

# MARK A. MOON

College of Business Administration  
Department of Marketing and Logistics  
University of Tennessee  
310 Stokely Management Center  
Knoxville, TN 37996-0530  
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Updated: January 17, 2011

## ACADEMIC EMPLOYMENT

**University of Tennessee, Knoxville** College of Business Administration.

Associate Professor and Interim Department Head, 2011 to present.

Associate Professor, 2000 to 2010.

Assistant Professor, 1994 to 2000.

Instructor, August 1993 - August 1994

## EDUCATION

**University of North Carolina, Chapel Hill** Kenan-Flagler Business School  
Ph.D. in Marketing, 1994.

**University of Michigan, Ann Arbor**  
M.B.A., 1985. Concentration in Marketing

**University of Michigan, Ann Arbor**  
B.A., 1980. Major: English

## PUBLICATIONS

1. McCarthy, Teresa M., **Mark A. Moon**, and John T. Mentzer (2011), "Motivating the Industrial Sales Force in the Sales Forecasting Process," *Industrial Marketing Management*, forthcoming.
2. Esper, Terry L., Alexander E. Ellinger, Theodore P. Stank, Daniel J. Flint, and **Mark A. Moon** (2010), "Demand and Supply Integration: A Conceptual Framework of Value Creation Through Knowledge Management," *Journal of the Academy of Marketing Science*, 38 (1), 5-18.

3. **Moon, Mark A.** (2009), "Commentary on 'The Process Design Workbench: The Alignment of People, Process, and Tools.'" *Foresight: The International Journal of Applied Forecasting*, Issue 15 (Fall), 22-24.
4. **Moon, Mark A.** (2008), "Commentary on 'Overcoming Challenges in Operational Forecasting (OF) Projects'," *Foresight: The International Journal of Applied Forecasting*, Issue 11 (Fall), 37-40.
5. **Moon, Mark A.** and Leff Bonney (2007), "An Application of the Investment Model to Buyer/Seller Relationships: A Dyadic Perspective," *Journal of Marketing Theory and Practice*, 15 (Fall), 333-345.
6. **Moon, Mark A.** (2007), "Understanding Demand: A Critical Enabler of Supply Chain Excellence," *Industry Week*, (June 6), <http://www.industryweek.com/ReadArticle.aspx?ArticleID=14300>
7. Mentzer, John T., **Mark A. Moon**, Dominique Estampe, and Glen Margolis (2007), "Demand Management," in *Handbook of Global Supply Chain Management*, John T. Mentzer, Matthew B. Myers, and Theodore P. Stank, editors, Thousand Oaks, CA: Sage Publications.
8. **Moon, Mark A.** (2006), "Breaking Down Barriers to Forecast Process Improvement," *Foresight: The International Journal of Applied Forecasting*, Issue 4 (June), 26-30.
9. Mentzer, John T. and **Mark A. Moon** (2004), *Sales Forecasting Management: A Demand Management Approach*, Thousand Oaks, CA: Sage Publications.
10. **Moon, Mark A.** (2004), "What Is World Class Forecasting? A Perspective on 20 Years of Research," *Proceedings of the 2004 APICS International Conference and Exposition*, Section B-10, 1-4.
11. Mentzer, John T. and **Mark A. Moon** (2004), "Understanding Demand," *Supply Chain Management Review*, May/June (38-45).
12. Stahl, Michael J. (editor) (2004), *Encyclopedia of Health Care Management*, Thousand Oaks, CA: Sage Publications. (5 entries contributed)
13. **Moon, Mark A.**, John T. Mentzer, and Carlo D. Smith (2003), "Conducting A Sales Forecasting Audit," *International Journal of Forecasting*, 19, 5-25.
14. Mentzer, John T. and **Mark A. Moon** (2003), "Conducting a Sales Forecasting Audit: Responses to the Commentaries," *International Journal of Forecasting*, 19, 27-42.

