

**RESUME**  
**THOMAS JOSEPH MARONICK**

**PERSONAL INFORMATION**

5911 Charlesmead Avenue  
Baltimore, Maryland 21212  
(410) 435-8387  
FAX (410) 532-2904  
e-mail [maronick@verizon.net](mailto:maronick@verizon.net)

Towson University  
Towson, Maryland 21252  
(410) 704-4077  
FAX (410) 704-3772  
e-mail [tmaronick@towson.edu](mailto:tmaronick@towson.edu)

**EDUCATION**

Juris Doctor, 1980

University of Baltimore School of Law, Baltimore, Maryland  
-Emphasis on Corporate/Business and Consumer Law  
-Admitted to the Bar, State of Maryland, 1980

Doctor of Business Administration, 1974

University of Kentucky, Lexington, Kentucky  
-Major in Marketing; Minor in Management and Org. Behavior  
-Dissertation: "A Multivariate Analysis of Organizational Climate  
in the Channel of Distribution"

Master of Science in Business Administration, 1966

University of Denver, Denver, Colorado  
-Major in Marketing

Bachelor of Arts, 1964

Saint Thomas Seminary, Kenmore, Washington  
-Major in Philosophy

**ACADEMIC APPOINTMENTS**

Professor of Marketing & e-Business

Towson University, Towson, Maryland, 1987-  
-Responsible for teaching courses in Marketing Management,  
Marketing Strategy, Marketing Research, Marketing Seminar, Ethics/Public Policy

Associate Professor of Marketing

University of Baltimore, 1974 to 1983 (on Leave 1980-83)  
-Responsible for teaching undergraduate and graduate courses  
in Marketing, Marketing Management, Marketing Research,  
Consumer Behavior, Business Policy & Strategy, Small Business Strategy

Instructor of Business Administration

Virginia Commonwealth University, Richmond, Virginia, 1966-1971  
-Responsible for teaching undergraduate and graduate courses  
in Management, Personnel, and Business Policy

## **NON-ACADEMIC EMPLOYMENT**

### Director--Office of Impact Evaluation, Federal Trade Commission

Bureau of Consumer Protection, 1980-87 [Full-time]

- Served as the FTC's in-house expert on marketing and survey matters.
- Responsible for design and implementation of all marketing and consumer surveys undertaken by Commission as part of policy-making and litigation activities.
- Provided expert advice/testimony to staff on marketing & consumer behavior issues

### Office of Impact Evaluation, FTC, Bureau of Consumer Protection, 1987 - 1997 [Part-time]

- Served as the FTC's in-house expert on marketing and survey matters.
- Responsible for design and implementation of all marketing and consumer research undertaken by Commission as part of its policy-making and litigation activities.
- Provided expert advice/testimony to staff on marketing & consumer behavior matters

### Marketing Consultant, 1997- present

- Provide expert advice/guidance on marketing strategy and consumer research issues as part of litigation support teams
- Serve as expert witness in consumer-related litigation, Class-action certification, Deceptive Advertising, Lanham Act issues cases, Consumer Research
- Have undertaken over 20 survey research projects for clients in litigation-related matters

### Lambers CPA Review. Baltimore, Maryland, 1987 - 2004

- Owner/Director of CPA Review Program in Baltimore area.

## **COMMUNITY/PROFESSIONAL ACTIVITIES/ACHIVEMENTS**

National Advisory Committee -- Association for Consumer Research, 1985-1988

Coordinator for Transportation, Papal Visit to Baltimore, 1995

Dean James Chair of Distinguished Teaching

- University of Baltimore, 1979

## **FIELDS OF SPECIAL INTEREST**

Marketing Mgt./Strategic Planning

Marketing/Advertising Research

Expert Witness/Lanham Act Matters

Consumer Protection/Public Policy

Executive Development

Class Action Litigation

## EXPERT WITNESS/LITIGATION SUPPORT

**AREAS:** Class Action Litigation  
Marketing/Marketing Practices  
Advertising/Deceptive Advertising  
Trademark/Trade Dress/Consumer Confusion  
Consumer Behavior  
Survey Research/Advertising Research/Copy Testing

**MATTERS:** Advertising: Rent-to-Own  
Made-in-USA  
Automobile claims

Retailing: Pricing  
Advertising  
Warranties

Telecommunications:  
Advertising/Deception  
Marketing/Promotional Materials  
Target Markets

Software/Internet:  
Internet ISP Software Claims  
Internet Domain Name Issues

Package Goods:  
Deceptive Claims in Advertising  
Deceptive Labeling

Direct Marketing:  
Advertising/Promotion  
Target Markets  
Door-to-Door Selling

**ACTIVITIES:** Consultation/Declarations  
Consumer Research/Surveys/Copy-Testing  
Depositions/Trial Testimony

## PAPERS AND PUBLICATIONS

(since 1990)

"Current Role of Research at the Federal Trade Commission" in Patrick Murphy and William Wilkie (eds) Marketing and Advertising Regulation: The Federal Trade Commission in the 1990's. The University of Notre Dame Press, 1990.

"Research in the FTC's Eye Care Rulemaking: Implications for Public Policy and Marketing." (with R. Stiff and S. Gleason), Advances in Marketing and Public Policy Vol. 2, 1991.

"Copy-Tests in FTC Deception Cases: Guidelines for Researchers" Journal of Advertising Research, Vol. 31 (6), (December) 1991.

"Satisfaction and Other Issues in Hearing Aid Purchases by Elderly Consumers: A Quality of Life Issue" Proceeding, Quality-of-Life/Marketing Conference, Academy of Marketing Sciences, November, 1992.

"The Role of Copy Test Research in FTC Decision Making" Proceedings, Association for Public Policy in Marketing, June, 1994.

"An Empirical Investigation of Consumer Perceptions of 'Made in USA' Claims" International Marketing Review, Vol. 12 (3) 1995.

"Advertising Research Issues From FTC v. Stouffer Foods Corp." (With J. Craig Andrews) Journal of Public Policy & Marketing, Vol. 14 (Nov.) 1995.

"Consumer Perceptions of Alternative Country-of-Origin Claims: An Empirical Analysis" Proceedings, Southern Marketing Association, Atlanta (Nov.) 1997.

"The Role of Qualifying Language on Consumer Perceptions of Environmental Claims" (with J. Craig Andrews) Journal of Consumer Affairs, Vol. 33 (2) (Nov.) 1999.

"A Review of Direct-to-Consumer (DTC) Advertising and Sales of Prescription Drugs: Does DTC Advertising Increase Sales and Market Share?" (with Riva Kahn) Journal of Pharmaceutical Marketing & Management, Vol. 13 (4) (Nov.) 2001.

"Extended Warranties: Consumer Misperceptions of Retailer Claims" Proceedings, European Institute of Retailing and Services Studies, Prague, Czech Republic (July, 2004)

"Celebrity v. Company President as Endorsers of High Risk Products for Elderly Consumers" Journal of Promotion Management Vol. 11, (4), (Nov.) 2005.

"Impact of a Festival Market on Downtown Shopping Behavior" Proceedings, AMS/Korean AMS CPM Conference, Seoul, Korea (July, 2006)

"Consumer Perceptions of Extended Warranties" Journal of Retail and Consumer Services, Vol. 14 (2) (May) 2007.

"Specialty Retail Center's Impact on Downtown Shopping, Dining, and Entertainment: A Longitudinal Analysis" International Journal of Retail and Distribution Management, Vol. 35 (7) (November) 2007.

“An Empirical Analysis of Consumers’ Perceptions of Country-Specific Country of Origin Claims? (under review) International Marketing Review, January, 2008.

Resume 1-08