GARY J. RUSSELL

Address:	Department of Marketing	30 Heron Circle
	Tippie College of Business	Iowa City, IA 52245
	University of Iowa	(319) 358-7981
	108 Pappajohn Business Building	
	Iowa City, IA 52242-1000	
	(319) 335-0993	
	fax: (319) 335-3690	
	email: gary-j-russell@uiowa.edu	

Personal Information: Born, September 5, 1954, Schenectady, New York
Married, two daughters

Present Position: Henry B. Tippie Research Professor of Marketing
Tippie College of Business
University of Iowa

EDUCATION

Ph.D., Marketing   University of Chicago, March 1985
Thesis: "The Impact of Decision Rules on Advertising Measurement"

B.A., Psychology and Mathematics   University of Virginia, June 1976

HONORS AND AWARDS

- Five of my articles are listed on the Marketing Models comprehensive exam reading list of AMA DocSIG, the doctoral student organization of the American Marketing Association
- Kamakura and Russell (1989) ranked 30th in a list of the 100 Most Influential Articles in Marketing Science by a 2014 survey in *International Journal of Research in Marketing*
- Winner, 2008 William R. Davidson Award (given by *Journal of Retailing*)
- First Prize in the 2002 MSI Clayton Doctoral Dissertation Competition awarded to my doctoral student, Sangkil Moon
- Finalist, 1999 Paul E. Green Award (given by *Journal of Marketing Research*)
- Winner, 1999 William R. Davidson Award (given by *Journal of Retailing*)
- Finalist (Runner-Up), 1994 William F. O'Dell Award (given by *Journal of Marketing Research*)
- Research Grant ($60,000 over 3 years), 1994 Grant Competition of the Social Sciences and Humanities Research Council (SSHRC) of Canada

HONORS AND AWARDS – continued

- Finalist (for two different articles), 1993 William F. O'Dell Award (given by *Journal of Marketing Research*)
- First Prize (Behavioral Category), 1989 Marketing Science Institute Research Competition on Brand Equity
- Honorable Mention, 1985 American Marketing Association Doctoral Dissertation Competition
- Fellow, 1981 American Marketing Association Doctoral Consortium

PROFESSIONAL EXPERIENCE

1999 – present

Professor of Marketing, Departmental Executive Officer (DEO) of Marketing (2000-2002, 2008-2014), Graduate Program Director in Marketing (2002-2008), Henry B. Tippie Research Fellow (2001-2006), Henry B. Tippie Research Professor of Marketing (2006-present), Tippie College of Business, University of Iowa.

1996 – 1999

Associate Professor of Marketing, Tippie College of Business, University of Iowa.

1993 – 1996

Associate Professor of Marketing, Faculty of Management, University of Toronto. Research Associate of Canadian Centre for Marketing Information Technologies.

1987 – 1993

Assistant Professor of Marketing, Owen Graduate School of Management, Vanderbilt University.

1983 – 1987

Assistant Professor of Marketing, School of Business, University of California, Berkeley.

1979 – 1982

Research Assistant, Consumer Behavior Laboratory, University of Chicago. Assisted Professor J. Edward Russo in the analysis of a field study involving consumer usage of nutritional information.

1977 – 1978

Statistician, Social Psychiatry Study Center, University of Chicago. Assisted Professor Sheppard Kellam in the analysis of a longitudinal study of drug usage by low SES (socio-economic status) children in the Woodlawn section of Chicago.

CURRENT RESEARCH INTERESTS

Scanner data choice modeling, market basket analysis, multiple category choice, database marketing, brand price competition, market structure, spatial choice models

PUBLICATIONS

1. Kwak, Kyuseop, Sri Devi Duvvuri and Gary J. Russell (2015), "An Analysis of Assortment Choice in Grocery Retailing," *Journal of Retailing*, 91(1), 19-33.

2. Russell, Gary J. (2014), "Brand Choice Models" in Russell Winer and Scott A. Neslin (eds.), *History of Marketing Science*, Hanover, MA: Now Publishers, 19-46.

3. Russell, Gary J. (2011), "Models for Categorical Dependent Variables," in Wagner A. Kamakura (ed.), *Wiley International Encyclopedia of Marketing, Volume 2: Marketing Research*, West Sussex, United Kingdom: Blackwell Publishing, 179-189.

