



Keegan & Company LLC

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Dr. Warren J. Keegan

Fellow, Academy of International Business

Education

- Doctor of Business Administration, Harvard University
- Master of Business Administration, Harvard University
- MS, Economics, Kansas State University
- BS, Economics, Kansas State University

Academic Appointments—Full Time

- Distinguished Professor of Marketing and International Business, Pace University, Lubin School of Business. Teach in MBA, Doctoral, and Executive programs.
- MarkPlus Global Institute, Singapore, Chairman. Responsible for professional post graduate education program of the Institute.
- New York University, Graduate School of Business Administration, Visiting Professor of Marketing. Taught in MBA, PhD and Undergraduate programs.
- The George Washington University, School of Government and Business Administration, Professor of Business Administration. Taught in MBA, Doctoral, and Executive programs.
- Baruch College, City University of New York, Associate Professor of Marketing; Professor. Taught in MBA and PhD programs.
- Columbia University, Graduate School of Business, Assistant Professor; Associate Professor. Taught in MBA, PhD and Executive programs.
- Harvard Business School, Research Associate, Multinational Enterprise Research Project. Project Director: Professor Raymond Vernon.
- University College, Dar es Salaam, Tanzania, Lecturer in Public Administration.
- Sloan School of Management, MIT, Research Assistant.

- IMD formerly IMEDE, (Institute pour l'Etude des Methode de Direction de l'Enterprise)), Lausanne, Switzerland. Research Associate. Assisted Professor David S. R. Leighton in teaching in IMEDE Executive Program and on consulting assignments. Wrote 14 cases, published in D.S.R. Leighton, International Marketing, McGraw Hill.

Academic Appointments—Visiting, Current and Former

- Cranfield University School of Management (UK), Visiting University Professor; CEIBS (China European International Business School), Shanghai, Professor of Marketing and International Business.
- ESSEC, Cergy - Pontoise, France. Visiting Professor of Marketing and International Business.
- CEIBS (China European International Business School) Shanghai
- The Wharton School of the University of Pennsylvania, Visiting Professor, Aresty Institute of Executive Education.
- Columbia Business School, Adjunct Professor of International Business, Executive Degree Program for Managers.
- Stockholm School of Economics, Visiting Professor.
- Emmanuel College, Cambridge (UK). Visiting Professor. International Marketing Program.
- University of Hawaii, Advanced Management Program. Professor.
- INSEAD, Fontainebleau, France. Visiting Professor of Marketing; Director European Marketing Program.

Business Experience

Warren Keegan Associates, Inc. (current)

Consultants to senior management in strategic management and global business and marketing strategy. Confidential strategic advisor to CEO's.

Keegan & Company LLC (current)

Litigation consulting and expert testimony in state and federal courts and before administrative agencies.

MarkPlus Global Institute, Singapore, Chairman

Responsible for professional post graduate education program of the Institute.

Douglas A. Edwards, Inc., Chairman

Leadership responsibility for formulating and implementing business strategy that positioned firm as a unique provider of corporate real estate services in the New York market.

Arthur D. Little

Staff consultant and faculty member of ADL Institute.

Boston Consulting Group

Client assignments in corporate strategy development and implementation. Worked closely with founding partners: Bruce Henderson, Jim Abegglen, Si Tillis and Art Contas.

Government of Tanzania, MIT Fellow in Africa

Assistant Secretary, Ministry of Development Planning and Executive Secretary, Economic Development Commission. Member of team which prepared a national Five Year Economic and Social Development Plan.

General Motors Corporation

Marketing Staff, Pontiac Motor Division. Reported to national sales manager.

Professional Association & Editorial Activities

Academy of International Business—Fellow of the Academy (a lifetime appointment), former officer, active Board Member, and National Program Chairman. Chairman of the Membership Committee of the AIB Fellows.

American Marketing Association—Former Officer, active in national program planning.

Editorial Advisory Board—Cranfield School of Management and Financial Times Management Monograph Series.

General Advisory Board—International Business and Investing in Russia, The Haworth Press.

Marketing Science Institute—Former Co-chairman of research workshops on Global Product Management.

Editorial Advisory and Review Boards (former and current)

- Journal of International Marketing
- Journal of Marketing
- Journal of Segmentation in Marketing

- Journal of International Business Studies
- The Global Economic Quarterly
- Columbia Journal of World Business
- Journal of Business
- Journal of Asia-Pacific Business
- Journal of Marketing Practice
- Applied Marketing Science
- Detroit Journal of Multinational Business
- International Journal of Medical Marketing
- The Academy of Marketing Science Journal

Selected Publications

Keegan, Warren J. and Mark Green, *Global Marketing, Fourth Edition*, Chinese Simplified Translation, China Renmin University Press, Hong Kong, Pearson Education Asia Ltd, 2005.

