***A brief look from a longer term view:***

**Teaching: I have been teaching for over 40 years beginning with basic stats and decision theory as a doctoral student and including 27 different preps varying from stats to marketing, Industrial mktg, multivariate analysis, structural equations modeling, operations research, information systems, pricing and many variations of innovation and new product development. I have written 5 books for use in NPD courses and have participated in over 135 doctoral dissertations, 41 as chair and the rest as a cmte member or outside examiner. I have served as outside examiner on every continent excepting Antarctica. I taught for 7.5 years at McGill in Montreal and 4 summers at Virtschafts Universitat Wien; thus I have reasonable global exposure; including consulting for more than a dozen non-US firms. Former doctoral students have a tenure accomplished rate on their first job of over 94%. Almost 44% of my doctoral students were female—2 are current provosts and 3 are deans.**

**Research: I have published at least 390 refereed journal articles and proceedings (Ref: Google Scholar and Hartzing reviews. These publications have generated an H-Index of 59 as of April 20, 2013. This compares very favorably with most chaired professors in the Big 10. The majority of these publications were with doctoral students current and former, thus an integration of scholarship and launching of PhD graduates has persisted since I became an assistant professor in 1976. 31% of these publications crossed disciplines out of Marketing. I have won over 50 awards for research & publications; and am ranked 2nd worldwide in NPD research productivity.**

**Service I have served on 36 different journal editorial boards covering marketing, international business, management science, applied statistics, information systems, supply chain management and management/strategy. I have been associate dean for PhD and research at McGill; Senior associate dean for graduate study and director of the Center for Business and Economic Research at the University of Kentucky and Senior Associate dean at MSU as well as dept chair of marketing. I have served on over 60 committees during my career and 29 of these assignments had me as chair, and many assignments were for more than 1 academic year. I have served as marketing PhD director for over half of my career.**

**I currently serve on boards of ACAPPP (Criminal Justice); Julian Samoran Institute (Latino Studies); CSTAT (Statistics Dept) and The Demmer Center.**

**I have had honorary appointments in Economics, Information Systems, Latino Studies, and Management. I have had joint regular appointments with Tenure in Management Science (McGill) and Decision Sciences (U of Kentucky). Thus I am reasonably intellectually robust in my reading, scholarly works, and interactions with colleagues and doctoral students.**