15. Anitsal, Ismet, **Mark A. Moon** and M. Meral Anitsal (2002), "Technology-Based Self-Service: Toward A New Retail Format," in *Marketing Advances In Pedagogy, Process, and Philosophy*, ed. Beverly T. Venable, Greenville, North Carolina: Society for Marketing Advances, 146-151.
16. Anitsal, Ismet, **Mark A. Moon** and M. Meral Anitsal (2002), "Technology-Based Self-Service: Issues For Retail Management and Research," in *Developments in Marketing Science*, Vol. XXV, ed. Harlan E. Spotts, Coral Gables, Florida: Academy of Marketing Science, 25-36.
17. **Moon, Mark A.**, John T. Mentzer, and Dwight E. Thomas, Jr. (2000), "Customer Demand Planning at Lucent Technologies: A Case Study in Continuous Improvement Through Sales Forecast Auditing," *Industrial Marketing Management*, 29, 19-26.
18. **Moon, Mark A.** (1999), "Graduate Marketing Education in the 21st Century: The Challenge from Technology," *Marketing Education Review*, 9 (Summer), 1-5.
19. **Moon, Mark A.** and John T. Mentzer (1999), "Improving Salesforce Forecasting," *Journal of Business Forecasting*, 18, (Summer), 7-12.
20. **Moon, Mark A.**, John T. Mentzer, Carlo D. Smith and Michael S. Garver (1998), "Seven Keys to Better Forecasting," *Business Horizons*, (September-October), 44-52.
21. **Moon, Mark A.**, John T. Mentzer, Richard C. Reizenstein and Robert B. Woodruff (1998), "An Integrative Customer-Value Based Approach to MBA Marketing Education," *Journal of Marketing Education*, 20 (1), 53-62.
22. Mentzer, John T., **Mark A. Moon**, John L. Kent, and Carlo D. Smith (1997), "The Need for a Forecasting Champion," *Journal of Business Forecasting*, 16 (Fall), 3-8.
23. **Moon, Mark A.** and Susan Forquer Gupta (1997), "Examining the Formation of Selling Centers: A Conceptual Framework," *Journal of Personal Selling and Sales Management*, 17 (Spring), 31-42.
24. **Moon, Mark A.** (1996), "An Empirical Study of the Dimensionality of Selling Team Performance," *Proceedings of the 1996 Academy of Marketing Science Conference: Developments in Marketing Science*, Volume XIX, Elizabeth J. Wilson and Joseph F. Hair, Jr, eds., Coral Gables, FL: Academy of Marketing Science, 40-44.
25. **Moon, Mark A.** (1996), "An Application of the Investment Model to Buyer/Seller Relationships," *Proceedings of the 1996 AMA Winter Educators'*

*Conference: Marketing Theory and Applications*, Edward A. Blair and Wagner Kamakura, eds., Chicago: American Marketing Association, 169-175.

26. **Moon, Mark A.** and Gary M. Armstrong (1994), "Selling Teams: A Conceptual Framework and Research Agenda," *Journal of Personal Selling and Sales Management* 16 (Winter), 17-30.
27. Gupta, Susan F. and **Mark A. Moon** (1994), "Examining the Formation of Selling Centers: A Conceptual Framework," in *Proceedings of the 1994 National Conference in Sales Management*, Rick E. Ridnour, ed.
28. Workman, John P. and **Mark A. Moon** (1993), "The Nature of the Marketing to R&D Interface in a Range of Organizational Settings," in *Proceedings of the 1992 AMA Winter Educators' Conference: Classical and Contemporary Perspectives on Marketing Thought*, Rajan Varadarajan and Bernard Jaworski, eds., Chicago: American Marketing Association, 353-361.
29. **Moon, Mark A.** (1992), "A Structural Model of the Performance of Selling Teams," in *Proceedings of the 1992 AMA Winter Educators' Conference: Marketing Theory and Applications*, Volume 3, Chris T. Allen and Thomas J. Madden, eds., Chicago: American Marketing Association, 50-56.
30. **Moon, Mark A.** (1992), "A Task Group Model of Selling Team Performance," in *Proceedings of the 1992 National Conference in Sales Management*, Dan C. Weilbaker, ed., 141-145.

## RESEARCH IN PROGRESS

“Evaluating the Impact of Functional Forecast biases on Operational Outcomes: A Series of Controlled Field Experiments,” with Chad Autry and . Conceptual model in preparation.

## PRESENTATIONS

1. “The Seven Habits of Highly Effective S&OP,” presented at the *University of Tennessee Demand/Supply Integration Forums Webinar Series*, December 1, 2009.
2. “Overcoming Organizational Politics in the Forecasting Process,” presented at the *Budgeting and Forecasting 2009 Conference*, American Strategic Management Institute, Chicago, IL, June 18, 2009
3. “Get Close to Consumers Through Demand/Supply Integration,” presented at the *QAD Global Webinar Series*, April 15, 2009.