4. Russell, Gary J. (2011), "Itemized Rating Scales," in Wagner A. Kamakura (ed.), *International Encyclopedia of Marketing, Volume 2: Marketing Research*, West Sussex, United Kingdom: Blackwell Publishing, 138-146.

5. Rhee, Subom and Gary J. Russell (2009), "Measuring Household Response in Direct Marketing: A Latent Trait Approach," in Ronald Klimberg (ed.), *Advances in Business and Management Forecasting*, Volume 6, New York: Elsevier Academic Publishers, 109-131.

6. Moon, Sangkil and Gary J. Russell (2008), "Predicting Product Purchase from Inferred Customer Similarity: An Autologistic Model Approach," *Management Science*, 54 (January), 71-82.

   My doctoral student, Sangkil Moon, won first prize in the 2002 Clayton Doctoral Dissertation Proposal Competition (sponsored by the Marketing Science Institute) for the work reported in this paper.

7.   Moon, Sangkil, Gary J. Russell and Sri Devi Duvvuri (2006), "Profiling the Reference Price Consumer," *Journal of Retailing*, 82 (1), 1-11 [Lead Article].

      Winner of the 2008 William R. Davidson Award (given for best article published in *Journal of Retailing* during 2006)

8.   Bronnenberg, Bart, Eric Bradlow, Gary J. Russell et al. (2005), "Spatial Models in Marketing," *Marketing Letters*, Special Issue on the Sixth International Choice Symposium, 16 (3-4), 267-278.

9.   Kim, YongSeong., W. Nick Street, Gary J. Russell and Fillipo Menczer (2005), "Customer Targeting: A Neural Network Approach Guided by Genetic Algorithms," *Management Science*, 51 (February), 264-276.

10.   Elrod, Terry, Gary J. Russell, Allan D. Shocker et al. (2002), "Inferring Market Structure from Customer Response to Competing and Complementary Products," *Marketing Letters*, Special Issue on the Fifth International Choice Symposium, 13 (August), 219-230.

11.   Russell, Gary J. and Ann Petersen (2000), "Analysis of Cross-Category Dependence in Market Basket Selection," *Journal of Retailing*, 76 (Fall), 367-392.

12.   Russell, Gary J., S. Ratneshwar, Allan D. Shocker et al. (1999), "Multiple-Category Decision-Making: Review and Synthesis," *Marketing Letters*, Special Issue on the Fourth International Choice Symposium, 10 (August), 317-330.

13.   Bucklin, Randolph E., Gary J. Russell and V. Srinivasan (1998), "A Relationship Between Price Elasticities and Brand Switching Probabilities," *Journal of Marketing Research*, 35 (February), 99-113.

      Finalist for the 1999 Paul E. Green Award (given for best article published in Journal of Marketing Research during 1998)

14.   Russell, Gary J. and Wagner A. Kamakura (1997), "Modeling Multiple Category Brand Preference with Household Basket Data," *Journal of Retailing*, 73 (Winter), 439-461 [Lead Article].

      Winner of the 1999 William R. Davidson Award (given for best article published in *Journal of Retailing* during 1997)

15. Russell, Gary J. et al. (1997), "Perspectives on Multiple Category Choice," *Marketing Letters*, Special Issue on the Third International Choice Symposium, 8 (August), 297-305.

16. Russell, Gary J. and Wagner A. Kamakura (1994), "Understanding Brand Competition with Micro and Macro Scanner Data," *Journal of Marketing Research*, 31 (May), 289-303.

    Selected for special presentation at the American Marketing Association Advanced Research Techniques (ART) Forum, June 1995

17. Kamakura, Wagner A. and Gary J. Russell (1993), "Measuring Brand Value with Scanner Data," *International Journal of Research in Marketing*, Special Issue on Brand Equity, 10 (March), 9-22 [Lead Article].

    Winner of First Prize (Behavioral Category) of the Marketing Science Institute Research Competition on Brand Equity

    As of March 2015, this article has been cited 610 times (Google Scholar), a rate of 27.7 citations per year.

18. Russell, Gary J., Randolph E. Bucklin and V. Srinivasan (1993), "Identifying Multiple Preference Segments from Own and Cross Price Elasticities," *Marketing Letters*, 4 (January), 5-18 [Lead Article].

19. Russell, Gary J. (1992), "A Model of Latent Symmetry in Cross Price Elasticities," *Marketing Letters*, 3 (April), 157-169.

