

**Larry Chiagouris**  
**BrandMarketing Services, Ltd.**  
917.902.2610; [lchiagouris@aol.com](mailto:lchiagouris@aol.com)

**Summary Statement:** Called an “all star” market researcher, a “branding guru”, and a “consumer behavior expert” by the media. Marketing expert with particular expertise related to market sizing/survey research, consumer behavior, Internet marketing, advertising/branding, and intellectual property. Unique combination of senior expert witness and consultant bringing both senior industry client side and agency executive experiences for Fortune 500 companies as well academic work at leading graduate schools of business. Combines senior and significant business experience in several industry sectors with the clarity required in explaining difficult concepts and theories to people not familiar with marketing concepts. Extensive experience in providing written opinions, rebuttals to opinions, testimony in court, arbitration proceedings and depositions.

**SAMPLE OF INTERVIEW AND SPEAKING STYLE**

*Note:* Attorneys interested in observing a sample of my interviewing style can review an interview that was provided in conjunction with a recent guest appearance on the NBC Today Show. By clicking on the following link (or putting the following link in a browser), an excerpt from the Today Show interview can be reviewed under the topic “retail store secrets revealed”:

<http://today.msnbc.msn.com/id/26184891/vp/29567336#29567336>

**EDUCATION**

- Ph.D., – Marketing and Buyer Behavior, The City University of New York
- M.Phil., – Business, The City University of New York
- A.P.C., – Marketing, New York University Stern School of Business
- M.B.A., - Industrial Psychology, Baruch Graduate School of Business, City University of New York
- B.S., - Economics, Magna Cum Laude, New York University Stern School of Business

**WORK EXPERIENCE**

**Industry Experience**

Senior Partner and Managing Director, BrandMarketing Services, Ltd.,  
1994 to present, Marketing and advertising consulting firm  
organized to provide expert witness services to law firms and  
strategic consultation to Fortune 500 and emerging growth

companies. Key litigation support has involved class actions suits representing both plaintiff and defendant. Provision of expert opinion for cases involving Coors Brewing, Avis Rental Car, Sprint and Fruit of the Loom. Key industry consultation has involved Merrill Lynch, McDonald's, Marriott, Prudential, AT&T, JP Morgan Chase, L-3 Communications, Grey Advertising, US Army National Guard, TMP Worldwide and Visa International.

Vice President and Chief Marketing Officer, eCode.com, 2000-2001, responsible for all marketing, business development and marketing communications related initiatives for Silicon Valley startup.

Vice President and Director of Strategic Planning and Research, Starz Encore Movie Group, 1998-2000, responsible for all strategic development business issues, marketing, and marketing communications related initiatives for international media company.

Executive Vice President of Creamer Dickson Basford Public Relations and President of CDB Research and Consulting, a subsidiary of Creamer Dickson Basford, 1994-1998. Served in the capacity of Executive Vice President and Director of Client Services of top ten public relations firm and also President of its subsidiary, CDB Research & Consulting. In this dual capacity, directed client pr programs in a wide variety of industries and also directed client consulting engagements with Fortune 500 companies.

Executive Vice President, Backer Spielvogel Bates (now organized as Bates Worldwide Advertising), 1991 to 1994  
Served in the capacity of head of strategic planning and research services for the agency and its clients.

Senior Vice President, Bozell Jacobs Kenyon and Eckhardt Advertising, 1989 to 1991.  
Served in the capacity of head of strategic services for the agency and its clients.

Vice President, Grey Advertising, 1983 to 1989  
Directed group of account planners and market researchers addressing high technology and packaged goods clients.

Manager, AT&T, 1975 to 1983  
Hired on the fast track high-risk high reward program, progressing through wide variety of functional assignments, including econometrics, finance, technology planning (working with Bell Labs), manufacturing and marketing planning related to product demand and cross elasticity of demand.

## **Academic Experience**

Associate Professor of Marketing, Lubin School of Business, Pace University in New York City, 2002-Present. Full-time tenured Associate Professor. Courses taught: New Product Development,

Advertising and Promotion (Including Intellectual Property and Trademark/Copyright Issues), Media Planning and Buying, Advanced Marketing Management, and eCommerce at the graduate level.

