Dennis Guthery, Ph.D.

Professor Emeritus - Goodyear
Professor of Industrial Marketing

Dennis Guthery joined the Thunderbird faculty in the fall of 1983 as an associate professor of marketing. When he retired in 2005 he held the title of Goodyear Chair of Business-to-Business Marketing. He earned his B.S. degree in geography and his M.S. degree in marketing, both from Auburn University. He earned his Ph.D. in Marketing from Michigan State University. Before coming to Thunderbird Dr. Guthery taught at the graduate program in business administration at the Federal University of Rio Grande do Sul, Brazil, and at Auburn University - Montgomery.

He is a former editor of The International Executive and a former president of the Business Association of Latin American Studies. He has been a consultant or research project coordinator for several multinational corporations and organizations, including Teledyne, General Motors, 3M and the United Nations. Dr. Guthery has worked in Brazil, Russia, Pakistan, France and Mexico.

He maintains an active research agenda and has coauthored articles on success factors for Brazilian exporters in the Journal of Global Marketing (2006), the International Journal of Business Strategy (2007), and the European Journal of Management (2008). He serves on the editorial review board of the Journal of Economic Perspectives and the Latin American Business Review.

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