20. Kamakura, Wagner A. and Gary J. Russell (1989), "A Probabilistic Choice Model for Market Segmentation and Elasticity Structure," *Journal of Marketing Research*, 26 (November), 379-390 [Lead Article].

    Finalist (Runner-up) for the 1994 William F. O'Dell Award (given for best article in Journal of Marketing Research during 1989).

    This article is ranked 30th on a list of the 100 Most Influential Articles in Marketing Science by a survey reported in *International Journal of Research in Marketing*. The survey is: Roberts, John H., Ujwal Kayande and Stephan Stermersch (2014), "From Academic Research to Marketing Practice: Exploring the Marketing Science Value Chain," *International Journal of Research in Marketing*.

    As of March 2015, this article has been cited 1,141 times (Google Scholar), a rate of 43.9 citations per year.

21. Russell, Gary J. (1988), "Recovering Measures of Advertising Carryover from Aggregate Data: The Role of the Firm's Decision Behavior," *Marketing Science*, 7 (Summer), 252-270.

    Winner of Honorable Mention in the American Marketing Association Doctoral Dissertation Competition

22. Russell, Gary J. and Ruth N. Bolton (1988), "Implications of Market Structure for Elasticity Structure," *Journal of Marketing Research*, 25 (August), 252-270 [Lead Article].

    Finalist for the 1993 William F. O'Dell Award (given for best article in Journal of Marketing Research during 1988)

23. Hagerty, Michael R., James M. Carman and Gary J. Russell (1988), "Estimating Elasticities with PIMS Data: Methodological Issues and Substantive Implications," *Journal of Marketing Research*, 25 (February), 1-9 [Lead Article].

    Finalist for the 1993 William F. O'Dell Award (given for best article in Journal of Marketing Research during 1988)

24. Russo, J. Edward, Richard Staelin, Catherine A. Nolan, Gary J. Russell and Barbara L. Metcalf (1986), "Nutrition Information in the Supermarket," *Journal of Consumer Research*, 13 (June), 48-70.

WORKING PAPERS

"Identifying High Influence Customers in a Network: Individual Characteristics versus Social Influence," (with Sang-Uk Jung and Qin Zhang).

"Investigating the Customer Satisfaction-Customer Loyalty Relationship," (with Younghan Bae and Lopo Rego).

"You May Have Influenced My Next Purchase: Neighbor's Influence on Food Purchase Behavior," (with Jayati Sinha and Dhananajay Nakakankuppam).

"Investigating the Relationship Between Category Characteristics and Quality via the Parameters of the Power Law Distribution of Market Shares," (with Younghan Bae and Tom Gruca).

REPORTS

Moon, Sangkil and Gary J. Russell, "A Spatial Choice Model for Product Recommendations," Teradata Center for CRM, Duke University, Working Paper 11, July 2004 and MSI Working Paper 04-120, December 2004.

Russell, Gary J. and Wagner A. Kamakura, "New Tools for Understanding Brand Competition: Integrating Household and Retail Scanner Data," Marketing Science Institute Technical Working Paper 93-101, April 1993.

Kamakura, Wagner A. and Gary J. Russell, "Measuring Consumer Perceptions of Brand Quality with Scanner Data: Implications for Brand Equity," Marketing Science Institute Technical Working Paper 91-122, October 1991.

Russo, J. Edward, Richard Staelin, Gary J. Russell and Barbara L. Metcalf, "Nutrition Information in the Supermarket," Marketing Science Institute Working Paper 85-100, January 1985.

PROFESSIONAL PRESENTATIONS

"Investigating the Customer Satisfaction-Customer Loyalty Relationship," Marketing Science Conference, Boston University, June 2012 and Marketing Science Conference, Emory University, June 2014 (with Younghan Bae and Lopo Rego).

"Identifying High Influence Customers in a Network: Individual Characteristics versus Social Influence," Marketing Science Conference, Rice University, June 2011 and Marketing Science Conference, Emory University, June 2014 (with Sang-Uk Jung and Qin Zhang).

"A SKU-Level Model of Multiple-Item Choice," Marketing Science Conference, University of Cologne, July 2010 (with Kyuseop Kwak and Sri Devi Duvurri).

"A Brand Choice Model for the Analysis of New Product Positioning," Conference on the Practice and Impact of Marketing Science 2009-2010, Marketing Science Institute, January 2010.

