundation (NSF) grant SBR-9511280, \$ 100,000.00  
 1994-5 Junior Faculty Research Grant, University of California, Berkeley  
 1994 Regents' Junior Faculty Fellowship, University of California, Berkeley  
 1993 Co-winner of the AMA John A. Howard Doctoral Dissertation Award  
 1993 Recipient of the Gold Medal of the Governor General of Canada, awarded for academic excellence at the graduate level at Canadian Universities  
 1992 AMA Doctoral Consortium Fellow  
 1990-2 Domtar Ph.D. Fellowship, Faculty of Business, University of Alberta

## PROFESSIONAL ACTIVITIES

Affiliations: American Marketing Association, European Marketing Association, Institute for Operations Research and the Management Sciences

Advisory Board: Journal of Marketing Research (2012-present)  
 Marketing Science (2015-present)

Editor-in-Chief: Journal of Marketing Research (2009-2012)

Area Editor: Journal of Marketing Behavior (2015-2019)  
 International Journal of Research in Marketing (2016-2021)  
 Marketing Science (2002-2009)

Associate Editor: Journal of Consumer Research (2005-2009)  
 Quantitative Marketing and Economics (2003-2009)

Editorial Board Member: Academy of Marketing Science (2006-present), International Journal of Research in Marketing (1996-2015, 2021--present), Journal of Consumer Research (2011-2014), Journal of Marketing (2003-2009), Journal of Marketing Research (1998-2009), Marketing Letters (1996-present), Marketing Science (1997-2009, 2014-2015)

Ad-hoc Reviewer: ACR, AMA John A. Howard Doctoral Dissertation, American Economic Review, Association for Consumer Research, California Management Review, Economterica, International Economic Review, Journal of Applied Econometrics, Journal of Business and Economic Statistics, Journal of Econometrics, Journal of Agricultural and Resource Economics, Journal of Economic Psychology, Journal of Retailing and Consumer Services, OMEGA, Management Science, Marketing Science Institute, NSF, Psychometrica, Review of Economics and Statistics

Reviewer: National Science Foundation (NSF), Israel Science Foundation (ISF)

President-Elect, President, Past President: ISMS, INFORMS Society of Marketing Science (2004-2009)

Member of Sheth Foundation Board (2020-2021)

Member of AMA (American Marketing Association) Publications Committee (2018-present)

Member of Board of Trustees: Sabancı University, Istanbul, Turkey (2014-2017)

Member, Business Studies Panel of the Research Grants Council of Hong Kong (2014)

Conference Organizations:

Co-Chair, 2019 ISMS Marketing Science Conference

Co-Chair, 2019 AMA Sheth Doctoral Consortium

Co-Track Chair, 2015: JAMS International Conference

Co-Chair, 2013 ISMS Marketing Science Conference

Co-Chair, 2010 Marketing Dynamics Conference

Co-Chair of Program Committee, Cheung Kong GSB Marketing Research Forum, Beijing China, June 2009

Co-Chair, 2003 and 2008 QME (Quantitative Marketing and Economics) Conference

Chair, Marketing Track, 2003 INFORMS International Meetings

Co-Chair, 2001 Tri-Annual Invitational Choice Symposium

Co-Chair, 1997 ISMS Marketing Science Conference

Member of the Steering Committee, 2004, 2007, 2010, 2013, 2016, 2019, 2023 Tri-Annual Invitational Choice Symposium

Member of Advisory Committee, 2011, 2015 Marketing Dynamics Conference

Member of Program Committee, 2006, Marketing Dynamics Conference

Member of Program Committee, 2004, 2005, 2009, 2016 QME (Quantitative Marketing and Economics) Conference

Member of Program Committee, 2005 ACR (Association for Consumer Research) Conference

Workshop Co-Chair, Tri-Annual Invitational Choice Symposium, 1998, 2004, 2013 and 2016.

## RESEARCH

### Interests

Advertising and Pricing, Brand Equity, Branding, Brand Management and Strategy, Econometric Modeling, Individual Decision-Making and Choice, Marketing Science Models of Consumer Behavior and Marketing Mix Strategy, Marketing & Society, Social Marketing.

### Refereed Papers

- Raluca Ursu, Zhang, Qianyun Poppy and Tülin Erdem (2023), “Prior Information and Search Costs: Evidence from Eye-Tracking.” Forthcoming in *Management Science*.
- Kwon, Minjung, Tülin Erdem and Masakazu Ishihara (2023), “Counter-Cyclical Price Promotion: Capturing Seasonal Category Expansion under Endogenous Consumption.” Forthcoming in *Quantitative Marketing and Economics*.
- Ana Martinovici, Pieters, Rik, Tülin Erdem (2023), “Attention and Utility Accumulation: An Eye-Movement Analysis of Brand Choice.” Forthcoming in *Journal of Marketing Research*.
- Ching, Andrew, Tülin Erdem and Michael Keane (2020), “How Much Do Consumers Know About the Quality of Products? Evidence from the Diaper Market,” *Japanese Economic Review*. The Japanese Economic Review, 71(4), 541-569
- Ching, Andrew, Tülin Erdem and Michael Keane (2016), “Models for Marketing Dynamics and Learning: A Survey of Recent Developments.” Handbook of Marketing Decision Models. Eds.: Berend Wierenga and Ralf van der Lans. New York: Springer.
- Che, Hai, Tülin Erdem and T. Sabri Öncü (2015), “Consumer Learning and Evolution of Consumer Brand Preferences.” *Quantitative Marketing and Economic*, Volume 13, Issue 3, 173-202. (Lead Article.)
- Cutright, Keisha, Tülin Erdem, Gavan Fitzsimmons and Ron Shachar (2014), “Finding Brands and Losing your Religion?” *Journal of Experimental Psychology*, Vol 143 (6, December), 2209-2222.
- Ching, Andrew T., Tülin Erdem and Michael P. Keane (2014), “A Simple Method to Estimate the Roles of Learning, Inventories and Category Consideration in Consumer Choice”, *Journal of Choice Modeling*, vol.13, 60-72.

