John Zerio, Ph.D.

Associate Professor of Global Marketing

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:

Global marketing, Global sales, Consumer and industrial products in foreign markets, E-commerce

Courses:

Global Business Marketing, Global Sales Management, Global Marketing Strategy, Selected Topics: Digital Marketing, Sustainable Development in Practice: Brazil

John Zerio, Ph.D., is an associate professor of global marketing at Thunderbird School of Global Management and the academic director of Thunderbird's global marketing program. He speaks four languages - English, Portuguese, Spanish and French - and his extensive global experience as a consultant to multinational corporations in Brazil, Japan and Mexico and as an educator at universities in Mexico, Chile, Ecuador and Brazil, have earned him an enviable international reputation.

As a noted teacher, researcher and expert in international business-to-business marketing, global sales and recognition, and electronic commerce, Dr. Zerio is highly sought-after as an executive education leader who has taught and directed in-house programs for such heavyweight enterprises as Vitro S.A. in Mexico, Scott Paper, Warner Lambert, Pharmacia and Upjohn. Relative to his expertise in electronic commerce, Dr. Zerio focuses on the study and understanding of how professional buyers work online, including the formulation of their searches, what keywords they use, and their fundamental jargon.

A native of Brazil, he has contributed numerous articles to leading academic and professional journals, including Journal of Teaching International Business, International Executive, Comercio Exterior - Mexico, Revista Mexicana de Economica and Thunderbird International Business Review. He has made presentations to conferences of the Academy of International Business, Conference

for International Competitiveness, Business Association for Latin American Studies, and the World Association for Case Method Research and Application. Dr. Zerio has also submitted competitively reviewed research papers at conferences of the International Management Development Association, International Council for Innovation in Higher Education, Southwest Marketing Association, Academy of International Business, and the Business Association for Latin American Studies.

Prior to joining the Thunderbird faculty, and upon receiving his MBA from Escola de Administracao de Empresas in Brazil, Dr. Zerio served as a manager in international market development with Philco-Ford do Brasil S.A. where he gained extensive expertise in the development of foreign markets for consumer and industrial products. He worked primarily within the geographies of South America and Africa, establishing distribution systems in countries including Argentina, Paraguay, Bolivia, Chile, Columbia, Venezuela, Nigeria, Zaire, Cameroon and Ghana.

Additionally, Dr. Zerio served as a director at Victor Trading Corporation in Washington, D.C., designing import and distribution strategy for Paraguayan lumber and lumber products in the U.S., and developing export programs for toiletry companies in Latin America.

Dr. Zerio was awarded his Ph.D. in business administration, with a concentration in international marketing, at Syracuse University in 1986 and an MA in international affairs from Johns Hopkins University's School of Advanced International Studies in 1982. He received his MS in information management from Arizona State University in 2002. He earned both his MBA and MS at Escola de Administracao de Empresas in Sao Paulo, Brazil, in 1976.