"A SKU-Level Model of Multiple Item Choice," Invited Talk, Rice University, November 2009.

"Measuring Household Response in Database Marketing: A Latent Trait Approach," Marketing Science Conference, University of Michigan, June 2009 (with SuBom Rhee).

"Analysis of Brand Price Competition Using Measures of Brand Similarity," Marketing Models Conference, University of Texas (Dallas), February 2008, and Vancouver Marketing Science Conference, June 2008.

"A Latent Class Multivariate Logistic Model of Multiple Product Choice," Singapore Marketing Science Conference, July 2007 (with Anand Bodapati)

"A SKU-Level Model of Market Basket Choice," Pittsburgh Marketing Science Conference, June 2006 (with Kyuseop Kwak and Sri Devi Duvvuri).

"Predicting Product Purchase from Inferred Customer Similarity: An Autologistic Model Approach," Invited Talk, School of Business, University of Wisconsin at Milwaukee, April 2006.

"Measuring Customer Heterogeneity with Loyalty Variables: Theory and Evidence," Emory Marketing Science Conference, June 2005.

"Analysis of Brand Price Competition Using Measures of Brand Similarity," Emory Marketing Science Conference, June 2005.

"Analysis of Brand Price Competition Using Measures of Brand Similarity," Rotterdam Marketing Science Conference, June 2004 and MSI Collaborative Research Conference, December 2004.

"Calibration of Cross Price Elasticities with Brand Switching Information: Theory and Empirical Testing," Maryland Marketing Science Conference, June 2003 (with Ann Petersen and Suresh Divakar).

"A Spatial Choice Model for Product Recommendations," invited presentation, Graduate School of Business, University of Chicago, January 2003.

"Profiling the Reference Price Consumer," Edmonton Marketing Science Conference, July 2002 (with Sangkil Moon).

"A Latent Class Autologistic Model for Market Structure Analysis," Edmonton Marketing Science Conference, July 2002.

"Frontiers in Choice Modeling," invited talk, Sheth-AMA Doctoral Consortium, Emory University, June 2002.

"An Enriched Model of Flexible Benefit Choice," invited talk, Wharton Business School, University of Pennsylvania, March 2001 and Berkeley Invitational Choice Symposium, June 2001.

"Analysis of Cross-Category Dependence in Marketing Basket Selection," Kenan-Flagler Business School, University of North Carolina (Chapel Hill), October 2000.

"Customer Selection in Direct Mail Marketing: The Meaning of RFM," (with Su Bom Rhee), INFORMS Marketing Science Conference," June 2000.

"A Scalable Market Basket Model with Unobserved Heterogeneity," presentations at INFORMS Marketing Science Conference, May 1999, and the Fall INFORMS Conference, November 1999.

"A Multivariate Logistic Model of Market Basket Choice," presentation at the INFORMS Marketing Science Conference, July 1998.

 "Analysis of Cross Category Dependence in Market Basket Selection," presentations at the annual meetings of the American Statistical Association, August 1997 and Fall INFORMS Conference, October 1997.

 "A Relationship Between Price Elasticities and Brand Switching Probabilities," presentation at the Midwest Marketing Camp, June 1997 and Invited Talk, University of Maryland, November 1997

"A Framework for Market Basket Response Models," presentation at the INFORMS Marketing Science Conference, March 1997

"A Consistent Loyalty Measure for Generalized Logit Models," presentation at the annual meetings of the American Statistical Association, August 1996.

"A Statistician's View of Multi-Category Brand Choice," presentation at the Third International Choice Conference, June 1996. I also served as the organizer and chair of the session in which this work was presented.

"Multi-Category Promotion Analysis" (with Ambar Rao), presentation at the Gainesville Marketing Science Conference, March 1996. I also served as the organizer and chair of the session in which this work was presented.

"A Theory of Loyalty Variables in Logit Models with Choice Inertia" (with Fred Feinberg), presentation at the Gainesville Marketing Science Conference, March 1996, and at the Department of Statistics Weekly Seminar, University of Toronto, April 1996.

 "The Use of Averaged Purchase History Loyalty Variables in an Inertial Logit Model with Stationary Preferences," INFORMS Marketing Science Conference (Sydney, Australia), July 1995.

"Understanding Brand Competition with Micro and Macro Scanner Data," Invited presentation at the American Marketing Association Advanced Research Techniques (ART) Forum, June 1995.

