

PROFESSIONAL SOCIETY ACTIVITIES

Director, Atlanta Chapter, American Marketing Association (1979-1980)
Vice President, Atlanta Chapter, American Marketing Association (1980-1981)
President-Elect, Atlanta Chapter, American Marketing Association (1981-1982)
President, Atlanta Chapter, American Marketing Association (1982-1983)
National Speaker's List, American Marketing Association (1981-1994)
Regional Vice President and member of the Board of Directors, American Marketing Association (1984-1986)
Strategic Planning Committee, American Marketing Association (1985-1987)
Vice President and Chairman of the Marketing Research Council, Marketing Research Division, Board of Directors, American Marketing Association (1987-1989)
Chairman-Elect and Chairman of the Board of Directors, American Marketing Association (1990-1992)
Chairman, Strategic Planning Committee, American Marketing Association (1992-1993)
Chairman, Nominating Committee, American Marketing Association (1993-1994)
Chairman and Vice Chairman, Marketing Research Association Institute, renamed to Marketing Research Institute International (1998 – 2000)

Memberships:

- American Marketing Association
- American Statistical Association
- American Association of Public and Opinion Research
- Marketing Research Association

OTHER PROFESSIONAL ACTIVITIES

Editorial Review Board, *Marketing Management*, 1991 - Present
Editorial Review Board, *Marketing Research*, 1989 - Present
Editorial Review Board, *Journal of Data Collection*, 1987 - 1991
Ad hoc reviewer, *Journal of the Academy of Marketing Science*, 1989 - 1995
Founding Chair, *First Annual Advanced Research Techniques Forum*, 1989-1990
Chairman, *Fourth Annual Advanced Research Techniques Forum*, 1993-1994
President, Institute for Professional Marketing Education, 1993
Founding Chair, Applied Research Methods Tutorial Program, American Marketing Association (1987)

External Advisory Board, Center for Marketing Studies, University of Georgia (Masters in Marketing Research program 1987 - present)

External Advisory Board, A. C. Nielsen School for Marketing Research, University of Wisconsin (1991-1993)

Advisory Board and Chair of the Finance Committee, Masters of Science in Marketing Research, University of Texas, Arlington (1994 - 1999)

Advisory Board, School of Business, University of West Florida (1989 - 1993)

Guest Lectures:

- Emory University
- Georgia College
- Georgia Institute of Technology
- Georgia State University
- New York University
- University of Alabama - Birmingham
- University of Georgia
- University of South Florida
- University of Texas - Arlington
- University of West Florida
- University of Wisconsin

WORK EXPERIENCE

1962 - Student Line Engineer, Potomac Edison Power Company, Frederick, Maryland.

1963 - 1965 Student Industrial Engineer, ARMCO Steel Company, Baltimore, Maryland.

1966 - 1971 Infantry Officer, U.S. Army (Airborne, Special Forces, Mech. Inf. Division, Air Cavalry Assignments, Two Combat Tours, RVN).

1971 - 1973 Graduate School, Georgia Institute of Technology.

1973 - 1975 Operations Research and Systems Analysis Project Officer U.S. Army Combat Arms Training Board (USACATB), Ft. Benning, Georgia. Principal duties included - (1) Designing experiments for formal evaluation of present and prototype Army training systems; (2) planning, developing, and implementing on-line training management information system for U.S. Army's Training Extension Courses; (3) planning the reorganization of the Training and Doctrine Command's Office of Deputy Chief of Staff for Training; (4) conducting cost effectiveness studies; (5) managing the USACATB Consultant Program which included 20 nationally known educational psychologists and educational technologists.

1976 - 1977 Operations Research and Systems Analysis Project Officer, U.S. Army Forces Command (FORSCOM), Ft. McPherson, Georgia. Principal duties concerned planning, organizing, and implementing the Reserve Component Evaluation System, an on-line database management system for statistically evaluating the mission capabilities of all National Guard and Army Reserve units in the United States and overseas.

1973 to Present - Co-founder and principal stockholder of SDR, Inc., Atlanta, Georgia. Principal duties include consulting, project design, marketing research, data analysis, statistical consulting, project implementation, and overall project management. Administrative analysis and duties include marketing, financial control and legal.