- Swait, Joffre, Tülin Erdem and Tom Peters (2014), "Shocks to Brand Equity: An Information Economics Perspective on the US Auto Industry 2006-2010." *Customer Needs and Solutions*, 1 (3), 317-332.
- Erdem, Tülin and Joffre Swait (2014), "Branding and Brand Equity Models," in *The History of Marketing Science*, eds. Scott Neslin and Russell Winer. Now Publishers Series in Business, Volume 3, 237-261.
- Ching, Andrew, Tülin Erdem and Michael Keane (2013), "Learning Models: An Assessment of Progress, Challenges and New Developments," *Marketing Science* (32), 6, 913-938.
- Erdem, Tülin and Sue Ryung Chang (2012), "A Cross-Category and Cross-Country Analysis of Umbrella Branding for National and Store Brands," Special 40<sup>th</sup> Anniversary issue of *Journal of the Academy of Marketing Science* 40 (1), 86-101.
- Shachar, Ron, Tülin Erdem, Gavan Fitzsimons, Keisha Wells (2011), "Brands: The Opiate of the Non-Religious Masses?" *Marketing Science* 30, 92-110.
- Erdem, Tülin, Michael Katz and Baohong Sun (2010) "A Simple Test for Distinguishing between Internal Reference Price Theories," *Quantitative Marketing and Economics* 8, 303-332.
- Yang, Sha, Yi Zhao, Tülin Erdem, Ying Zhao (2010), "Modeling the Intra-Household Behavioral Interaction," *Journal of Marketing Research*, 47 (3), 470-484.
- Erdem, Tülin and Joffre Swait (2010), "Utility-Based Models of Brand Equity," in *Brands and Brand Management: Contemporary Research*, 207-229, eds. Rohini Ahluwalia, Mike Houston and Barbara Loken. Routledge, New York.
- Ching, Andrew, Tülin Erdem and Michael Keane (2009), "The Price Consideration Model of Brand Choice," *Journal of Applied Econometrics* 24, 3 (March-April), 393-420.
- Erdem, Tülin, Michael Keane and Baohong Sun (2008), "A Dynamic Model of Brand Choice When Price and Advertising Signal Product Quality," *Marketing Science*, 27 (6), 1111-1125. 2008 Finalist for the Little Best Paper Award and 2018 Finalist for ISMS Long-Term Impact Award.
- Erdem, Tülin, Michael Keane and Baohong Sun (2008), "Advertising and Consumer Price Sensitivity in Experience Goods Markets," *Quantitative Marketing and Economics*, 6 (2), 139-176.

- Bronnenberg, Bart, Jean Pierre Dubé, Carl Mela, Paulo Albuquerque, Tülin Erdem, Brett Gordon, Dominique Hanssens, Guenter Hitsch, Han Hong, Baohong Sun (2008), "Measuring Long Run Marketing Effects and their Implications for Long Run Marketing Decisions," *Marketing Letters*, 19(3), 367-82.
- Swait, Joffre and Tülin Erdem (2007) "Characterizing Brand Effects on Choice Set Formation and Preference Discrimination under Uncertainty," *Marketing Science* 26 (5), 679-697.
- Chintagunta, Pradeep, Tülin Erdem, Peter Rossi and Michel Wedel (2006), "Structural Modeling In Marketing: Review and Assessment," *Marketing Science*, 25 (6) 604-616.
- Erdem, Tülin, Joffre Swait and Ana Valenzuela (2006), "Brands as Signals: A Cross-Country Validation Study," *Journal of Marketing*, 70 (1), 34-49.
- Erdem, Tülin, Kannan Srinivasan, Wilfred Amaldoss, Patrick Bajari, Hai Che, Teck Ho, Wes Hutchinson, Michael Katz, Michael Keane, Bob Meyer and Peter Reiss (2005), "Theory Driven Choice Models," *Marketing Letters*, 16 (3), 225-237.
- Erdem, Tülin, Michael P. Keane, T. Sabri Öncü and Judi Strebel (2005), "Learning About Computers: An Analysis of Information Search and Technology Choice," *Quantitative Marketing and Economics* 3 (3), 207-246.
- Strebel, Judi, Tülin Erdem and Joffre Swait (2004), "Consumer Search in High Technology Markets: Exploring the Use of Traditional Information Channels," *Journal of Consumer Psychology* 14, 96-103.
- Erdem, Tülin and Joffre Swait (2004), "Brand Credibility and its Role in Brand Choice and Consideration," *Journal of Consumer Research* 31 (1), 191-199.
- Erdem, Tülin, Ying Zhao and Ana Valenzuela (2004), "Performance of Store Brands: A Cross-Country Analysis of Consumer Store Brand Preferences, Perceptions and Risk," *Journal of Marketing Research*, 41 (1), 86-100.
- Erdem, Tülin, Susumu Imai and Michael Keane (2003), "A Model of Consumer Brand and Quantity Choice Dynamics under Price Uncertainty," *Quantitative Marketing and Economics*, 1 (1), 5-64. (Lead article.)
- Erdem, Tülin and Baohong Sun (2002), "An Empirical Investigation of Spillover Effects of Marketing Mix Strategy in Umbrella Branding," *Journal of Marketing Research*, 39 (4), 408-420.
- Swait, Joffre and Tülin Erdem (2002), "The Effects of Temporal Consistency of Sales Promotions and Availability on Consumer Choice Behavior," *Journal of Marketing Research*, 34 (3), 304-320.