Adjunct Professor of Marketing, Nova Southeastern University, H. Wayne Huizenga School of Business Doctoral Program, 1991 - 2007

Adjunct Professor of Marketing, New York University Graduate Stern Graduate School of Business, 1989 - 1991

### **PROFESSIONAL RECOGNITION**

- Award Recipient from the US State Department: Requested to deliver lectures to business leaders of other countries on “Branding in the New Media Environment”
- Selected to attend Harvard University Annual AMA Doctoral Consortium
- Voted by *Agency Magazine* as one of the ten “all stars” in advertising research
- Editorial Review Boards: Marketing Management, Journal of Advertising Research and Journal of Internet Commerce
- Inducted into Beta Gamma Sigma National Honors Society
- Appointed AMA representative to U.S. Bureau of the Census for Census 2000
- Former Chairman of the Board of the Advertising Research Foundation
- Former Member of the Board of Directors of the American Marketing Association and President, New York Chapter
- Winner of three Effie Awards for advertising effectiveness
- Appointed industry judge at Public Relations Society of America Silver Anvil Awards
- Served as faculty member for American Marketing Association’s Advanced School of Marketing Research
- Presenter at numerous proceedings and conferences to include American Psychological Association Consumer Psychology Division, Consumer Electronics Show, Comdex, American Marketing Association, Direct Marketing Association, Public Relations Society of America, Institute for Broadcasting and Technology, Pharmaceutical Marketing Research Association, Advertising Research Foundation

### **PUBLICATIONS DURING THE PREVIOUS 10 YEARS**

#### **Refereed Articles**

1. Lantieri, Tara, Chiagouris Larry **Brand Trust in an Age Without Trust: Expert Opinions**  
*Journal of Consumer Marketing: Vol. 26, No. 2, 2009*
2. Ray Ipshita, Chiagouris Larry **Consumer Retention: Examining the Roles of Store Affect and Store Loyalty as Mediators in the Management of Retail Strategies**  
*Journal of Strategic Marketing: Vol. 17, No. 1, 2009*
3. Chiagouris Larry, Long Mary, Plank Richard **The Consumption of Online News: The Relationship of Attitudes Toward the Site and Credibility**  
*Journal of Internet Commerce: Vol. 7, No. 4, 2008*
4. Moffit Timothy, Chiagouris Larry **What Would Richard Branson Do?**  
*Marketing Management: May/June 2008*
5. Chiagouris Larry, Ray Ipshita **Saving the World with Cause Related Marketing**  
*Marketing Management: July/August 2007*
6. Chiagouris Larry, Long Mary **Will Your Online Retailing Be a Site for Sore Eyes**  
*Marketing Management: March/April 2007*
7. Gonzalez Jose, Chiagouris Larry **The Market Orientation of Internet Support Companies**  
*Journal of Internet Commerce: January 2007*
8. Chiagouris Larry **New Media Power**  
*Marketing Management: November/December 2006*
9. Long Mary, Chiagouris Larry **The Role of Credibility in Shaping Attitudes Toward Nonprofit Websites**  
*International Journal of Nonprofit and Voluntary Sector Marketing: August 2006*
10. Johnson William, Chiagouris Larry **So Happy Together (The Link Between Employee and Customer Satisfaction)**  
*Marketing Management: March/April 2006*
11. Gonzalez Jose, Chiagouris Larry **Internet Support Companies: The Impact of Marketing Orientation**  
*Journal of Internet Banking and Commerce: April 2006, Vol. 11, No. 1*
12. Topol Martin, Chiagouris Larry **To Dream the Impossible Dream (Customer Loyalty)**  
*Marketing Management: November/December 2005*
13. Chiagouris Larry **Non-Profit Brands**  
*Marketing Management: September/October 2005*

14. Mohr Iris, Chiagouris Larry **Get the Word Out (SPREADING WORD OF MOUTH)**  
*Marketing Management: July/August 2005*
15. Chiagouris Larry, Mohr Iris **An Evaluation of the Effectiveness of Internet Advertising Tools**  
*Journal of Internet Commerce: Volume 3, Number 3 2004*
16. Chiagouris Larry, Wansley Brant **How To Turn New Companies Into Large Companies at the Speed of Light**  
*Marketing Management: September/October 2003*
17. Chiagouris Larry, Farinelli Jean **Staying Safe in a Dangerous World (GLOBAL MARKETING ISSUES)**  
*Marketing Management: March/ April 2002; 11, 2*
18. Chiagouris Larry, Wansley Brant **Branding On The Internet**  
*Marketing Management: Summer 2000; 9, 2.*
19. Chiagouris Larry, Middleman Ann **Research For Ink: How To Get Opinion-Driving Publicity From Market Research**  
*Public Relations Quarterly: Winter 1998/1999: 43, 4*
20. Plank Richard E., Chiagouris Larry **Perceptions of Quality of Higher Education: An Exploratory Study of High School Guidance Counselors**  
*Journal of Marketing for Higher Education: Volume 8, Number 1 1997*
21. Chiagouris Larry **Advertising Decision Making In The Year 2020**  
*Journal of Advertising Research: February/March 1990*
22. Kahle Lynn R., Chiagouris Larry **Values, Lifestyles and Psychographics.** Mahwah, New Jersey: Lawrence Erlbaum Associates, Inc., Publishers, 1997
23. Chiagouris Larry, Mitchell Leeann E. **The New Materialists**  
*Values, Lifestyles and Psychographics* New Jersey: Lawrence Erlbaum Associates, Inc., Publishers, 1997

