

Seminar leaders: 'The Power of Brands' 26 July 2005

John H. Roberts

John Roberts holds a joint appointment as Professor of Marketing at the Australian Graduate School of Management (AGSM) in Sydney and the London Business School. He completed his M.Sc. and Ph.D. at M.I.T. after a Master of Commerce and honours Arts degree at Melbourne University and twelve years senior marketing experience.

John has won the American Marketing Association's John A. Howard Award for the top marketing doctorate in the U.S., its William O'Dell Award for the most influential piece of research published in the *Journal of Marketing Research* five years previously, and its Advanced Research Techniques Forum Best Paper Award, as well as many other international prizes. He sits on the Editorial Boards of the *Journal of Marketing Research*, the *Journal of Forecasting*, *Marketing Science*, the *International Journal of Research in Marketing*, *Quantitative Abstracts in Marketing*, the *Review of Marketing Science* and the *Australasian Journal of Marketing*. His interests include marketing strategy, branding and new product development.

John has a keen interest in marketing practice and has extensive consulting experience. The consulting company that he founded, Marketing Insights Pty Ltd, became a leader in marketing strategy, branding and marketing analysis advice. It is now a part of A C Nielsen. John has worked with major multinationals in Europe, Australasia, and the United States including IBM, Accenture, Philips Electronics, General Motors, and Unilever. He has conducted workshops and training for a wide variety of product and service companies, both consumer and business to business.

He was Visiting Professor of Marketing at the Stanford Graduate School of Business from 1995 to 2002 and at the Massachusetts Institute of Technology in 2005. At the AGSM he is a recipient of the Distinguished Teacher Award and is the Director of the Centre for Applied Marketing. John was elected a Scientia Professor in the University of New South Wales in 2004, an honour reserved for the leading twenty professors within the University. He is one of two dozen Academic Trustees of the Marketing Science Institute, the top international industry-academic liaison group based in Cambridge, Massachusetts.

Pamela D. Morrison

Pam Morrison is Associate Professor in marketing at the University of New South Wales in Sydney. She completed her Ph.D. at the Australian Graduate School of Management after completing an undergraduate degree in economics at the University of Queensland, a graduate degree in commerce at the University of New South Wales, and ten years senior business experience in government. She also has extensive consulting experience in the consumer packaged goods market, the Australian information processing industry, and business consulting firms. Pam has played a principal role in the development and implementation of customised marketing simulations for large Australian companies. She is a Director of Marketing Focus (NSW) Pty Ltd, a firm specialising in marketing support and forecasting consulting. Her research has been published in *Marketing Science*, *Management Science*, *Research Policy*, *Journal of Business Research* and the *Australasian Marketing Journal*. Pam has won the Advanced Research Techniques Forum Best Paper Award and was Runner Up in the Inaugural Marketing Science Practice Prize. Her research interests include the diffusion and adoption of innovations, new product development issues, marketing strategy and branding.



The Marketing Science Institute (MSI)

MSI was founded in 1961 by Thomas McCabe Sr., President of Scott Paper and former Chairman of the U.S. Federal Reserve Board and others from industry and academia. It was formed to provide a bridge between marketing as practiced in leading companies and academic thought leaders.

Over the years MSI has been a pioneer, contributing to advances in marketing that have benefited both communities. In the 1960's MSI contributed to the development of multidimensional scaling and other techniques to measure buyer's perceptions and preferences. In the 1970's, MSI became the locus for the General Electric company originated Profit Impact of Market Strategy program which has provided insights into factors which contribute to profitability. MSI published the proceedings of the first Marketing Science Conference, sponsored by ORSA and TIMS. In the 1980's MSI conferences on market orientation and brand equity launched multiyear major research streams in these areas, again with significant benefit to both industry and academic communities. Currently, MSI is driving advances in marketing metrics.

Since its founding, MSI has produced over 600 research reports, providing a substantial body of knowledge that benefits both leading companies and academia.