"A Latent Class Approach for Multi-Category Brand Preference," Presentations at Stanford University Marketing Camp (August 1994), University of Texas at Dallas (February 1995), University of Iowa (April 1995), and BCRST Joint Conference (May 1995).

"Measuring Brand Value with Scanner Data: A Reappraisal," Invited Talk, American Marketing Association Advanced Research Techniques (ART) Forum, June 1994.

"A Relationship Between Price Elasticities and Brand Switching Probabilities in Heterogeneous Markets," BCRST Joint Conference, University of Toronto, May 1994.

"Averaging Over the Past: When Simple Loyalty Measures Work," Tuscon Marketing Science Conference, March 1994.

"A Quasi-Symmetric Model of Brand Price Competition," TIMS Special Interest Conference on Scanner Data Research, University of Toronto, September 1993.

"Understanding Brand Competition with Micro and Macro Scanner Data," Invited Talk, Marketing Science Institute "Big Picture" Conference, May 1993.

"Theory of Quasi-Symmetric Brand Price Competition," St. Louis Marketing Science Conference, March 1993.

"Integrating Micro and Macro Scanner Data: A New Approach to Bias Correction," ORSA/TIMS Conference, November 1992 (with Wagner A. Kamakura).

"A Model of Latent Symmetry in Cross Price Elasticities," Invited Talks at University of Toronto and Carnegie-Mellon University, March 1992.

"Measuring Brand Price Competition: Combining Macro and Micro Scanner Data," ORSA/TIMS Conference, November 1991 (with Wagner A. Kamakura).

"How Scanner Analysis Might Systematically Overstate Price Promotion Effects and Understate Advertising Effects," ORSA/TIMS Conference, November 1991, (with Roland T. Rust)

"A Multi-Segment Representation of Market Structure Based Upon Own- and Cross-Price Elasticities," Invited Talk, University of Texas at Dallas, March 1991.

"A Market Structure Interpretation of Brand Price Competition," Wilmington Marketing Science Conference, March 1991.

"Measuring Brand Price Competition with Household Substitution Patterns: A New Approach to the Analysis of Retail Tracking Data," TIMS Special Interest Conference on the Analysis of Scanner Data, January 1991.

"Brand Equity: Measuring Brand Performance with Single Source Data," MSI Conference on Brand Equity, November 1990; and Invited Talk, University of Washington in St. Louis, March 1991.

"Analysis of Market Structure Using Cross Price Elasticities," ORSA/TIMS Conference, October 1990.

"Nonstationarity in Brand Choice: Issues and Outlook," Banff Invitational Symposium on Consumer Decision Making and Choice Behavior, May 1990.

"A Scanner-Based Measure of Brand Equity," Urbana-Champaign Marketing Science Conference, March 1990; and Chicago Marketing Modelers' Group, April 1990.

"A Multi-Segment Theory of Elasticity Structure," ORSA/TIMS Fall Conference, October 1989.

"A Probabilistic Choice Model for Market Segmentation and Elasticity Structure," Invited Talk, School of Business, University of California, Davis, May 1989; and International Federation of Classification Societies Conference, June 1989.

"Uncovering the Determinants of the Lagged Impact of Advertising: Consumption Feedback Versus Advertising Carryover," Durham Marketing Science Conference, March 1989 (with Russell S. Winer).

"What is the 'Normal' Elasticity for My Industry?", Durham Marketing Science Conference, March 1989 (with Michael R. Hagerty and James M. Carman).

"Loyalty and Variety Seeking in Longitudinal Choice Behavior," ORSA/TIMS Conference, October 1988 (with Wagner A. Kamakura).

"Relating Aggregate Advertising Effects to Household Choice Behavior: An Empirical Study," ORSA/TIMS Conference, October 1988 (with Russell S. Winer).

"A Balanced Model of the Advertising-Price Interaction," Seattle Marketing Science Conference, March 1988.

"Advertising as a Determinant of Price Elasticity," ORSA/TIMS, October 1987.

"Implications of Market Structure for Elasticity Structure," Stanford-Berkeley Marketing Colloquium, May 1987; and Paris Marketing Science Conference, June 1987.

"Structuring Brand Marketing Mix Elasticities: Some Theoretical and Empirical Results," Invited Talk, School of Business, University of Michigan, October 1986. "Nonstationary Choice Processes: Implications for Market Structure," ORSA/TIMS Conference, October 1986.

