

***Larry Chiagouris***  
***Senior Partner, BrandMarketing Services, Ltd.***

**917.902.2610; [lchiagouris@aol.com](mailto:lchiagouris@aol.com)**

**Summary Statement: unique combination of senior expert witness and consultant bringing both senior industry client side and agency executive branding experiences for Fortune 500 companies as well academic work at leading graduate schools of business. Called a “branding guru” by the media and one of the best and brightest strategists and researchers in the advertising agency business. Combines senior and significant business experience with the clarity required in explaining difficult concepts and theories to people not familiar with marketing/sponsorships/advertising/media techniques and issues.**

**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

**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

## **WORK EXPERIENCE**

### **Academic Experience**

Associate Professor of Marketing, Lubin School of Business, Pace University, 2002-Present. Full-time tenure track position as an 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

### **Industry Experience**

Senior Partner, 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 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, Grey Advertising and Teledata Technologies.

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.

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

### **Refereed Articles**

1. Chiagouris Larry, Ray Ipshita **Saving the World with Cause Related Marketing**  
*Marketing Management: July/August 2007*
2. Chiagouris Larry, Long Mary **Will Your Online Retailing Be a Site for Sore Eyes**  
*Marketing Management: March/April 2007*
3. Gonzalez Jose, Chiagouris Larry **The Market Orientation of Internet Support Companies**  
*Journal of Internet Commerce: January 2007*
4. Chiagouris Larry **New Media Power**  
*Marketing Management: November/December 2006*
5. Long Mary, Chiagouris Larry **The Role of Credibility in Shaping Attitudes Toward Nonprofit Websites**  
*International Journal of Nonprofit and Voluntary Sector Marketing: August 2006*
6. Johnson William, Chiagouris Larry **So Happy Together (The Link Between Employee and Customer Satisfaction)**  
*Marketing Management: March/April 2006*
7. Gonzalez Jose, Chiagouris Larry **Internet Support Companies: The Impact of Marketing Orientation**  
*Journal of Internet Banking and Commerce: April 2006, Vol. 11, No. 1*

12.20.07

8. Topol Martin, Chiagouris Larry **To Dream the Impossible Dream (Customer Loyalty)**  
*Marketing Management: November/December 2005*
9. Chiagouris Larry **Non-Profit Brands**  
*Marketing Management: September/October 2005*
10. Mohr Iris, Chiagouris Larry **Get the Word Out (SPREADING WORD OF MOUTH)**  
*Marketing Management: July/August 2005*
11. Chiagouris Larry, Mohr Iris **An Evaluation of the Effectiveness of Internet Advertising Tools**  
*Journal of Internet Commerce: Volume 3, Number 3 2004*
12. Chiagouris Larry, Wansley Brant **How To Turn New Companies Into Large Companies at the Speed of Light**  
*Marketing Management: September/October 2003*
13. Chiagouris Larry, Farinelli Jean **Staying Safe in a Dangerous World (GLOBAL MARKETING ISSUES)**  
*Marketing Management: March/ April 2002; 11, 2*
14. Chiagouris Larry, Wansley Brant **Branding On The Internet**  
*Marketing Management: Summer 2000; 9, 2.*
15. Chiagouris Larry, Middleman Ann **Research For Ink: How To Get Opinion-Driving Publicity From Market Research**  
*Public Relations Quarterly: Winter 1998/1999: 43, 4*
16. 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*
17. Chiagouris Larry **Advertising Decision Making In The Year 2020**  
*Journal of Advertising Research: February/March 1990*
18. Kahle Lynn R., Chiagouris Larry **Values, Lifestyles and Psychographics.** Mahwah, New Jersey: Lawrence Erlbaum Associates, Inc., Publishers, 1997
19. Chiagouris Larry, Mitchell Leeann E. **The New Materialists**  
*Values, Lifestyles and Psychographics* New Jersey: Lawrence Erlbaum Associates, Inc., Publishers, 1997

## Non-Refereed Articles

CV: Dr. Larry Chiagouris  
info@brandmarketingltd.com  
lchiagouris@aol.com  
917.902.2610

12.20.07

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*
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 DECEMBER 1, 2007)**

Pending  
UNITED STATES DISTRICT COURT  
EASTERN DISTRICT OF MICHIGAN  
Case No.: 06-11566

CV: Dr. Larry Chiagouris  
info@brandmarketingltd.com  
lchiagouris@aol.com  
917.902.2610

12.20.07

HILLSIDE PRODUCTIONS, INC., GARY RONCELLI AND  
JOSEPH VICARI, Plaintiff against  
COUNTY OF MACOMB COUNTY PARKS AND  
RECREATION COMMISSION, jointly and severally  
Working for Defendant/Written Opinion and Deposition

Pending  
UNITED STATES DISTRICT COURT  
SOUTHERN DISTRICT OF NEW YORK  
Case No.: 02 CV 7821 (RWS)  
ASHLEY PELMAN, ROBERTA PELMAN, et al Plaintiff against  
McDonald's Corporation  
Worked for Plaintiff/Written Opinion

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.  
Worked for Petitioner/Written Opinion and Arbitration Testimony

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

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

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

12.20.07

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

Pending

UNITED STATES DISTRICT COURT  
SOUTHERN DISTRICT OF NEW YORK

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

July 6, 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

August 9, 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

April 26, 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

CV: Dr. Larry Chiagouris  
info@brandmarketingltd.com  
lchiagouris@aol.com  
917.902.2610

## 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

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

### Chemicals

Air Products  
DuPont  
Hercules  
Pfizer Chemical Division

### Tobacco

Philip Morris

### 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  
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  
Sippy Peanut Butter  
Snickers  
Thomas' English Muffins  
Uncle Ben's Rice  
Wendy's

12.20.07

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

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.  
Wall Street Journal

Nonprofit and Government

Air Force  
Frozen Vegetable Association  
Health Insurance Association of America  
Idaho Potato Commission  
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 and 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  
Canon Cameras  
eCode.com  
Exide Batteries  
JVC  
Minolta  
Olympus Cameras  
Panasonic  
Samsung  
Seiko

CV: Dr. Larry Chiagouris  
info@brandmarketingltd.com  
lchiagouris@aol.com  
917.902.2610

12.20.07

Technics  
Timex

Travel

Avis Rental  
Carnival Cruises  
Israeli Tourism  
Jamaican Tourism  
Mexican Tourist Board  
Oklahoma Tourism  
Pan Am  
TWA