## Non-Refereed Articles

1. Chiagouris Larry **Viral Communications**  
*Kitchen & Bath Business, November 2006*
2. Chiagouris Larry **Nonprofits Can Take Cues from Biz World**  
*Marketing News, 6/15/2006, Vol. 40 Issue 12, p20*

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3. Chiagouris Larry, Nankin Conrad   **Strategic Plans Solidify Branding On Net**  
*Marketing News, 6/1/2004, Vol. 38 Issue 10, p28*
4. Chiagouris Larry, Wansley Brant   **Teach Your Children**  
*Adweek: September 27, 1999*
5. Chiagouris Larry   **Utility Companies' of Market Research**  
*Quirk's marketing research review: February 1999, Vol. XIII, No. 2*
6. Chiagouris Larry   **Confessions of a Silver Anvil Judge**  
*Public Relations Strategist: Winter 1998*
7. Chiagouris Larry   **Wall Street's Wireless Influence**  
*Wireless Reviews: Dec 1, 1998; 15, 24*
8. Chiagouris Larry   **Eight Steps To Improved Investor Relations**  
*Electrical World: September 1998, Vol.212, Iss. 9*
9. Farinelli Jean, Chiagouris Larry   **Communicating Your Company's Hidden Value**  
*IR Update: July 1998*
10. Chiagouris Larry, Plank Richard   **Raising the Bar**  
*Electric Perspectives: March/April 1998*
11. Chiagouris Larry, Plank Richard   **Marketing Research In The Utility Industry:  
The State of the Art**  
*American Gas: February 1998*
12. Chiagouris Larry   **Hidden Value Index**  
*The Annual Report of the Global Public Network: November 15, 1997*
13. Chiagouris Larry   **Marketing Encyclopedia.** Illinois: NTC Business Books, 1996

**RECENT CASES AND TESTIMONY (2004 TO June 1, 2009)  
DATES NOTED ARE DATES THAT ENGAGEMENT WAS INITIATED**

December 2008  
UNITED STATES DISTRICT COURT  
EASTERN DISTRICT OF CALIFORNIA  
Case No.: 2:07-CV-02159-FCD  
LYNDA CARTWRIGHT and LLOYD CARTWRIGHT  
on behalf of themselves and all others  
similarly situated, Plaintiffs against  
VIKING INDUSTRIES

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Worked for Defendant/Written Opinion and Deposition  
Engaged by: Ropers, Majeski, Kohn & Bentley

July 2008

UNITED STATES DISTRICT COURT  
SOUTHERN DISTRICT OF NEW YORK

Case No.: 02 Civ. 2222

Debra Levinson, et al., Plaintiffs against  
PRIMEDIA INC., et al.

Worked for Plaintiff/Written Opinion and Deposition  
Engaged by: Leon Greenberg, Esq.

January 2008

UNITED STATES DISTRICT COURT  
WESTERN DISTRICT OF WASHINGTON

Case No.: CV06-604 RSM

JOHN M. DIBBS, Plaintiff against  
THE FRANKLIN MINT et al.