 "The Data Interval Bias Ten Years Later: How Far Have We Come?" Dallas Marketing Science Conference, March 1986.

"A General Solution to the Data Interval Bias," ORSA/TIMS, November 1985.

"The Impact of Decision Rules on Advertising Measurement," AMA Marketing Educators' Conference, August 1985.

 "Using Decision Behavior to Calibrate Advertising Carryover in the Presence of Seasonal Demand Patterns," Vanderbilt Marketing Science Conference, March 1985.

"Improving Prediction by Analyzing Similar Brands," ORSA/TIMS Conference, November 1984.

 "The Impact of Decision Rules on the Measurement of Advertising Carryover," Chicago Marketing Science Conference, March 1984.

"Data Interval Bias: A Reappraisal," ORSA/TIMS Conference, November 1983.

PROFESSIONAL ACTIVITIES

Editorial Duties

Associate Editor, *Marketing Science*, 2008-present.
Guest Associate Editor, *Marketing Science*, 2004, 2005, 2007.
Guest Editor, *Marketing Science*, 2008, 2009, 2011-2012.
Member of the Editorial Board, *Marketing Science*, 2000 – 2007.

Associate Editor, Marketing Department, *Management Science*, 1999 – 2008.
Guest Associate Editor, *Management Science*, 2013-2014.

Member of the Editorial Board, *Journal of Marketing Research*, 1991 – present.

Guest Editor, *Journal of Marketing Research*, 2003, 2005, 2006.

Member of the Editorial Board, *Journal of Marketing*, 2003 – 2005.

Member of the Editorial Board, *Review of Marketing Science*, 2002 – present.

Ad Hoc Reviewer for *Marketing Science*, *Management Science*, *Journal of Marketing Research*, *Journal of Marketing*, *International Journal of Research in Marketing*, *Journal of Retailing*, *International Journal of Forecasting*, *Journal of Business and Economic Statistics*, *The Economics Journal*, American Marketing Association Doctoral Dissertation Competition, and Marketing Science Institute Doctoral Dissertation Competition.

Conference Duties

Session Organizer and Chair, International Choice Symposium
- 2004, "Spatial Models in Marketing" (Co-Chairs: Professor Eric Bradlow and Professor Bart Bronnenberg)
- 2001, "Market Structure for Competing and Complementary Products" (Co-Chairs: Professor Terry Elrod and Professor Alan D. Schocker)
- 1998, "Multiple Category Decision Making," (Co-Chairs: Professor S. Ratnewshwar and Professor Alan D. Shocker)
- 1996, "Multiple Category Choice"

Note: The International Choice Symposium is an invitation-only gathering of leading researchers in marketing, economics and psychology with interests in choice modeling. The goal of the Symposium is to review the state of the art in choice modeling and to propose a research agenda for the next five years. The proceedings of each Symposium are published the following year in *Marketing Letters*.

Professional Duties

Member of the Executive Board of the Market Research Special Interest Group (MRSIG), American Marketing Association
- Immediate Past Chair, 2007-2008
- Chair, 2004-2006
- Chair-Elect, 2002-2004
- Vice-Chair for Special Sessions, 2001
- Newsletter Editor, 1999-2000

Reviewer of Marketing Grant Proposals for the Social Sciences and Humanities Research Council of Canada (SSHRC), 1998 – present.

PROFESSIONAL MEMBERSHIPS

American Marketing Association
American Statistical Association
Institute of Management Sciences (TIMS)

UNIVERSITY SERVICE

Member of the University of Iowa Faculty Senate, 2004-2010. (In 2007, I was elected to the University of Iowa Faculty Council, a subset of the Faculty Senate which sets the agenda for Senate meetings and makes recommendations when the Senate cannot meet.)

Tippie College of Business Faculty Governance: Member of the Elected Faculty Council (EFC), 2003 – 2005: Chair of EFC, 2004-2005. Member of the Dean's Advisory Council, 2006-2008. (I played a key role in devising and implementing the new (May 2004) Tippie College faculty governance structure.)

Marketing Area Department Chair, Faculty of Management, University of Toronto, 1995-1996.

Marketing Area Department Chair (DEO), Tippie College of Business, University of Iowa, 2000 – 2002, 2008-2014.