4. "A Snapshot of Best Practice: A Report on a Study of S&OP," presented at the *JDA New View Thought Leadership Webinar Series*, August 13, 2008.
5. "A Snapshot of Best Practice: A Report on a Study of S&OP Practice and Forecaster Characteristics," presented at the *8<sup>th</sup> Annual World Class Sales Forecasting Management Conference*, Knoxville, TN, May 14, 2008.
6. "Demand/Supply Integration: Alignment and Integration for Demand and Supply Management," presented at the *Health and Personal Care Logistics Conference*, Philadelphia, PA, April 1, 2008.
7. "Demand/Supply Integration: Make Sure Your Forecasts Make A Difference in Your Company," presented at the *Forecasting Summit 2008*, Orlando, FL, February 12, 2008
8. "Forecasting Process Improvement: What Gets in the Way, and How to Overcome Those Barriers," presented at the *Forecasting Summit 2007*, Orlando, FL, February 13, 2007.
9. "Forecasting Process Improvement: What Gets in the Way, and How to Overcome Those Barriers," presented at the *Distribution Business Management Association Annual Conference*, Las Vegas, NV, September 25, 2006
10. "How to Improve Collaboration in Sales Forecasting," (with John T. Mentzer), presented at the *Steelwedge Interactive Webinar*, July 25, 2006.
11. "What Is World Class Forecasting? A Process Perspective," presented at the *Steelwedge Best Practices Leadership Forum Webcast Series*, April 20, 2006.
12. "Forecasting Process Improvement: What Gets in the Way, and How to Overcome Those Barriers," presented at the *Forecasting Summit 2006*, Orlando, FL, February 15, 2006.
13. "What is World Class Forecasting? A Perspective on 25 Years of Research," presented at the *Florida West Coast Chapter Meeting, APICS International*, Clearwater, FL, January 10, 2006
14. "What is World Class Forecasting? A Perspective on 25 Years of Research," presented at the *Florida Gulf Coast Chapter Meeting, APICS International*, Bradenton, FL, January 9, 2006
15. "Demand: What Drives It and How It Impacts Forecasting," presented at the *Materials Handling and Logistics Conference*, Park City, UT, September 20, 2005.

16. "What Is World Class Forecasting? A Perspective on 20 Years of Research," presented at the *Crystal Ball Users Conference*, Denver, CO, June 14, 2005.
17. "World Class Demand Forecasting Management: A Critical Enabler of Supply Chain Excellence," presented at the *Distribution Business Management Conference*, Baltimore, MD, June 7, 2005.
18. "Conducting a Forecasting Audit: How To Move Your Organization To World Class," presented at the *Forecasting Summit 2005*, Orlando, FL, February 15, 2005
19. "What Is World Class Forecasting? A Perspective on 20 Years of Research," presented at the *2004 APICS International Conference and Exposition*, San Diego, CA, October 12, 2004.
20. "Demand Management: The Key to Reducing Supply Chain Variation," presented at the *Tradewin Compliance Seminar*, St. Louis, MO, June 22, 2004.
21. "Establishing Best Practice: The Role of the Sales Forecast Audit," presented at the *International Institute of Forecasting Annual Conference*, Dublin, Ireland, June 24, 2002.
22. "Forecasting Knowledge: What Do We Do With It?" panel discussion at the *International Institute of Forecasting Annual Conference*, Dublin, Ireland, June 25, 2002.
23. "Benchmarking Sales Forecasting Management," presented at the *International Institute of Forecasting Annual Conference*, Callaway Gardens, GA, June 2001.
24. "How To Conduct A Sales Forecasting Audit," presented at the *World Class Sales Forecasting Conference*, Knoxville, TN, May 22, 2001.
25. "Incentivizing Salesforce Forecasting," (with Dwight E. Thomas), presented at the *World Class Sales Forecasting Conference*, Knoxville, TN, May 21, 2001.
26. "World Class Sales Forecasting Management: A Critical Enabler of Supply Chain Excellence," presented at the *Logistics and e-Supply Chain Forum*, New York, NY, May 14 and 16, 2001.
27. "Sales Forecasting: A Key to Effective Supply Chain Management," presented at the *Committee on Corporation Associates, American Chemical Society Meeting*, San Francisco, CA, March 27, 2000.
28. "Sales Forecasting: Why Its Important and Why You and Your Students Should Care," presented at the *Northwestern Mutual College to Career Forum*, Crossville, TN, October 23, 1999.