Worked for Defendant/Draft of Written Opinion  
Engaged by: Davis Wright Tremaine LLP

September 2007

UNITED STATES DISTRICT COURT  
SOUTHERN DISTRICT OF NEW YORK

Case No.: 02 CV 7821 (RWS)

ASHLEY PELMAN, ROBERTA PELMAN, et al. Plaintiffs against  
McDonald's Corporation

Worked for Plaintiff/Written Opinion  
Engaged by: Samuel Hirsch & Associates

August 2007

UNITED STATES DISTRICT COURT  
EASTERN DISTRICT OF MICHIGAN

Case No.: 06-11566

HILLSIDE PRODUCTIONS, INC., GARY RONCELLI and JOSEPH VICARI  
Plaintiffs/Counter-Defendants against  
COUNTY OF MACOMB, MICHIGAN and MACOMB COUNTY PARKS AND  
RECREATION COMMISSION, jointly and severally

Worked for Defendant/Written Opinion and Deposition and Testimony  
Engaged by: Kitch Drutchas Wagner Valitutti & Sherbrook

June 2007

AMERICAN ARBITRATION ASSOCIATION

Case No.: 11 155 Y 02704 06

ORASURE TECHNOLOGIES, INC. v. PRESTIGE BRANDS HOLDINGS, INC.,  
MEDTECH HOLDINGS, INC., and MEDTECH PRODUCTS, INC.

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08.01.09

Worked for Petitioner/Written Opinion and Arbitration Testimony  
Engaged by: Nixon Peabody

May 2007

UNITED STATES DISTRICT COURT  
NORTHERN DISTRICT OF CALIFORNIA  
Case No.: C-06-02389 MMC (BZ)  
PETE LIVINGSTON Plaintiff against  
KEYA MORGAN, et al.  
Worked for Defendant/Written Opinion  
Engaged by: Ropers, Majeski, Kohn & Bentley

September 2006

UNITED STATES DISTRICT COURT  
EASTERN DISTRICT OF NEW YORK  
Case No.: 05 CIV 1290  
JTH TAX, INC. d/b/a/ LIBERTY TAX SERVICE, Plaintiff against  
LIBERTY TAX & BUSINESS SERVICES, CORP. and LUIS FRAY  
Worked for Plaintiff/Written Opinion  
Engaged by: Emily Bass, Esq.

May 2006

UNITED STATES DISTRICT COURT  
NORTHERN DISTRICT OF CALIFORNIA, OAKLAND DIVISION  
Case No.: C 04-05248 SBA  
COSTELL N. AKRIE, Plaintiff against AVIS RENT A CAR SYSTEM, INC., McCANN-  
ERICKSON, USA, INC., and JOHN DOES 1-50  
Worked for Defendant/Written Opinion  
Engaged by: Ropers, Majeski, Kohn & Bentley

November 2005

UNITED STATES DISTRICT COURT  
SOUTHERN DISTRICT OF OHIO  
Case No.: 3:04cv0242  
NATIONWIDE BI-WEEKLY ADMINISTRATION, INC., and NATIONWIDE MORTGAGE  
PROTECTION, INC., and Daniel Lipsky, Sandra Lipsky, John Gregory, and Shari  
Gregory, Plaintiffs against HOME MORTGAGE SERVICES, INC., d/b/a Home Savings  
Program, Bi-weekly Mortgage Program, Mortgage Protection Services, and The Home  
Savings Program  
c/o Steven P. Lipsky, Registered Agent  
Worked for Plaintiff/Written Opinion and Deposition  
Engaged by: Vorys, Sater, Seymour and Pease

November 2005

UNITED STATES DISTRICT COURT  
SOUTHERN DISTRICT OF NEW YORK

CV: Dr. Larry Chiagouris  
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Index No.: 04 CV 1187

JONATHAN MANNION, Plaintiff against COORS BREWING COMPANY and CAROL H. WILLIAMS ADVERTISING, Defendants

Working for Plaintiff/Written Opinion and Deposition

Engaged by: Mary Dorman, Esq.

July 2005

SUPREME COURT OF THE STATE OF NEW YORK

COUNTY OF NEW YORK

Application of NEXTEL PARTNERS, INC. and NEXTEL PARTNERS OPERATING CORP, Petitioners against NEXTEL COMMUNICATIONS, INC and NEXTEL WIP CORP., Respondents

Worked for Petitioner/Written Opinion

Engaged by: Wachtell, Lipton, Rosen & Katz

August 2005

INTERNATIONAL INSTITUTE FOR CONFLICT PREVENTION & RESOLUTION CPR

No. G-05-33H

Arbitration of NEXTEL PARTNERS, INC. and NEXTEL PARTNERS OPERATING CORP, Claimants against NEXTEL COMMUNICATIONS, INC and NEXTEL WIP CORP., Respondents