Keegan, Warren J. *Global Marketing Management, Seventh Edition*, Portuguese Translation, Prentice Hall, 2005.

Global Marketing, Fourth Edition, with Mark C. Green, Upper Saddle River, NJ, Prentice Hall, Inc., 2004.

Offensive Marketing: An Action Guide to Gaining the Offensive in Business, First Edition, with Hugh Davidson. Elsevier, Butterworth Heinemann, 256 pages, 2004.

The New Landscape of Global Marketing: Winners and Losers in the 21st Century. Special World Marketing Association Edition, Singapore Nanyang Business Review, Vol. 2 No. 1 January–June 2003.

Global Marketing Management, Seventh Edition, Prentice Hall, Inc., part of Prentice-Hall series in marketing, Philip Kotler, Editor, 2002.

Global Income and Population 2002 Edition: 2002 and Projections to 2010 and 2020, Center for Global Business Strategy, Lubin School of Business, Pace University, New York, New York, 2002.

Marketing Plans That Work: Targeting Growth and Profitability, Second Edition, with McDonald, M. H. B, Butterworth-Heinemann, 2002.

Global Marketing Management: A European Perspective, with Bodo Schlegelmilch, Harlow, England: Pearson Education, 2001.

Global Marketing, Second Edition, with Mark C. Green, Prentice Hall, Inc., 2000.

Princípios de Marketing Global, with Mark C. Green, São Paulo, Brasil: Editora Saraiva, 1999.

Fundamentos de Mercadotecnia Internacional, with Mark C. Green (Primera edición ed.) Naucalpan de Juárez, Edo. de México: Prentice-Hall Hispanoamericana, S.A., 1998.

Principles of Global Marketing, with Mark C. Green, Upper Saddle River, New Jersey: Prentice Hall, Inc., 1997.

Global Marketing Management, Canadian Edition, with F.H. Rolf Seringhaus, Scarborough, Ontario: Prentice-Hall Canada Inc., 1996.

Marketing, Canadian Edition, with Sandra E. Moriarty, Thomas R. Duncan and Stanley J. Paliwoda, Scarborough, Ontario: Prentice-Hall Canada Inc., 1995.

Marketing, Second Edition, with Sandra Moriarty and Tom Duncan, Prentice Hall, Inc. 1995

Marketing Sans Frontières, with Jean-Marc De Leersnyder, Paris: InterEditions, 1994.

Advertising Worldwide, with Marieke de Mooij, Prentice Hall, Ltd, 1991.

Judgments, Choices and Decisions: Effective Management Through Self-Knowledge, New York, John Wiley & Sons, 1984.

Keegan Type Indicator and Guide to Type, Warren Keegan Associates Press, 1983.

Case Studies in the Management of Economic Development, Oxford University Press. 1968.

Numerous articles in the Harvard Business Review, Journal of Marketing, Administrative Science Quarterly, Journal of International Business Studies, Columbia Journal of World Business, Executive, Long Range Planning, Planning Review, International Marketing Review, and other magazines and journals.

Directorships and Advisory Boards (Current and Former)

Independent Commissioner: PT Indofood Sukses Makmur (Jakarta), Director: The S. M. Stoller Corporation; The Cooper Companies, Inc.; Inter-Ad, Incorporated; American Thermal Corporation, Inc.

International Advisory Board of École des Hautes Études Commerciales (HEC), Montreal, and the Talaga Bestari Learning Center, Jakarta, Indonesia. Board of Governors, World Trade Council of Westchester, Harvard Club of Westchester.

Honors & Awards

- Distinguished Professor, Lubin School of Business, Pace University. This is a five year Presidential appointment based on the recommendation of the graduate faculty and Dean of the Lubin School of Business and approved by the University Provost for the period September 1, 2002 to August 30, 2007. The appointment is based on Dr. Keegan's global academic reputation in strategic marketing and international business and his exemplary performance and outstanding contributions to the University and School.
- Fellow of the Academy of International Business. One of 50 scholars in the world recognized for outstanding contributions and significant development of knowledge in the field of international business.
- Individual Eminent Person (IEP) Appointed by Asian Global Business Leaders Society (Other awardees include: Noel Tichy, Rosabeth Moss Kanter and Gary Wendt). Inducted February 2000.
- Selected as International Marketing Author of American Marketing Association Dictionary of Marketing Terms, First and Second editions, American Marketing Association, 1988, 1995.
- Honorary member, Indonesian Marketing Association and Asian Marketing Federation.
- "Multinational Product Planning: Strategic Alternatives" (cited as one of the 150 books and articles that have had the most impact on the marketing discipline) in Larry M. Robinson and Roy D. Adler, Marketing Megaworks, New York: Praeger Publisher, 1987, pp. 86-87.
- First Prize in Pace University's Annual Contest for Best Faculty Publication for Judgments, Choices, and Decisions, John Wiley & Sons.