29. "The Role of Sales in Logistics Strategy," presented at the *Council for Logistics Management Annual Conference*, Toronto, Ontario, Canada, October 19, 1999.
30. "Bringing Logistics Leverage to the Sales Force: Selling Your Competencies," presented at the *Pfizer Logistics Council, Global Logistics Conference*, Memphis, TN, October 11, 1999.
31. "Sales Forecasting: Understanding How The Best Companies Do It," presented at the *Reengineering Forecasting and Planning Conference*, Las Vegas, NV, February 9, 1999.
32. "Sales Forecasting: Benchmarking and Auditing," presented at the *Sales Forecasting and Planning Conference*, San Francisco, CA, October 5, 1998.
33. "Know Your Customer: A Customer-Value Based Approach to Strategic Competitive Advantage," presented at the *Cutting Edge Customer Marketing Leadership Week Conference*, Englewood, CO, August 20, 1998.
34. "Perspectives on Team Selling Performance," presented at the *AMA Summer Marketing Educators' Conference*, Boston, MA, August 17, 1998.
35. "Sales Forecasting: Benchmarking and Auditing," presented at the *Sales Forecasting and Planning Conference*, Scottsdale, AZ, March 30, 1998.
36. "Benchmarking Sales Forecasting Management: Insights for Sales and Distribution Management" (with John T. Mentzer, Martin H. Coalson, John A. Hewson and Dwight E. Thomas), presented at the *American Marketing Association Winter Educators' Conference*, Austin, TX, February 22, 1998.
37. "Sales Forecasting: A Research Program and Its Impact on Business Practice," presented at the *University of Alabama Marketing Research Seminar*, Tuscaloosa, AL, February 6, 1998.
38. "Sales Forecasting: Understanding How The Best Companies Do It," presented at the *Sales Forecasting and Planning Conference*, Toronto, Ontario, Canada, November 26, 1997.
39. "Sales Forecasting: Benchmarking and Auditing," presented at the *Sales Forecasting and Planning Conference*, Palm Beach Gardens, FL, November 17, 1997.
40. "Sales Forecasting: Benchmarking and Auditing," presented at the *Sales Forecasting and Planning Conference*, Scottsdale, AZ, March 24, 1997.

41. "Random Musings on Selling Teams: What Are They and What Makes Them Effective?" presented at the *University of North Carolina Marketing Research Seminar*, Chapel Hill, NC, October 24, 1995.
42. "A Task Group Model of Selling Team Performance," presented at the *CBIM/ISBM Faculty Consortium*, Atlanta, GA, January 9, 1995
43. "Selling Teams: A Conceptual Framework and Exploratory Study of Performance," Presented at the *29th Annual Marketing Conference, National Account Marketing Association*, Ft. Lauderdale, FL, May 18, 1994
44. "Selling Teams: A Conceptual Framework and Research Agenda," Presented at the *AMA Summer Marketing Educators' Conference*, Boston, MA, August 10, 1993
45. "Selling Teams: A Conceptual Framework and Research Agenda," Presented at the *AMA Business-to-Business Marketing Research Conference*, San Francisco, CA, March 29, 1993
46. "A Task Group Model of Selling Team Performance," Presentation at *National Conference in Sales Management*, Chicago, Illinois, April 9-11, 1992
47. "A Structural Model of the Performance of Selling Teams," Presented at the *AMA Winter Marketing Educators' Conference*, San Antonio, TX, February 15-18, 1992

## **TEACHING EXPERIENCE**

### **University of Tennessee, Knoxville**

Demand Management (BA 332) – Introductory course taught in large auditorium setting to over 200 students: Fall 2002, Spring 2003, Fall 2003, Spring 2004, Fall 2004, Spring 2005, Fall 2005, Spring 2006, Fall 2006, Spring 2007, Fall 2007, Spring 2008, Fall 2008, Spring 2009, Fall 2009, Spring 2010, Fall 2010, Spring 2011.

Principles of Marketing (Marketing 301)--Introductory Marketing course taught in large auditorium setting to 200 students. Spring 2000.