Worked for Claimant/Written Opinion

Engaged by: Wachtell, Lipton, Rosen & Katz

April 2005

State of Florida Department of Health

DOH Case No: 2005-00229

Medical Licensing Board Complaint versus Stephen Chiarello, MD, Defendant

Worked for Defendant/Written Opinion

Engaged by: Barr, Murman, Tonelli

## **BRAND CATEGORY EXPERIENCE**

### Advertising and PR Agencies

Backer Spielvogel Bates

BBDO

Bozell Jacobs Kenyon and Eckhardt

Changing Our World

Christie MacDougall Mitchell

Creamer Dickson Basford

Grey Advertising

### Automotive

Cars.com

Chrysler Jeep

International Automobile Manufacturers

Association

Mitsubishi

Peugeot

Raindance Paint

STP Fuel Additives

Valvoline Motor Oil

### Beverages

A&W Root Beer

Coors Brewing

Kool-Aid

Marilyn Wines

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Milk Processors Association (Milk  
Moustache Campaign)  
Miller Genuine Draft  
Miller Lite  
Ukrainian Vodka  
Zima

Chemicals

Air Products  
DuPont  
Hercules  
Pfizer Chemical Division

Tobacco

Kent Brand  
Parliament Brand

Electric Utility

Duke Power  
Florida Power and Light  
Georgia Power  
Southern Company

Fashion and Fragrance

Elizabeth Arden  
Faberge Brut  
Fruit of the Loom  
Joop Jeans  
Marithe et Francois Girbaud  
Tommy Hilfiger  
Vanity Fair Lingerie

Financial Services

CitiBank  
Marine Midland Bank  
Merrill Lynch  
Prudential  
Travelers Mortgage Services  
Visa

Food

A&P Food Stores  
Arbys  
Campbell Soup  
Food Emporium (owned by A&P)  
Frozen Vegetable Association

Idaho Potato Commission  
Jif Peanut Butter  
Mazola Corn Oil  
M&Ms  
Marie Callender's Restaurants  
Mars  
McDonald's  
Milk Processors Association  
Milky Way  
Pasta Montana  
Pepperidge Farm  
Pizza Hut  
Red Lobster Restaurants  
Skippy Peanut Butter  
Snickers  
Starburst  
Thomas' English Muffins  
Twix  
Uncle Ben's Rice  
Wendy's

Household Products

Bestdecoratingideas.com  
Carrier Air Conditioners  
Colgate Dishwashing Tabs  
Electrasol  
Elmer's Glue  
Ethan Allen Furniture  
Italian Export Association  
Jet Dry  
Lime-a-Way  
Tyco Toys  
Viking Windows (division of Pella)

Media and Entertainment

CNBC  
Computerworld Magazine  
Madison Square Garden  
National Cable Television Association  
Kiplingers  
New York Racing Authority (NYRA)  
New York Times  
Simon & Schuster  
Six Flags Great Adventure  
Starz Encore Movie Network  
Steven Covey and the Franklin Covey Inc.

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Wall Street Journal

Nonprofit and Government

Air Force

Frozen Vegetable Association

Health Insurance Association of America

Idaho Potato Commission

International Automobile Manufacturers

Joint Recruiting and Ad Program

Junior Achievement

Life Insurance Association of America

Milk Processors Association

National Foundation for Infectious Diseases

National Guard

Natural History Museum of the Adirondacks

National Highway & Safety Administration

New York University

United Jewish Appeal

United Nations World Food Programme

Pet Food

Kitty Kat Cat Food

Pedigree Dog Food

Pharmaceutical and Health

Amgen

Health Insurance Association of America

Merck Chicken Pox Vaccine

Pfizer Reactine Allergy Division

National Foundation for Infectious Disease

Smith Kline Hepatitis Vaccines Division

Society for Microbiologists

Personal Care Products

Barbasol Shaving Cream

Ramses Condoms

Rid Lice Treatment

Transitions Lenses

Trojans Condoms (Carter Wallace)

Varilux

Visene Eye Solution

Telecommunications

Allnet Communications

AT&T

Bell Atlantic

BellSouth

BellSouth Yellow Pages

GTE

Nextel

New York Telephone

Sprint

Western Electric

Technology and Software

Ast Computers

Bell Laboratories

Canon Cameras

eCode.com

Exide Batteries

JVC

Minolta

Olympus Cameras

Panasonic

Samsung Technology Solutions

Seiko

Technics

Timex

Travel

Avis Rental

Carnival Cruises

Israeli Tourism

Jamaican Tourism

Mexican Tourist Board

Oklahoma Tourism

Pan Am

TWA