MILITARY STATUS

11+ years active duty - June 1966 through October 1977 to rank of Major, U.S. Army (retired).

PAPERS, PUBLICATIONS AND PRESENTATIONS (In approximate chronological order)

Contributor, *The Non-Resident Instruction Modernization Study*, Special Study for the Commander, U.S. Army Training and Doctrine Command (1974).

"*An Experimental Design for Evaluating the Vulcan Training System*," unpublished monograph, U.S. Army Combat Arms Training Board, Ft. Benning, Georgia (1974).

Contributor, *Training Extension Course Cost Effectiveness Study*, U.S. Army Research Institute, Arlington, Virginia (1975).

"*An Experimental Design for Evaluating the M16 Rim-Fire Adapter*," unpublished monograph, U.S. Army Combat Arms Training Board, Ft. Benning, Georgia (1975).

Contributor, "*The Vulcan Training System - An Evaluation, Report of the U.S. Army Combat Arms Training Board*," Ft. Benning, Georgia (1975).

"*Validating TEC Lessons Using Sequential Sampling Techniques*," report of the U.S. Army Combat Arms Training Board, Ft. Benning, Georgia (1975).

TEC: A Manhattan Project in Educational Technology, presented to the 1975 Annual Meeting of the Military Testing Association (1975).

"*A Formal Evaluation of Alternative Training Devices*," Report of the U.S. Army Combat Arms Training Board, Ft. Benning, Georgia (1976).

"*Strategic Product Positioning: A Step-by-Step Guide*," article appearing in the May - June 1980 issue of *Business Magazine*, Vol.30, No.3, (ISSN 0163-531X).

"*Product Positioning Using Perceptual Mapping*," presentation to the Advertising Research Foundation, March 1980, New York City.

"*Multivariate Techniques in Market Research*," presentation to the Birmingham Chapter, American Marketing Association, Annual Marketing Seminar, April 1980.

Market Segmentation, a two-day workshop regularly presented in the private sector by SDR, Inc.

"*The Impact of Astute Marketing Practices on Consumer Relations*", Presentation to the Society of Consumer Affairs Professionals in Business, September 1983, Atlanta, Ga.

"*Innovations in Marketing Research Technology*," keynote address to the Sixth Annual Marketing Research Conference, Las Vegas, NV, October, 1985. Also, presented as a keynote address to the Newspaper Research Council, 6 April 1987, Nashville, TN.

"*Coming Technological Innovations in Marketing Research*," *Journal of Data Collection*, Spring 1986 (ISSN 0748-1497).

"*New Directions in Retail Research: Focusing on the Customer*", keynote address to the Retail Marketing Forum, 22 March, 1988, Atlanta, Georgia.

Moderator, "*Symposium on Product Testing with Consumers for Research Guidance*", American Society for Testing and Materials, Committee E-18, 17 May, 1988, Baltimore, MD.

"*Industry Action and Reaction*", presentation to the Marketing Research Association Annual Conference, 5 May 1988, Chicago, IL.

"*Using Perceptual Mapping to Understand the Competition*", presentation to the Society of Competitor Intelligence Professionals, 24 March, 1988, Atlanta, GA.

"*Market Segmentation Research*", a five-hour tutorial presented at the 1987 and 1988 Annual AMA Marketing Research Conferences.

Editor, "Statistical Tips", Marketing Research: A Magazine of Management and Applications, AMA. (1989- 1991).

"*Coming Technological Innovations in Marketing Research - An Update*" in the Proceedings, *The Impact of Computer Application and Technology in Advertising, Marketing and Media Research*", First Annual Advertising Research Foundation Computer Technology Workshop. (November 3-4, 1988).

"*Applications of Discriminant Analysis in Marketing Research*", three hour lecture at the Planning, Products and Profitability Conference, Bank Marketing Association, Chicago, 2-5 April, 1989.

"*Overview of Perceptual Mapping*," Proceedings, 1988 Sawtooth Software Conference, Sun Valley, April, 1988.

"*The Profession of Marketing Research*", Keynote presentation to joint AMA/MRA workshop, March, 1989.

