Anne Stringfellow, Ph.D.

Academic Director for EMBA Programs - Arizona & Europe
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About Thunderbird:

Thunderbird is the world's No. 1-ranked school of international business with more than 65 years of experience in developing leaders with the global mindset, business skills and social responsibility necessary to create real, sustainable value for their organizations, communities and the world. Dedicated to preparing students to be global leaders and committed global citizens, Thunderbird was the first graduate business school to adopt an official Professional Oath of Honor. Thunderbird's global network of alumni numbers 40,000 graduates in 147 nations worldwide. The school is sought out by graduate students, working professionals and companies seeking to gain the skills necessary for success in today's global economy.

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Areas of Expertise:

Customer-relationship management (CRM), International market research and analysis for new product design and new market entry, Cross-functional and cross-cultural product development teams

Courses:

Analysis for Strategic Marketing, Global Economics, Global Marketing Management, Global Marketing Research, Global Political Economy, Marketing Research

Anne Stringfellow, Ph.D., is an associate professor of global marketing at Thunderbird School of Global Management who boasts extensive study, research and teaching in South Africa and the U.S. Her ongoing research is globally recognized and is timely in several areas of critical business study, including offshore call centers on customer service quality.

She is well respected in the global arena and her areas of expertise have been nurtured during a lifetime in which she has experienced the business cultures while living and working in her native England, South Africa, Swaziland, the Czech Republic, Switzerland, South Korea and the U.S. Included in Dr. Stringfellow's expert subject areas are customer-relationship management (CRM) and market research and analysis for new product design and new market entry. She has also conducted studies on improving the effectiveness of multicultural teams, as well as investigating the factors that drive product development success in different areas of the globe.

In research and writings, Dr. Stringfellow's substantial body of work has been recorded in academic and professional journals that are among the leading publications in the industry: Management Science, Journal of Operations Management, Journal of Retailing, Journal of Product Innovation Management, Business Horizons, Global Vista, and the Journal of African Business. She has collaborated with Emory University Caldwell Research Fellow Sandy Jap on a

chapter, "Leveraging Marketing's Influence in Team and Group Settings," for a book titled, "Does Marketing Need Reform?" published in 2006. In 2003, she and Thunderbird Associate Professor of global marketing Sundaresan Ram co-authored "The Impact of Virtual Teams on Global Product Development," for the Global Business and Technology Association I conference in Budapest.

Before joining the Thunderbird faculty, Dr. Stringfellow was a principal at BNA Consulting in Salt Lake City, a major provider of electrical consulting services to federal and local government agencies, institutions, and private and public corporations. She also served as a senior engineer in Johannesburg, South Africa, for ESKOM, a company that provides 95 percent of the electricity in that country.

She has won numerous honors and awards, including Thunderbird's Faculty Senate Research Award (2005), the Thunderbird Hacker Award for Teaching and Research (2001), American Marketing Association Phoenix Educator of the Year Award (2000), Institute for the Study of Business Markets Research Fellowship (1997), and the Proctor & Gamble Marketing Research Innovation Award (1997).

Dr. Stringfellow earned her Ph.D. in marketing from the University of Florida where she received a Grinter Fellowship for exceptional graduate students. She received her executive MBA from the University of Utah and her BS in electrical engineering and a graduate diploma in engineering from the University of the Witwatersrand in Johannesburg.