- Erdem, Tülin, Joffre Swait and Jordan Louviere (2002), "The Impact of Brand Credibility on Consumer Price Sensitivities across Multiple Product Categories," *International Journal of Research in Marketing*, 19 (1), 1-19 (lead article).
- Erdem, Tülin, Glenn Mayhew and Baohong Sun (2001), "Understanding the Reference Price Sensitive Shopper: A Within and Cross-Category Analysis," *Journal of Marketing Research*, 38 (4), 445-457.
- Erdem, Tülin and Baohong Sun (2001), "Testing for Choice Dynamics in Panel Data," *Journal of Business and Economic Statistics*, 19 (2), 142-152.
- Erdem, Tülin, Joffre Swait, Susan Broniarczyk, Dipankar Chakravarti, Jean-Noel Kapferer, Michael Keane, John Roberts, Jan-Benedict Steenkamp and Florian Zettelmeyer (1999), "Brand Equity, Consumer Learning and Choice," *Marketing Letters*, 10 (3) 301-318.
- Erdem, Tülin and Russell Winer (1999), "Econometric Modeling of Competition: A Multi-Category Choice-Based Mapping Approach," *Journal of Econometrics*, 89, 159-175.
- Erdem, Tülin, Michael P. Keane and Baohong Sun (1999), "Missing Price and Coupon Availability Data in Scanner Panels: Correcting for the Self-Selection Bias in the Choice Model Parameters," *Journal of Econometrics*, 89, 177-196.
- Erdem, Tülin (1998), "An Empirical Analysis of Umbrella Branding," *Journal of Marketing Research*, 35 (3), 339-351. Finalist for Paul Green best paper award.
- Erdem, Tülin and Joffre Swait (1998), "Brand Equity as a Signaling Phenomenon," *Journal of Consumer Psychology*, 7 (2), 131-157.
- Meyer, Bob, Tülin Erdem, Fred Feinberg, Itzhak Gilboa, Wes Hutchinson, Aradhna Krishna, Steve Lippman, Carl Mela, Amit Pazgal, Drazen Prelec and Joel Steckel (1997), "Dynamic Influences on Individual Choice Behavior," *Marketing Letters*, 8 (3), 349-360.
- Erdem, Tülin (1996), "A Dynamic Analysis of Market Structure based on Panel Data," *Marketing Science*, 15 (4), 359-378.
- Erdem, Tülin and Michael P. Keane (1996), "Decision-Making under Uncertainty: Capturing Dynamic Choice Processes in Turbulent Consumer Goods Markets," *Marketing Science*, 15 (1), 1-20 (lead article). Winner of Bass and Little Best Paper Awards.
- Finn, Adam and Tülin Erdem (1995), "Economic Impact of Tourists Visiting a Mega-Multi Mall," *Tourism Management*, 16 (5), 367-373.

Winer, Russell, Randolph E. Bucklin, John Deighton, Tülin Erdem, Peter Fader, J. Jeffrey Inman, Hotaka Katahira, Katherine N. Lemon and Andrew Mitchell (1994), "When Worlds Collide: The Implications of Panel Data-based Choice Models for Consumer Behavior," *Marketing Letters*, 5 (4), 383-394.

Swait, Joffre, Tülin Erdem, Jordan J. Louviere and Chris Dubelaar (1993), "The Equalization Price: A Measure of Consumer-perceived Brand Equity," *International Journal of Research in Marketing*, 10 (special issue on Brand Equity), 23-45.

#### Book Chapters and Books (Refereed)

Erdem, Tülin and Joffre Swait (2023), "Branding and Brand Equity Models," in *The History of Marketing Science*, eds. Scott Neslin and Russell Winer. Now Publishers Series in Business, Volume 3. Second Edition. Forthcoming.

Erdem, Tülin and Joffre Swait (2016), "The Information-Economics Perspective on Brand Equity", *Foundations and Trends® in Marketing: Vol. 10: No. 1*, pp 1-59. <http://dx.doi.org/10.1561/17000000041>.

Ching, Andrew, Tülin Erdem and Michael Keane (2016), "Models for Marketing Dynamics and Learning: A Survey of Recent Developments." *Handbook of Marketing Decision Models*. Eds.: Berend Wierenga and Ralf van der Lans. New York: Springer.

Erdem, Tülin and Joffre Swait (2014), "Branding and Brand Equity Models," in *The History of Marketing Science*, eds. Scott Neslin and Russell Winer. Now Publishers Series in Business, Volume 3, 237-261.

Erdem, Tülin and Joffre Swait (2010), "Utility-Based Models of Brand Equity," in *Brands and Brand Management: Contemporary Research*, 207-229, eds. Rohini Ahluwalia, Mike Houston and Barbara Loken. Routledge, New York.

#### Other Publications

Erdem, Tülin (2021), "Use of Eye-Tracking Data in Understanding Consumer Search and Decision-Making," *MSI Curation*.

Henry Assael, Sam Craig, Tülin Erdem, Geeta Menon and Priya Raghubir (2021), "History of the NYU Stern Marketing Department and its Doctoral Program – 1900 to 2021," *Customer Needs and Solutions* 8, 102-104.

Erdem, Tülin, Kevin L. Keller, Dmitri Kuksov and Rik Pieters (2016), "Understanding Branding in a Digitally Empowered World," *International Journal of Research in Marketing*, Special Issue *Marketing on Branding in a Digitally Empowered World*, 33 (1), 3-10.



Huber, Joel and Tülin Erdem, (2014), “JMR in Transition: Reflections on the 2006-2012 Period,” 50<sup>th</sup> Anniversary Special Issue of *Journal of Marketing Research*, 51, February, 133-35.

Erdem, Tülin (2010), “State of the Journal”, *Editorial in Journal of Marketing Research*, 47 (6), 997.

Erdem, Tülin (2010), “Spanning the Boundaries”, *Editorial in Journal of Marketing Research*, 47 (1), 1-2.

Rangaswamy, Arvind, James J. Cochran, Tülin Erdem, John R. Hauser, Robert J. Meyer (2008), “Editor-in-Chief Search Committee Report: The Digital Future is Now,” *Marketing Science*, Editorial, 27,1, 1-3.

Erdem, Tülin and Russell Winer (2002), “A Brief History of Choice Modeling in Marketing,” *Marketing Letters*, 13 (3), 157-162 (special issue based on the 5<sup>th</sup> Invitational Choice Symposium, guest editors T. Erdem and R. Winer).

#### Papers under Review

El Kihal, Siham, Tülin Erdem and Christian Schulze, Wei Zhang (2022), “Is it How You Start How You Finish? Customer Return Rate Evolution in Online Retailing?,” R&R, *International Journal of Research in Marketing*.

#### Working Papers:

Erdem, Tülin, Cagdas Sirin, and Poppy Zhang (2019), “Social Responsibility and Brand Equity in the Era of Brands with a Social Purpose: Does Helping Refugees Help Brand?”