"*The Evolution of Marketing*", keynote presentation, Northwestern Ohio Chapter, American Marketing Assn., 23 May, 1989.

"*A comparison of 18 Clustering Algorithms Generally Available to the Marketing Research Professional*", Proceedings, 1989 Sawtooth Software Conference, Sun Valley, June, 1989.

"*The Profession of Marketing Research: A Strategic Assessment and a Prescription for Improvement.*", Marketing Research: A Magazine of Management and Applications, Vol. 1, No. 3, (Sep 1989).

"*Using Cluster Analysis in Marketing Research*" A four hour seminar for the 1989 Annual Marketing Research Conference, New York, Sep 17-20, 1989.

"*Coming Technological Innovations in Marketing Research - an Update*", A presentation to the Newspaper Research Council, Lake Tahoe, October 1989.

"*Computing and Software in Marketing Research: The U.S. Perspective*", Journal of the Market Research Society, 31,4, 1989.

Editor of Proceedings, *First Annual Advanced Research Techniques Forum*, Beaver Creek, Colorado 1989. Published by the American Marketing Association

Editor of Proceedings, *Fourth Annual Advanced Research Techniques Forum*, Monterey, California 1993. Published by the American Marketing Association

"*Strategic Market Segmentation and Positioning*" a three-day workshop for the Technology Training Corporation, presented in Sidney, Mexico City and Vancouver, British Columbia.

"*Using Discriminant Analysis in Marketing Research*", three hour lecture for the Chicago AMA series on advanced research methods, November, 1994.

"*An Alternative Method for Finding Key Drivers in Customer Satisfaction Survey Data*" William D. Neal, and Mark E. Peterson, presented at the 1995 Advanced Research Techniques Forum, Lake Tahoe, NV.

“Market Segmentation – Beyond the Basics” Workshop presented twice annually at the AMA Applied Research Methods Conference, since 1995

“Using the Value Equation to Evaluate Campaign Effectiveness” Journal of Advertising Research (May-June, 1997) with Stefan Bathe

The Marketing Research Methodologist, Marketing Research Magazine, Spring 1998.

“Measuring and Marketing Brand Equity” Workshop at the 1998 AMA Advanced School of Marketing Research

“Exploring Market Structure and Segmentation” Workshop at the 1998 and 1999 AMA Advanced School of Marketing Research

“Researching Marketing Positioning” Workshop at the 1999 AMA School of Marketing Research

“Multidimensional Segmentation” Canadian Journal of Marketing Research, Summer, 1999

“Satisfaction be Damned, Value Drives Choice” 1998 Advertising Research Foundation Week of Workshops.

“Satisfaction is Nice, But Value Drives Loyalty” Marketing Research, A Magazine of Management and Applications, Spring 1999.

“Research Roundtable: Examining the Role of Market Research in Today’s Market-Driven Firm” Marketing Research, A Magazine of Management and Applications, Spring 1999.

“An Application of Brand Value Modeling Linked with Multi-dimensional Segmentation” with Dan Grzesik, presentation to the IIR Actionable Modeling Conference, 6-7 December, 1999, New York.

Conference Chairman, IIR Actionable Modeling Conference, 6-7 December 1999, New York.

“Moderating the Impact and Importance of Price in Competitive Markets” General Session, PriceX 2000, Chicago, IL 12 April 2000.

Chapter on *Market Segmentation*, Marketing Research: State of the Art Perspectives, edited by Chuck Chakrapani, American Marketing Association/Professional Marketing Research Society, 2000. ISBN 0-87757-283-6.

“When Measuring Loyalty Satisfactorily, Don’t Measure Customer Satisfaction” Marketing News, 5 June 2000.

“A Research-Based Approach to Measuring and Managing Brand Value and Brand Equity”
General Session, The Branding Trilogy, International Institute of Research, 17 July 2000, Santa Monica.

“Branding in the Third Millennium”, Guest Editorial, Marketing Management, Fall 2000.

“What is the Best Way to Define and Measure Customer Loyalty?” Presentation to the 2001 Attitude and Behavioral Marketing Research Conference, with Dr. Randy Brandt, January 16th, Tampa, Florida.

“Advancements in Market Segmentation”, Marketing Research, Spring 2001.