Offices

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Dr. Eli Seggev

Education	1969	Syracuse University	Syracuse, NY
	<ul style="list-style-type: none">▪ Ph.D. in Marketing and Quantitative Methods▪ Recipient of American Marketing Association Dissertation Award (1969)		
	1965	University of Michigan	Ann Arbor, MI
	<ul style="list-style-type: none">▪ MBA		
	1963	Hebrew University	Jerusalem, Israel
	<ul style="list-style-type: none">▪ B.A., Social Sciences		
Business Experience	2000-Present	Keegan & Company LLC	Rye, NY
	<i>Senior Expert Consultant</i>		
	<ul style="list-style-type: none">▪ Testify regarding consumer confusion, trade dress, dilution, consumer behavior, secondary meaning, and other consumer research issues.		
	1985-2001	Marketing Strategy and Planning	New York, NY
	<i>Founder and CEO</i>		
	<ul style="list-style-type: none">▪ Developed the company into a technologically leading-edge marketing research firm providing computer simulation and other advanced information technology services to industry.▪ Served wide range of clients, including: IBM, AT&T, Chase, Subway, SunGard, Lear Jet, and many others.▪ Sold the company to Market Facts, one of the top U.S. marketing research firms, in 1999.		
	1982–1984	Business Decisions, Inc.	New York, NY
	<i>President</i>		
	<ul style="list-style-type: none">▪ Business Decisions, Inc. was the reincarnation of Marketing Systems, Inc., (see below), reflecting the U.K. parent brand.		

1980–1982 Marketing Systems, Inc. New York, NY
Founder and CEO

- Established a marketing research company dedicated to providing brand management information and consulting when brand management began to take hold in marketing management.
- Served clients such as: Seagram, Cessna, Miles Laboratories, Imperial Tobacco, and many others.
- Agreed to be acquired by AIDCOM International, a U.K. company seeking a U.S. presence.

1977–1980 Independent Consultant. New York, NY

- Private consultant to companies regarding consumer research and marketing.

1976–1977 Decisions Center, Inc. New York, NY
Senior Project Director

1975–1976 Benton and Bowles Advertising New York, NY
Associate Research Director

1973–1975 Audits and Surveys, Inc. New York, NY
Project Director

**Academic
Experience**

1982–1992 Pace University New York, NY
Associate Professor of Marketing, Lubin Graduate School of Business

1975–1982 Baruch College New York, NY
Associate Professor of Marketing

1971–1972 Tel Aviv University Tel Aviv, Israel
Visiting Lecturer in Marketing, Recanati School of Business

1970–1975 C.W. Post University New York, NY
Associate Professor of Marketing, Graduate School of Business

1969–1970 Syracuse University Syracuse, NY
Assistant Professor of Marketing, School of Management

**Selected
Publications**

Values Added from Internet Research, ESOMAR Net Effects⁴ Worldwide Internet Conference, 2001, with C. Eichman, A. Mezzasalma and G. Licastro.

Marketing Research—the Marketing Strategy Engine, The Institute of International Research Conference: Customer Marketing for Newly Deregulated Industries, 1998.

The Pickax, The Shovel, The Bulldozer and the Head Lamp, Working Paper, 1998.

Fusing Attitudinal and Behavioral Data in Data Mining, Working Paper, 1998.

Gaining Competitive Advantage Through Customer-Focused Marketing, Idaho and Montana Banker Association Annual Convention, 1997.

A Role in Flux, Marketing Management, 1995.

Getting the Most Out of Your Customer Satisfaction Measurement, Consumer Banking Digest, 1993.

Advertising Effectiveness Measurement for Contribution-Based Compensation, Journal of Advertising Research, 1992.

Testing the Strategic Fit of Financial Services Advertising, Advertising Research Foundations Key Issues Workshop, 1983.

Testing Persuasion by Strategic Positioning, Journal of Advertising Research, 1982.

Brand Assortment and Consumer Brand Choice, Journal of Marketing, 1970.