Graduate Program (Doctoral) Director of Marketing, Tippie College of Business, University of Iowa, 2002 - 2008.

Member of the Tippie College Promotion and Tenure Committee, Tippie College of Business, University of Iowa , 2002 – 2004, 2007 – 2008, 2014- present.

Member of the (University of Iowa) Provost's Committee on the Five-Year Review of Dean Gary Fethke, 2001-2002.

Member of the Tippie College Research Committee, 2014-present.

Chair of Faculty Recruiting for Marketing Department, Tippie College of Business, University of Iowa, 1997-1998, 2002-2004, 2014-2015.

TEACHING EXPERIENCE

1996 -   College of Business Administration, University of Iowa

                 Ph.D. Seminars in Marketing Models and Generalized Linear Models.

                 MBA courses in Category Management, Data Mining in Marketing, Marketing Research, Marketing Analytics, and Advanced Marketing Research Techniques Using SAS. Undergraduate courses in Marketing Research and Category Management. "Why We Buy" First-Year Seminar.

                 Ph.D. Thesis Chair for Ann Petersen (Marketing), Su Bom Rhee (Marketing), Sangkil Moon (Marketing), Kyuseop Kwak (Marketing), Sang-Uk Jung (Marketing) and Younghan Bae (Marketing).

1993 - 1996   Faculty of Management, University of Toronto

                 Undergraduate and MBA courses in Marketing Analysis and Decision Making. Ph.D. Seminars in Marketing Models and in Econometrics. Executive education seminar in New Product Development. Ph.D. Committee Member for Jonathan Freeman (Marketing), Angela Lee (Marketing) and David Dunne (Marketing).

1987 - 1993   Owen Graduate School of Management, Vanderbilt University

                 MBA courses in Marketing Management, Product Management and Marketing Research. Executive education seminars in Marketing Management and Pricing. Ph.D. Seminars in Marketing Models and Scanner Data. Ph.D. Thesis Committee Member for T.C. Srinivasan (Marketing) and Krishnakumar S. Davey (Marketing).

1983 - 1987   School of Business, University of California, Berkeley

                 Undergraduate courses in Marketing Management and Marketing Research. MBA courses in Marketing Management and Marketing Research. Ph.D. Seminar in Marketing Models. Advisor for approximately 25 Masters Theses in Marketing Research. Ph.D. Thesis Committee Member for Cathy Goodwin (Marketing), Mark Rorvig (Library Science) and Paul Messenger (Economics).

1978-79, 1982   Department of Quantitative Methods, University of Illinois, Chicago Circle Campus

                 Undergraduate courses in Probability Theory and Regression.

HONORS AND AWARDS (detailed descriptions)

[1] AMA DocSIG, the Marketing doctoral student organization of the American Marketing Association, maintains a suggested reading list for PHD students studying for comprehensive exams at http://docsig.eci.gsu.edu/ . Five of my articles are listed under the heading "Marketing Models". They include: Kamakura and Russell (1989) [latent class logit], Russell and Kamakura (1994) [combining micro and macro data], Russell and Kamakura (1997) [cross-category preferences], Bucklin, Russell and Srinivasan (1998) [price elasticities and brand switching] and Russell and Petersen (2000) [Multivariate Logistic (MVL) market basket model].

[2] One of my articles is ranked 30th on a list of the 100 Most Influential Articles in Marketing Science by a survey reported in *International Journal of Research in Marketing*. The article is: Kamakura, Wagner A. and Gary J. Russell (1989), "A Probabilistic Choice Model for Market Segmentation and Elasticity Structure," *Journal of Marketing Research*, 26 (November), 379-390. The survey is: Roberts, John H., Ujwal Kayande and Stephan Stermersch (2014), "From Academic Research to Marketing Practice: Exploring the Marketing Science Value Chain," *International Journal of Research in Marketing*.   As of March 2015, Kamakura and Russell (1989) has been cited 1,141 times (Google Scholar), a rate of 43.9 citations per year.

[3] Winner of the 2008 William R. Davidson Award for the article: Moon, Sangkil, Gary J. Russell and Sri Devi Duvvuri (2006), "Profiling the Reference Price Consumer," *Journal of Retailing*, 82 (1), 1-11. The Davidson Award is presented annually for the best article published in *Journal of Retailing* two years earlier.