#### White Papers

Zekun Li, Tülin Erdem and Kazu Ishihara (2022) “The impact of personalized assignments on student learning.” NYU-Stern & ReadWorks White Paper.

Zekun Li, Tülin Erdem and Kazu Ishihara (2022) “The Impact of the Covid Pandemic on Student Performance and Assessing the Impact among Different Socio-Economic Groups.” NYU-Stern & ReadWorks White Paper.

Erdem, Tülin, Cagdas Sirin, Vishal Singh and Qianyun Poppy Zhang (2019), “How Helping Refugees Helps Brands: An Analysis of French, German, and Italian Consumer Perceptions How Helping Refugees Helps Brands.” NYU-Stern and TENT White Paper.

Erdem, Tülin, Cagdas Sirin, Vishal Singh and Qianyun Poppy Zhang (2018), “How Helping Refugees Helps Brands.” NYU-Stern and TENT White Paper.

### Selected Work in Progress

“The Usage and Impact of Differentiation: Evidence from an Online EdTech Platform,” with Zekun Li and Masakazu Ishihara.

“Consideration Set Formation: An Eye-Tracking Analysis,” with Ella Jiaming Xu, Runshan Fu, Bryan Bollinger and Raluca Ursu.

“Framing Generosity: Donate What You Want vs. Pay What You Want” with Maria Leonor Neto and Minah Jung.

“The Effects of Framing in Efficacy on Donation” with Minah Jung and Joshua Lewis.

### Invited (Research) Keynote Talks

Keynote Speaker, Frank Bass UT Dallas Frontiers of research in Marketing Science Conference, March 2022

Keynote Speaker, *European Marketing Association Conference (EMAC)*, Glasgow, Scotland, May 2018.

Keynote Speaker, *Marketing Dynamics Conference*, hosted by Stanford University, Las Vegas, Nevada, August 2014.

### Invited Research Presentations

*12<sup>th</sup> Triennial Invitational Choice Symposium*, Insead, France, August 2023.

*AMA Sheth Doctoral Consortium*, BI Norwegian Business School, Norway, June 2023.

*Haring-Sheth Distinguished Speaker*, University of Indiana, April 2023.

*Research Camp*, University of Minnesota, April 2022.

*MSI Academic Fellows Seminar Series*, May 2021.

*Research Seminar*, Bilkent University, January 2020.

*Research Seminar*, UNC Chapel Hill, October 2019.

*ISMS Doctoral Consortium*, University of Roma Tre, June 2019.

*AMA Sheth Doctoral Consortium*, NYU-Stern, June 2019.

*Research Seminar*, HBS, Inaugural Marketing Research Camp, May 2019.

*Research Seminar*, Stanford University, May 2019.

*Research Seminar*, IDC Herzliya, Israel, January 2019.

*Research Camp*, ESADE, Barcelona, Spain, July 2018.

*AMA Sheth Doctoral Consortium*, University of Leeds, June 2018.

*ISMS Doctoral Consortium*, Temple University, June 2018.

*AMA Sheth Doctoral Consortium*, University of Iowa, June 2017.

*ISMS Doctoral Consortium*, University of Southern California, June 2017.

*Research Seminar*, Northwestern University, February 2017.

*Invitational Choice Symposium*, hosted by University of Alberta, May 2016.

*Research Seminar*, Temple University, April 2016.  
*Research Seminar*, Koç University, March 2016.  
*Research Seminar*, University of Delaware, February 2016.  
*ISMS Doctoral Consortium*, John Hopkins University, June 2015.  
*Economics Seminar Series*, Rice University, Department of Economics, April 2015.  
*Research Seminar*, University of Toronto, April 2015.  
*Marketing Workshop*, Queen's University, April 2015.  
*IO & Marketing Joint Seminar Series*, University of Zurich, March 2015.  
*AMA Sheth Doctoral Consortium*, Northwestern University, June 2014.  
*EMAC Conference*, Valencia, Spain, June 2014.  
*Research Seminar*, Goethe University, June 2014  
*ISMS Doctoral Consortium*, Özyeğin University, Istanbul, Turkey, July 2013.  
*Measuring & Managing Brands in a Digital World*, NYU Stern Center for Measurable Marketing, May 2013.  
*Marketing Research Camp*, Jones School of Management, Rice University, May 2013.  
*Marketing Workshop*, Columbia Business School, Columbia University, April 2013.  
*Research Seminar*, CUNY Graduate Center, April 2013.  
*Marketing Workshop*, The Wharton School, University of Pennsylvania, April 2013.  
*Research Seminar*, Graduate School of Management, UC Davis, March 2013  
*Research Seminar*, City College of New York, March 2013.  
*Research Seminar*, Oxford University, Saïd School of Business, Oxford, February 2013.  
*Özyeğin University Public Lecture Series*, July 2012.  
*ISMS Doctoral Consortium and Marketing Science Conference*, Boston, MA, June 2012.  
*Research Seminar*, School of Business, Rutgers, Newark, April 2012.  
*Distinguished Speaker Series*, Isenberg School of Management, UMASS, Amherst, March 2012.  
*Distinguished Speaker Series*, School of Business, George Washington University, March 2012.  
*Marketing Workshop*, Foster School of Business, University of Washington, November 2011.  
*Marketing Seminar Series*, Marshall School of Business, USC, August 2011.  
*Keynote Speaker*, *Marketing Dynamics Conference*, Jaipur, India, July 2011.  
*ISMS Doctoral Consortium and Marketing Science Conference*, Houston, TX, June 2011.  
*AMA Sheth Doctoral Consortium*, Oklahoma State University, June 2011.  
*Research Seminar*, Department of Economics, McGill University, May, 2011.  
*Research Seminar*, Koç University, Istanbul, Turkey, March 2011.  
*Speaker Series*, Carey School of Business, John Hopkins University, January 2011.  
*Marketing Workshop*, School of Business, University of Alberta, November 2010.  
*Research Seminar*, School of Management, Yale University, November 2010.  
*Marketing Speaker Series*, Georgia Institute of Technology, October 2010.  
*London Business School Marketing Research Camp*, London, England, July 2010.

