



Richard Ettenson, Ph.D.

Associate Professor of
International Marketing
Thelma H. Kieckhefer Research
Fellow in Global Brand Marketing



Areas of Expertise:

- **Brand Management**
- **Global Brand**
- **Strategy International**
- **Marketing**
- **Customer Decision Behavior**
- **Marketing Strategy**

About Thunderbird:

Thunderbird is the world's No. 1-ranked school of international business with more than 60 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 is sought out by graduate students, working professionals and companies worldwide seeking to gain the leadership skills they need to succeed in today's global economy.

For more about Dr. Ettenson, visit www.thunderbird.edu/knowledgenetwork.

www.thunderbird.edu

Richard Ettenson, Ph.D., is Associate Professor and Keickhefer Fellow of Global Business, Global Business Faculty at the Thunderbird School of Global Management. His areas of research and expertise include helping companies align their business strategy, marketing strategy and brand strategy to win in the global arena. Professor Ettenson is also a Senior Partner in Type2 Consulting, a top echelon business consultancy based in New York City.

A multiple winner of Thunderbird's "most valuable and effective professor" award, Professor Ettenson has extensive MBA, corporate learning and consulting experience and has delivered highly impactful programs on five continents to MBAs and senior executives from a wide range of world class global enterprises, including among others, Intel, LG Electronics, ExxonMobil, Amway, Brasil Telecom, China Telecom, Honeywell, Raytheon, McDonalds, Bayer AG, Dow Chemical, BP, Volvo, Delta Airlines, Best Western, Briggs & Stratton, Acer Computers, and the Danone Group.

Professor Ettenson has published extensively and has produced over 90 articles, book chapters, and international conference presentations. These include articles in leading thought leadership outlets such as *Harvard Business Review*, *The Wall Street Journal*, *MIT Sloan Management Review*, *Financial Times*, *Ad Age*, as well as publications in top tier academic journals such as *Journal of Marketing*, *International Marketing Review*, *Journal of Business* and *Journal of Business Venturing*. An entrepreneur who founded a market research firm and three other start-ups (one of which he served as CEO), he regularly consults with industry and has served on the editorial boards of the *Journal of Retailing*, *Journal of Consumer Marketing* and *International Marketing Review*. He currently serves on the Board of Directors of Adaptive Technologies Inc.

Professor Ettenson has also served as a Senior Technical Advisor in the United Nations Development Program (for business and marketing strategy) in China and has been an Invited Research Scholar at the following institutions: The Institute for Economics and Forecasting, Russian Academy of Sciences, Moscow; School of Management, Warsaw University, Poland; Institute for Economics and Market Research, Hungarian Academy of Sciences, Budapest; and the School of International Business, Nanjing University, China.

Prior to joining Thunderbird in 1999, Professor Ettenson served on the faculties of The Graduate School of Business at the University of Chicago, The University of Maryland, College Park, and Georgetown University. He also served as an Associate Professor and Head of the Marketing Area in The School of Business at Bond University in Australia. Professor Ettenson and his family are all dual citizens of Australia and the U.S. and in 2008 he won a Gold Medal for basketball at the World Masters Games in Australia.