Sales Management (Marketing 420)--Senior elective undergraduate course in sales management. Fall 1993; Spring 1994; Fall 1994; Spring 1995; Fall 1995; Spring 1996; Fall 1996; Spring 1997; Fall 1997; Spring 1998; Fall 1998; Fall 1999; Fall 2000; Fall 2001, Spring 2003

Sales Management (Marketing 458)—Senior undergraduate course for marketing majors. Spring 2004, Fall 2004, Spring 2005, Spring 2006, Spring 2007, Spring 2008, Fall 2008, Spring 2009.

Sales Management (Marketing 468) – Senior undergraduate course for marketing majors. Spring 2010, Fall 2010.

MBA Core: Demand Management Module (Fall 2001, Fall 2002, Fall 2003, Fall 2004, Fall 2005, Fall 2006, Fall 2007, Fall 2008), Demand Planning Module (Fall 2001, Fall 2002, Fall 2003, Fall 2004, Fall 2005, Fall 2006, Fall 2007, Fall 2008, Fall 2009).

Marketing Hub Course: First year MBA course which serves as the first class in the Marketing concentration, Spring 2002.

MBA Marketing Concentration (Marketing 512)--member of faculty team responsible for teaching second-year MBA course for Marketing concentrators, Spring 1995; Fall 1995/Spring 1996; Fall 1996/Spring 1997; Fall 1997/Spring 1998; Fall 1998/Spring 1999; Fall 1999/Spring 2000; Fall 2000/Spring 2001, Fall 2001/Spring 2002

Global Marketing Communication (MKT 536): Fall 2009, Fall 2010.

Doctoral Seminar in Contemporary Marketing Thought (MKT 614): Spring 2011.

Executive MBA Program, Spring 2001.

Taiwan Executive MBA Program, Taipei, Taiwan—taught Marketing Management and Forecasting modules. December 1998; January 2000; January 2001.

Professional MBA Program—Associate Faculty, 2000; Core Faculty, 2001-present.

Masters of Accountancy Program--Marketing module, September/October, 1999.

Supply Chain Certification Program, Center for Executive Education, University of Tennessee, 2001-2010.

Sales Forecasting, Center for Executive Education, University of Tennessee, 1997-2003

Management Development Program, Center for Executive Education, University of Tennessee, October 2000.

Executive Development Program, Center for Executive Education, University of Tennessee, Spring, 2001, 2002, 2004, 2005, 2006, 2007.

Executive Education Course on Demand Management, Bordeaux Ecole de Management, Bordeaux, France, April 2008, March 2010, March 2011.

Executive Education Course on Marketing Strategy, Universitia Polytechnique Technical, Timiswora, Romania, July 1996.

### **University of North Carolina, Chapel Hill**

Sales Management (Business 163)--Senior elective undergraduate course in sales management. Spring 1993

Principles of Marketing (Business 160)--Junior core undergraduate course. Summer 1992; Fall 1990.

### **Additional Experience**

Served as Academic Advisor to freshman and sophomore business majors, General College, University of North Carolina at Chapel Hill.

### **BUSINESS EXPERIENCE**

**Marketing Representative**, IBM Corporation, 1985-1989. Sold full line of computer hardware, software and services to multiple divisions of a major automotive company. Acted as team leader with responsibility for maintaining and expanding the revenue stream to IBM and developing a close relationship between IBM and the customer organization.

**Market Analyst**, University Microfilms International, Xerox Publishing Group, Ann Arbor, Michigan. 1983-1985. Performed a variety of marketing functions, including market research, forecasting, sales force analysis and compensation, personal selling, and product development.

**Editorial Manager**, University Microfilms International, Xerox Publishing Group, Ann Arbor, Michigan. 1980-1983. Responsible for production of multiple products, including monthly journal of doctoral dissertation abstracts and a computerized database of dissertation citations. Managed the activities of 10-15 salaried and hourly employees engaged in the production of these products.

## HONORS

Recipient of Outstanding Faculty Award, Professional MBA Program, University of Tennessee, December 2008  
Nominated for Chancellor's Excellence in Teaching Award, 2006, 2007  
Nominated for CBA Outstanding Teaching Award, 2004, 2007, 2009  
Nominated for Innovative Teaching Award, 2001, 2002.  
Recipient of Allen H. Keally Award for teaching excellence, 1997, 2009.  
Nominated for Allen H. Keally Award for teaching excellence, 1995, 1996.  
Recipient of Golden Apple Award for excellence in undergraduate marketing instruction, 1995, 2009.  
Fellow, Southern Marketing Association Doctoral Consortium, 1992

## PROFESSIONAL SERVICE

### *Service to the Discipline*

Track Chair, World Marketing Congress, Verona, Italy (Summer 2007)

Editorial Review Board, *Foresight: The International Journal of Applied Forecasting*, 2008 to present.