*ISMS Doctoral Consortium and Marketing Science Conference*, Cologne, Germany, June 2010.

*AMA Sheth Doctoral Consortium*, Texas Christian University, June 2010

*Invitational Choice Symposium*, hosted by University of Miami and University of Technology Sydney, May 2010.

*Marketing Workshop*, Fordham University, May 2010.

*Marketing Seminar Series*, HBS, March 2010.

*Marketing Workshop*, Baruch College, December 2009.

Keynote Speaker, *Marketing Dynamics Conference*, NY, NY, August 2009.

*AMA Summer Educators' Conference*, Chicago, IL, August 2009.

*Research Seminar*, Universidad Autónoma de Madrid, Madrid, Spain, July 2009.

*Cheung Kong GSB Marketing Research Forum*, Beijing, China, June 2009.

*Marketing Science Conference*, University of Michigan, June 2009.

*AMA Sheth Doctoral Consortium*, Georgia State University, June 2009.

*ISMS Doctoral Consortium and Marketing Science Conference*, University of Michigan, June 2009.

*Research Seminar*, University of Rochester, April 2009.

*Marketing Research Camp*, Pennsylvania State University, April 2009.

Advertising Research Foundation, Marketing Modelers' Seminar Series, NY, NY, March 2009.

*AMA Winter Educators Conference*, Tampa, Florida, February 2009.

*Özyeğin University Public Lecture Series*, Istanbul, Turkey, December 2008.

*Bilkent Research Camp*, Bilkent University, Ankara, Turkey, June 2008.

*ISMS Doctoral Consortium*, University British Columbia, June 2008.

*AMA Sheth Doctoral Consortium*, University of Missouri, June 2008.

*Marketing Research Camp*, Texas A&M University, April 2008.

*Marketing Seminar Series*, Duke University, December 2007.

*Marketing Seminar Series*, Columbia University, November 2007.

*5<sup>th</sup> QME Conference*, discussant, Chicago, IL, October 2007.

*ISMS Doctoral Consortium*, Singapore Management University, Singapore, June 2007.

*Invitational Choice Symposium*, hosted by Wharton School, May 2007.

*AMA Sheth Doctoral Consortium*, Arizona State University, May 2007.

Advertising Research Foundation, Marketing Modelers' Seminar Series, NY, NY, May 2007.

*4-School Colloquium*, Columbia, NYU, Wharton, Yale hosted by Wharton, April 2007.

*Marketing Research Camp*, University of Pittsburgh, February 2007.

*Marketing Science Doctoral Consortium*, University of Pittsburgh, June 2006.

*Marketing Workshop*, University of California, Riverside, June 2006.

*Research Seminar*, Yale University, December 2005.

*Distinguished Lectureship Series*, University of Michigan, October 2005.

*Marketing Workshop*, New York University, September 2005.

*Graduate School of Management Seminar*, Sabancı University, Istanbul, Turkey, July 2005.

*Faculty of Business Administration Seminar*, Bilkent University, Ankara, Turkey, July 2005.

*Marketing Science Doctoral Consortium*, Emory University, June 2005.

*Hightower Distinguished Lectureship Series*, Emory University, December 2004.  
*IO Workshop*, Duke University, October 2004.  
*ACR Doctoral Consortium*, Portland, Oregon, October 2004.  
*Marketing Science Doctoral Consortium*, Erasmus University, Netherlands, June 2004.  
*Invitational Choice Symposium*, hosted by University of Colorado, June 2004.  
*Marketing Seminar Series*, Stanford University, February 2004.  
*Business School Seminar Series*, San Francisco State University, October 2003.  
*Marketing Science Doctoral Consortium*, University of Maryland, June 2003.  
*Marketing Seminar Series*, Northwestern University, April 2003.  
*Marketing Research Camp*, Washington University, March 2003.  
*Cowles Conference on Estimation of Dynamic Demand Models*, Economics Department, Yale University, November 2002.  
*ACR Doctoral Consortium*, Atlanta, Georgia, October 2002.  
*Research Seminar*, Yale University, May 2002.  
*Marketing Seminar Series*, University of Colorado, April 2002.  
*Marketing Seminar Series*, Washington University, St. Louis, May 2001.  
*Marketing Seminar Series*, MIT, April 2001.  
*Marketing Seminar Series*, Harvard Business School, April 2001.  
*Marketing Seminar Series*, University of Houston, March 2001.  
*AMA Summer Educators Conference Special Session on Brand Equity honoring David Aaker*, Chicago, August 2000.  
*AMA Sheth Doctoral Consortium*, University of Western Ontario, August 2000.  
*Research Seminar*, University of Toronto, March 2000.  
*Marketing Workshop*, University of California, Davis, December 1999.  
*Econometrics in Tel Aviv*, Dept. of Economics, Tel Aviv University, Israel, June 1999.  
*Marketing Seminar Series*, UC Irvine, March 1999.  
*Marketing Seminar Series*, Cornell University, February 1999.  
*Marketing Research Camp*, UCLA, January 1999.  
*Marketing Seminar Series*, University of Pennsylvania, December 1998.  
*Marketing Seminar Series*, New York University, December 1998.  
*AMA Doctoral Consortium*, University of Georgia, August 1998.  
*Marketing Seminar Series*, GSIA, Carnegie Mellon University, May 1998.  
*CEDA (Committee on Economic Development of Australia) Conference on Building Brands in the Knowledge Economy*, Sydney and Melbourne, Australia, September 1998.  
*Invitational Symposium on Choice Modeling and Behavior*, hosted by HEC, Jouy-en-Josas, France, July 1998.  
*Research Seminar*, Koç University, Istanbul, Turkey, June 1998.  
*Applied Econometrics and Quantitative Methods Summer Workshop*, Koc University, Istanbul, Turkey, August 1997.  
*Marketing Seminar Series*, University of Texas at Dallas, May 1997.  
*Marketing Workshop*, MIT, April 1997.  
*5th Annual Winter Research Retreat*, University of Florida, March 1997.  
*Invitational Symposium on Choice Modeling and Behavior*, hosted by Columbia University, June 1996.