[4] My doctoral student, Sangkil Moon, won first prize in the 2002 Clayton Doctoral Dissertation Proposal Competition sponsored by the Marketing Science Institute. A portion of this work is reported in the co-authored paper: Moon, Sangkil and Gary J. Russell (2008), "Predicting Product Purchase from Inferred Customer Similarity: An Autologistic Model Approach," *Management Science*, 54 (January), 71-82. An earlier version of this paper is available as: Moon, Sangkil and Gary J. Russell, "A Spatial Choice Model for Product Recommendations," Teradata Center for CRM, Duke University, Working Paper 11, July 2004 and MSI Working Paper 04-120, December 2004.

[5] Finalist in the 1999 Paul E. Green Award competition for the article: Bucklin, Randolph E., Gary J. Russell and V. Srinivasan (1998), "A Relationship Between Price Elasticities and Brand Switching Probabilities," *Journal of Marketing Research,* 35 (February), 99-113. The Paul Green Award is presented annually for the article published in *Journal of Marketing Research* the previous year that has "the most potential to contribute significantly to the practice of marketing research and research in marketing."

[6] Winner of the 1999 William R. Davidson Award for the article: Russell, Gary J. and Wagner A. Kamakura (1997), "Modeling Multiple Category Brand Preference with Household Basket Data," *Journal of Retailing*, 73 (Winter), 439-461. The Davidson Award is presented annually for the best article published in *Journal of Retailing* two years earlier.

[7] Invited presentation at the American Marketing Association Advanced Research Techniques (ART) Forum, June 1995, of the article: Russell, Gary J. and Wagner A. Kamakura (1994), "Understanding Brand Competition with Micro and Macro Scanner Data," *Journal of Marketing Research*, 31 (May), 289-303. The ART Forum is an annual AMA conference that brings together marketing research consultants and marketing science academics to discuss the state-of-the-art in research methodology.

[8] Finalist (Runner-up) in the 1994 William F. O'Dell Award competition for the article Kamakura, Wagner A. and Gary J. Russell (1989), "A Probabilistic Choice Model for Market Segmentation and Elasticity Structure," *Journal of Marketing Research*, 26 (November), 379-390. The William F. O'Dell Award is given annually for the article published in *Journal of Marketing Research* five years earlier which has made the greatest lasting contribution to the marketing literature. As of March 2015, Kamakura and Russell (1989) has been cited 1,141 times (Google Scholar), a rate of 43.9 citations per year.

[9] Recipient of $60,000 grant from the Social Sciences and Humanities Research Council of Canada (SSHRC) for the project "Category Management: The Retailer's Perspective," April 1994. My research proposal was ranked 7th out of 169 applications received by the SSHRC research awards committee. This grant supported work on two articles: (1) Bucklin, Randolph E., Gary J. Russell and V. Srinivasan (1998), "A Relationship Between Price Elasticities and Brand Switching Probabilities," *Journal of Marketing Research,* 35 (February); and (2) Russell, Gary J. and Wagner A. Kamakura (1997), "Modeling Multiple Category Brand Preference with Household Basket Data," *Journal of Retailing*, 73 (Winter).

[10] Finalist for the 1993 William F. O'Dell Award. Two of my articles were cited: "Estimating Marketing Mix Elasticities with PIMS Data: Methodological Issues and Substantive Implications" and "Implications of Market Structure for Elasticity Structure". The William F. O'Dell Award is given annually for the article published in *Journal of Marketing Research* five years earlier which has made the greatest lasting contribution to the marketing literature.

[11] Co-winner (with Wagner A. Kamakura) of First Prize (Behavioral Category) in the Marketing Science Institute's Research Competition on Brand Equity, November 1989. This award funded work on: Kamakura, Wagner A. and Gary J. Russell (1993), "Measuring Brand Value with Scanner Data," *International Journal of Research in Marketing*, Special Issue on Brand Equity, 10 (March), 9-22. As of March 2015, this article has been cited 610 times (Google Scholar), a rate of 27.7 citations per year.

[12] Honorable Mention, 1985 American Marketing Association Doctoral Dissertation Competition. This work is described in: Russell, Gary J. (1988), "Recovering Measures of Advertising Carryover from Aggregate Data: The Role of the Firm's Decision Behavior," *Marketing Science*, 7 (Summer), 252-270.

[13] Fellow, American Marketing Association Doctoral Consortium, 1981.