Editorial Review Board, *Journal of Personal Selling and Sales Management*, 1997-2003.

Abstract Review Board, *Journal of Personal Selling and Sales Management*, 1994-2003.

Conference chair, *Sales Forecasting and Planning Conference*, West Palm Beach, FL, November 17-18, 1997

Ad hoc reviewer for:

Journal of the Academy of Marketing Science, 1998-Present

Journal of Marketing Education, 1998-Present

Journal of Marketing Theory and Practice, 1998-Present

American Marketing Association academic conferences, 1998-Present

National Conference in Sales Management, 1998-Present

Journal of Business Research, 1998-Present

Academy of Marketing Science conferences, 1998-Present

### ***Service to the University***

Member, Sustainability Curriculum/Education Subcommittee, 2007-2008

Alternate, Faculty Senate, elected to term for 2007-2010.

Member, Undergraduate Council, elected to term for 2001-2004, 2004-2007, 2007-2010, 2010-2013.

Member, Undergraduate Curriculum committee, 2002-present.

Member, Academic Policy Committee, 2010-present.

Member, Academic Judging Panel, Panhellenic Council, 1997

### ***Service to the College of Business***

Committee member, ProMBA Director search committee, Fall 2006

Committee member, Undergraduate Policy Committee, Fall 1996-Spring 1998; Chair, 2001-present.

Committee member, Undergraduate Appeals Committee, Summer 1999-2002 .

Member, CBA Restructuring committee, 2002

Member, Primary Group, MBA Program Design Committee, 2000-2001.

Faculty advisor, Delta Sigma Pi professional business fraternity, Fall 1994-Spring 1999

### ***Service to the Department of Marketing and Logistics***

Interim Department Head, 2011 to present

Member, Integrated Value Chain Forums Policy Board, 2002 to present

Director, Sales Forecasting Management Forum, 2000 to present

Member, MLT Strategic Planning committee, 2002, 2010

Chair, Marketing Faculty Search committee, Fall 2001, Fall 2007, Fall 2010

Faculty advisor, American Marketing Association Student Chapter, 1996-2000.

***Dissertation committees:***

Michael S. Garver, Marketing, 1998

John Wheeler, Management, 2001

Teresa M. McCarthy, Marketing, 2003

Frederick L. (Leff) Bonney, 2008

, 2011

**RESEARCH GRANTS AWARDED**

Scholarly Research Grant, College of Business Administration, University of Tennessee, Knoxville, October 1998 for \$10,000

Dell Star Grant, Fall 2000, for \$24,000.

**CONSULTING and EXECUTIVE TEACHING EXPERIENCE**

***Forecast and Supply Chain Audit Projects***

Eastman Chemical Corporation

DuPont of Canada

Hershey Foods USA

Michelin North America

Allied Signal Automotive

Union Pacific Railroad

Lucent Technologies

ConAgra

Smith & Nephew

Ethicon

Avery-Denison

Corning

Pharmavite

Motorola PCS

Williamson-Dickie Manufacturing Co.

Sara Lee  
John Deere  
Continental Tire  
AET Films  
Whirlpool  
Philips North America  
Bacardi USA  
Orbit Irrigation Products, Inc.  
Alticor  
Maxtor  
OfficeMax  
Lockheed-Martin  
Nissan  
Peerless Pump  
Johnson & Johnson  
Radio Systems Corp.  
Cooper Tire Corp.  
Cummins Filtration, Inc.  
Tyco Electronics, Wireless Network Solutions  
Winn Dixie

***Executive Teaching***

Honeywell Corporation  
Sony  
Ultimate Electronics  
Coca-Cola  
EdSouth  
Corning  
Union Pacific Railroad  
Michelin North America  
Nestle USA  
3M  
BASF  
Peerless Pump  
Orbit Irrigation Products, Inc.  
American Standard  
CHEP

***Consulting***

Slimfast Foods  
JPS Industries  
AET Films  
DiamondCluster, International  
BWXT-Y12

Radio Systems Corp.  
Cooper Tire Corp.

## **PROFESSIONAL ASSOCIATIONS**

American Marketing Association  
Academy of Marketing Science