*Marketing Seminar Series*, MIT, November 1995.  
*Marketing Seminar Series*, Ohio State University, May 1995.  
*AMA Advanced Research Techniques Forum*, Beaver Creek, Colorado, June 1994.  
*Marketing Seminar Series*, Stanford University, November 1993.  
*Invitational Symposium on Choice Modeling and Behavior*, hosted by Duke University,  
July 1993.

### Conference Presentations

*RARCS Conference*, Baveno, Italy, July 2022  
*ISMS Marketing Science Conference*, Chicago University, June 2022.  
*ISMS Marketing Science Conference*, University of Roma Tre, June 2019.  
*EIRASS Conference*, Edinburgh, Scotland, July 2016.  
*Academy of Marketing Science, World Congress*, Bari, Italy. July 2015.  
*Marketing Science Conference*, Marketing Science Conference, Özyeğin University,  
Istanbul, Turkey, July 2013.  
*EIRASS Conference*, Zagreb, Croatia, July 2008.  
*Marketing Science Conference*, UBC, Vancouver, Canada, June 2008.  
*Marketing Science Conference*, SMU, Singapore, June 2007.  
*EIRASS Conference*, Budapest, Hungary, July 2006.  
*Marketing Science Conference*, Pittsburgh, PA, June 2006.  
*Marketing Dynamics Conference*, Sacramento, CA, September 2005  
*Marketing Science Conference*, Atlanta, GA, June 2005.  
*EIRASS Conference*, Prague, Czech Republic, July 2004.  
*Marketing Science Conference*, Rotterdam, Netherlands, June 2004.  
*Quantitative Marketing and Economics Conference*, Chicago, IL, October 2003.  
*EURO/INFORMS Joint International Meeting*, Istanbul, Turkey, July 2003.  
*Marketing Science Conference*, Washington D.C., June 2003.  
*AMA Advanced Research Techniques (ART) Forum*, Monterey, CA, June 2003.  
*Bayes Conference*, Columbus, Ohio, November 2002.  
*Marketing Science Conference*, Edmonton, AB, Canada, June 2002.  
*Marketing Science Conference*, Wiesbaden, Germany, July 2001.  
*EIRASS Conference*, Sintra, Portugal, July 2000.  
*Marketing Science Conference*, LA, CA, June 2000.  
*Marketing Science Conference*, Syracuse, NY, May 1999.  
*Marketing Science Conference*, Fontainebleau, France, July 1998.  
*INFORMS Fall Meetings*, Dallas, Texas, October 1997.  
*Association for Consumer Research Conference*, Denver, CO, October 1997.  
*Marketing Science Conference*, Berkeley, CA, March 1997.  
*Marketing Science Conference*, Gainesville, FL, March 1996.  
*INFORMS Spring Meetings*, Los Angeles, CA, April 1995.  
*Marketing Science Conference*, Tucson, AZ, March 1994.  
*Marketing Science Conference*, St. Louis, MI, March 1993.  
*Marketing Science Conference*, London, England, July 1992.  
*Marketing Science Conference*, Delaware, March 1991.  
*MSI Conference on Managing Brand Equity*, Austin, TX, November 1990.

*Marketing Science Conference, Urbana, IL, March 1990.*

Selected Invited Research Webinars & Panel and Paper Discussions:

*PhD workshop, Erasmus University, Rotterdam, June 2022*  
*Virtual Quantitative Marketing Seminar Series, University of Toronto, October 2021.*  
*Quantitative Marketing and Economics Conference, October 2021.*  
*“Data x Science,” Marketing Science Institute (MSI), June 2021.*  
*ISMS Marketing Science Conference, June 2021.*

Selected Other Invited Presentations

“Branding and Brands with a Purpose,” NETSA Bliss Conference, Boston, April 2022.  
“Destination and Place Branding,” Kafkasya University, Kars, Istanbul, January 2019.  
“Branding for Start-Ups II,” HUG ((Hamdi Ulukuaya Girsimi), Erzincan, Turkey, January 2019  
“Social Marketing and the Era of Brands with a Purpose,” Turkish Women’s International Network, Istanbul, Turkey, December 2018.  
“How Helping Refugees may help your Brand,” TENT Foundation Annual Meeting, New York City, May 2018.  
HUG (Hamdi Ulukuaya Girsimi), Branding Panel, Istanbul, January 2018.  
HUG (Hamdi Ulukuaya Girsimi), Entrepreneurship Panel, NYU-Stern, November 2017.  
“Brands in Motion,” BBI (BAU Branding Innovation) Launch Conference, Istanbul, Turkey, January 2016.  
“Power of Images in Branding,” Summer International University, Aladdin Project by Unesco/Erasmus+, Bahcesehir University, Cappadocia, Turkey, July 2015.

**TEACHING**

Interests

Brand Management and Strategy, Marketing Management, Marketing Planning, Marketing Strategy, Marketing Models

Experience

*Teaching:*

*Undergraduate:*

*Stern: Brand Strategy and Planning*

*Haas: Marketing (Core)*

*MBA:*

*Stern: (Core) Marketing, Advanced Product Planning*

*Haas: Branding, Brand Management*

*Ph.D.:*

*Stern:* Quantitative Applications in Marketing

*Haas:* Empirical Modeling, Marketing Models, Choice Models, Individual Topics  
in Marketing

*Executive Education:*

*Stern:* Brand Strategy and Planning

*Graduate and Post-Graduate Mentorship:*

*Post-Doctoral Mentorship:*

Baohong Sun (1995-1997). Carnegie Mellon University.

*Chair & Co-Chair of Ph.D. thesis committee:*

Ella Jiaming Xu (present)

Zekun Li (present)

Qianyun Poppy Zhang (2021).

Minjung Kwon (2018). Co-winner of 2017 ISMS Doctoral Proposal Competition.

Sue Chang (2012).

Rachel Shacham (2011).

Johanna Sussman Ilfeld (2004).

Judi Strebel (1997).

*Member of Ph.D. thesis committee:*

Marketing

Eunkyung An (present)

Wei Zhang (present)

Yuzhou Liu (2015)

Tingting Fan (2014)

Wenbo Wang (2012).

Mantian Hu (2012).

Sherif Naser (2008).

Yeşim Orhun (2006).

