BIOGRAPHICAL STATEMENT FOR R. DALE WILSON

R. Dale Wilson is Professor of Marketing, Department of Marketing, Broad College of Business, Michigan State University. He specializes in Data Science in Marketing. His current interests focus on predictive analytics and their use in developing data-driven strategies in marketing. His work involves the statistical analysis and interpretation of marketing data in a way that drives marketing strategy development and decision making and thus provides a competitive advantage.

Dr. Wilson received his Ph.D. in marketing from The University of Iowa, his MBA from the University of Toledo, and his BBA from Ohio University (all with honors). He previously served on the faculties at Penn State University (Assistant Professor) and Cornell University (Visiting Associate Professor), and he was Vice President and Director of Marketing Sciences at BBDO, Inc. (a major New York-based international advertising agency). While at BBDO, Dr. Wilson was responsible for building and implementing advertising and marketing decision models for Armstrong World Industries, Black & Decker, DuPont, General Electric, Gillette, Lever Brothers, PepsiCo, Pillsbury, and the Wm. Wrigley Jr. Company as well as many other domestic and international clients. Overall, he has worked on marketing research/modeling or marketing strategy/tactics projects with over 60 companies and over 80 different brands.

He has published well over 100 refereed journal articles and conference papers, and his work has appeared in publications such as *Journal of Marketing*, *Marketing Science*, *Journal of Marketing Research, Journal of Advertising*, *Journal of Retailing*, *Journal of International Marketing*, *Industrial Marketing Management*, *Journal of Business Research*, *Journal of Business & Industrial Marketing*, *Journal of Current Issues and Research in Advertising*, *Research in Marketing*, *Competitiveness Review*, *Services Marketing Quarterly*, and *Journal of Global Information Technology* among others. He is a regular contributor to the ISBM and CBIM academic conferences, both of which are focused on B2B marketing.

Dr. Wilson's primary areas of expertise include marketing analytics, marketing research and modeling, marketing communication, marketing strategy, brand management, and new product forecasting. His recent interests include the use of data mining, artificial neural network models, interactive databases, web analytics, the lead generation process, and trade show communication. Dr. Wilson is a frequent speaker at national conferences on marketing and advertising; and he was the editor of marketing for *Interfaces*, an applications-oriented journal in the area of management science/operations research, for nearly seven years. He has been an editorial board member or manuscript reviewer for 24 marketing and advertising journals and numerous national conferences. Along with Lewis G. Pringle and Edward I. Brody, Dr. Wilson received a Certificate of Recognition from The Institute of Management Sciences for his article in the area of new product analysis and forecasting, which appeared in *Marketing Science* as the lead article in the first issue (volume 1, issue 1, page 1). He served as chair of the American Marketing Association Faculty Consortium on the topic of marketing research. In an article published *Marketing Educator* (Summer, 1997), Dr. Wilson was named one of the 108 "Best Researchers in Marketing." He received an IBM Faculty Award to study web analytics data and their impact on internet marketing for B2B firms.

Dr. Wilson's teaching experience includes M.B.A., Executive M.B.A., M.S. in Marketing Research, and Ph.D. courses in marketing analysis and modeling, multivariate data analysis, marketing communication, and marketing strategy. He has participated as an instructor in executive management programs at MSU and elsewhere. Other activities include Faculty Coordinator of the Broad School MBA Program's Case Competitions and the Big Ten Case Competition Team (2010-2014), Chair of an MBA Curriculum Redesign Team that was responsible for implementing changes in the Broad School MBA Program, and the Broad School Dean Search Committee. He was one of three faculty who developed our MSMR program and won the Richard J. Lewis Quality Award for doing so. He is former chair of the Department of Marketing (2012-2015).

Currently, he is active in the Department of Marketing's MBA concentration, the MBA Insights and Analytics area of interest, and the M.S. in Marketing Research (MSMR) program. He currently teaches three courses to MBA and MSMR students – Marketing Research for Decision Making (MKT 806), Marketing Analysis (MKT 816), and Advanced Marketing Research (MKT 819).

Dr. Wilson has served as an active consultant to industry and worked with clients such as The Educational Institute of the American Hotel & Motel Association; Young & Rubicam, BBDO Chicago; Chrysler Motors; Pepperidge Farm Company; Amway; Libbey-Owens-Ford, General Electric; The Stroh Companies Inc.; The United Way (National Headquarters Office); Yankelovich Clancy Shulman; Kennedy Research, Inc.; Holiday Inns, Inc.; AT&T; and the State of Michigan Department of Commerce, several marketing research firms, and numerous small- and medium-sized businesses.

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