Liang Guo (2003).

Ying Zhao (2001).

Mark Stiving (1996).

Other

Mürüvvet Çelikbas (2002, Industrial Eng. and OR)

Timothy Beatty (2001, Agricultural Economics)

Craig Mohn (1999, Agricultural Economics)

Panupol Lerssrisuriya (1998, Industrial Eng. and OR)

Alan Cooke (1997, Psychology)

*External Examiner (Dissertation Defense)*

Avery Haviv (2014, University of Toronto)



*Member of several Oral Examination Committees*

Effectiveness

At Haas: member of Club 6.0 (median 6.0 and above on a 7-point scale in regard to teaching effectiveness) in the majority of the courses taught during 1993-2006.

At Stern: a mean of 6.0 and above on a 7-point scale in regard to teaching effectiveness in several courses (2006-2018); a mean of 4.0 and above (2018-present) in the majority of courses.

**ADMINISTRATIVE SERVICE**

Stern School of Business

2017-2023 Chair, Marketing Department  
2015-2017 Member of Advisory Council to the Department Chair  
2014-2017 Member of NYU Faculty Advisory Committee on Academic Priorities  
2012-2017 Member of Promotion and Tenure Committee  
2008-2009 Director, Stern Center for Measurable Marketing  
2007-2008 Co-Director, Center for Digital Economy Research (CeDER)  
2007-2009 Member of MBA Core Curriculum Committee  
2007-2009 Member of Senior Faculty Review Committee  
2007-2008 Member of *Ad Hoc* Search Committee in Environmental Studies  
2006-2007 Research Director, Center for Digital Economy Research (CeDER)  
2006-2007 Member of Global Task Force

Haas School of Business

2005-2006 Ph.D. Program Director, Haas School of Business  
2005-2006 Chair, Committee on Research (Academic Senate Committee)  
2005-2006 Member of DIVCO (UC Berkeley Divisional Council)  
2004-2005 Member of UCORP (University Committee on Research Policy).  
UC system-wide committee, UC Berkeley Representative  
2004-2005 Vice-Chair, Committee on Research (Academic Senate Committee)  
2004-2005 Chair, Policy and Planning (P<sup>2</sup>) Committee  
2003-2004 Member of Policy and Planning (P<sup>2</sup>) Committee  
2003-2004 Member of Academic Affairs Advisory Council  
2003-2004 Chair, Marketing Group  
2002-2003 Associate Dean for Academic Affairs and Faculty Chair  
2001-2004 Member of Haas School Hiring Committee  
2001-2004 Member of Committee on Research (Academic Senate Committee)  
2001-2002 Co-Associate Dean for Academic Affairs and Chair of Haas School Hiring  
Committee  
2001-2002 Acting Chair, Marketing Group  
1999-2001 Member of Policy and Planning (P<sup>2</sup>) Committee

1999-2000	Member of Faculty and Ph.D. Computer Committee (FPCC)
1999-2000	Member of Space Allocation Committee
1996	Member of <i>ad hoc</i> Marketing Ph.D. Program Evaluation Committee

## SELECTED INDUSTRY EXPERIENCE

- Founding Advisory Board Chair, BBI (BAU Branding Innovation), 2016, BBI is a Global Think-and-Do Tank about Branding based in Istanbul, Turkey.
- Academic Partner of Prophet (2008-2012). Prophet is a Strategic Brand and Marketing Consultancy.

## LITIGATION EXPERIENCE INVOLVING EXPERT TESTIMONY

- *REX - Real Estate Exchange, Inc., v. Zillow, Inc., et al.* Case No. 2:21-cv-00312-TSZ (2023). Retained by Orrick, Herrington & Sutcliffe LLP on behalf of Zillow. Testified by deposition in relation to consumer behavior in the real estate market.
- *In Re Plum Baby Food Litigation.* Case No. 4:21-cv-00913-YGR. Retained by Perkins Coie LLP on behalf of Plum. Testified by deposition in relation to consumer behavior and decision-making in the organic baby food market and Plaintiffs' experts' surveys.
- *Jeffery Koeing v. Vizio, Inc.* Case No. BC702266 (2023). Retained by Akin Gump Strauss Hauer & Feld LLP on behalf of Vizio, Inc. Testified by deposition on conjoint study design.
- *The Pennsylvania State University v. Vintage Brand, LLC.* Case No. 4:21-cv-01091-MWB (2023). Retained by Stokes Lawrence, P.S. Testified by deposition in relation to likelihood of consumer confusion.
- *Jeffery Koeing v. Vizio, Inc.* Case No. BC702266 (2022). Retained by Akin Gump Strauss Hauer & Feld LLP on behalf of Vizio, Inc. Testified by deposition on conjoint analysis.
- *EFN West Palm Motor Sales, LLC d/b/a Napleton's West Palm Beach Hyundai ("Napleton's West Palm") and North Palm Hyundai LLC d/b/a Napleton's North Palm Hyundai ("Napleton's North Palm") v. Hyundai Motor America,* Case No. 9:21-cv-80348 (2022). Retained by Hyundai Motor America. Testified by deposition in relation to an organization's brand equity.
- *BDO USA, LLP v. EverGlade Global Inc.,* Case No. 2021-0244-KSJM (2022). Retained by BDO. Testified by deposition in relation to an organization's brand equity.
- *PATRICK CALHOUN, et al., on behalf of themselves and all others similarly situated, v. Google LLC.* Case No. 5:20-cv-05146-LHK-SVK (2022). Retained by Quinn Emanuel Urquhart & Sullivan, LLP. Testified by deposition on consumer expectations on privacy and personal information.

- *BBK Tobacco & Foods, LLP v. Central Coast Agriculture, Inc.* Case No. 2:19-cv-05216-MTL (2021). Retained by Central Coast Agriculture. Testified by deposition on likelihood of consumer confusion.
- *Minor, et al. v. Baker Mills, Inc. and Kodiak Cakes, LLC.* Case No. 20-cv-02901-RS (2021). Retained by Kodiak. Testified by deposition on opinions regarding Plaintiffs' Expert's proposed conjoint analysis.
- *Kiva Health Brands, LLC v. Kiva Brands, Inc.* Case No. 3:19-cv-03459-CRB (2021). Retained by Kiva Brands, Inc. Testified by deposition on likelihood of consumer confusion and the methods to measure the value of a brand.
- *Jeffrey Koenig v. Vizio, Inc.* Case No. BC702266 (2021). Retained by Vizio, Inc. Testified by deposition on consumer comprehension of modifiers in marketing materials.
- *Pearlstein, et al. v. BlackBerry Limited, et al.* Case No. 1:13-cv-7060-CM (2020). Retained by Kahn Swick & Foti, LLC. Testified by deposition on aspects of strategic marketing pertaining to certain BlackBerry products.
- *Maxell, Ltd., v. Apple, Inc.* Case No. 5:19-cv-00036 (2020) Retained by Maxell. Testified by deposition on consumer awareness and perceived importance of smartphone/tablet features.
- *Match Group, LLC v. Bumble Trading Inc., et al.* Case No. 6:18-cv-00080-ADA (2020) Retained by Bumble. Testified by deposition on likelihood of consumer confusion and materiality of at-issue trade dress.
- *Consumer Financial Protection Bureau v. Navient Corporation, et al.* Case No. 3:17-CV-00101-RDM (2020) Retained by CFPB. Testified by deposition on consumer choice and comprehension of communications in relation to student loan repayment plans.
- *TS Media, Inc., Tavis Smiley Presents, Inc., and The Smiley Group, Inc. v. Public Broadcasting Service.* Case No. 2018 CA 001247 B (2020). Retained by PBS. Testified in court on employee misconduct in relation to organizations' brand equity and credibility.
- *Absorption vs. Reckitt Benckiser Group PLC.* Civil Action No. 2:17-cv-12872 (2019, 2022). Retained by Sheppard Mullin LLC. Testified by deposition and in court on marketing strategy, product introductions, brand extensions, channel design and channel power.
- *Grasshopper House, LLC v. Clean & Sober Media LLC, Cliffside Malibu and Richard L. Taite.* Civil Action No. 2:18-cv-00923-SVW-RAO (2019). Retained by Clean & Sober Media. Testified by deposition on brand harm and role of online reviews in consumer decision-making.

- *Hitachi Maxell, Ltd. v. Huawei Device USA, Inc. and Huawei Device Co., Ltd. Hitachi Maxell, Ltd. v. ZTE Corp. and ZTE USA Inc.* (2018). Retained by Hitachi Maxell, Ltd. Testified by deposition and in court on consumer awareness and perceived importance of smartphone/tablet features.
- *Federal Trade Commission v. DirecTV Corporation and DirecTV, LLC.* Case No. 3:15cv-01129 (2016-2017). Retained by FTC. Testified twice by deposition and in court on consumer comprehension of marketing and advertising materials.
- *Church and Dwight Co., Inc. v. SPD Swiss Precision Diagnostics, GMBH*, Civil Action No. 1:14 CV 585 (AJN) (2015, 2017). Retained by Proskauer Rose LLP. Testified twice by deposition and in court on consumer demand, decision-making & behavior and competitive strategy in home pregnancy test kits markets; misleading and deceptive advertising and harm.
- *Triumph International, Inc. and John Branca and John McClain v. GourmetGiftBaskets.com.* Case No. 2:16-cv-001315 (2016). Retained by *GourmetGiftBaskets.com*. Testified by deposition on consumer trademark confusion with respect to food products.
- *Mobilemedia Ideas LLC v. Apple Inc.* Civil Action No. 10-258-SLR (2016). Retained by Proskauer Rose LLP. Testified by deposition and in court on consumer usage, satisfaction and importance of smartphone features.
- *YETI Coolers, LLC, v. RTIC Coolers, LLC.* Civil Action Case No. 1:15-cv-00597 (2016). Retained by RTIC Coolers, LLC. Testified by deposition on the impact of trade dress and trademark use on consumer choice in the high-end cooler market.
- AAA No. 13 122 Y 02448 13 (*OLAV BERGHEIM and MORTEZA GHARIB, Claimants v. SIRONA DENTAL SYSTEMS, INC., and ARGES IMAGING INC.*) (2015). Retained by Arnold & Porter. Testified by deposition and at the arbitration panel on the impact of marketing strategy on the development of new markets and sales of the individual products in B2B high-tech markets.
- *Apple, Inc. v. Samsung Electronics Co, Ltd: Samsung Electronics America; Samsung Telecommunications America, LLC.* Case No. 12-cv-00630-LHK (2013-2014). Retained by Samsung. Testified by deposition and in court on consumer demand in smartphone and tablet markets.
- *Apple Inc. vs. Samsung Electronics Co, Ltd: Samsung Electronics America; Samsung Telecommunications America, LLC.* Case No. 11-cv-01846-LHK (2012-2013). Retained by Quinn Emanuel Urquhart & Sullivan, LLP. Testified by deposition on consumer demand in smartphone and tablet markets.

- *Viacom International Inc., MTV Networks and Harmonix Music Systems Inc. v. Activision Inc., Activision Publishing Inc. and RedOctane Inc.*, before JAMS Arbitration Panel, JAMS Reference No. 1220038389 (2008-9). Retained by Kirkland & Ellis, LLP. Testified by deposition on brand equity, brand positioning, communication strategies and likelihood of consumer confusion in video-games industry.
- Co-authored White Paper on economic theory and empirical & econometric research on national cable ownership limits (2007). Filed in FCC cable ownership proceeding. Retained by Comcast.
- *VISA U.S.A. v. First Data Corporation, First Data Resources Inc., First Data Merchants Services Corporation*, Case No. C02-1786 (PJH) (2005-6), Northern District of California. Retained by Bingham McCutchen, LLP. Testified by deposition on brand promise, brand equity, branding strategy, trademark infringement, consumer behavior and decision making in credit-card industry.
- *Barbara's Sales Inc. v. Intel Corporation, et. al.*, Case No. 02-L-788 (2004), Third Judicial Circuit, Madison County, Illinois. Retained by Korein Tillery. Testified by deposition on misleading positioning and advertising claims, branding strategy, consumer behavior and decision-making in high-tech product categories.