VITA

Robert J. Schieffer

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Northwestern University Academic Positions

Senior Lecturer, Marketing Department, Kellogg School of Management, Northwestern University, 2002-present

Adjunct Professor, Marketing Department, Kellogg School of Management, Northwestern University, 1997-2002

- Currently teach Customer Insight Tools in the fulltime Kellogg program
- Taught Marketing Research in the Kellogg Executive MBA program, and in the fulltime Kellogg program

Clinical Associate Professor, Masters of Product Design and Development Program, McCormick School of Engineering, Northwestern University, 2006-present

Academic Director of Customer Insight Tools seminar, Executive Education, Kellogg School of Management, 2006-present

Academic Director of custom Marketing programs for GE, International Paper, Ashland, AB InBev and Grupo Modelo, 2005-present

Professional Experience

Director of Worldwide Marketing Research, Abbott Laboratories, 1987-2002

Director of Marketing Research, Coors Brewing Company, 1982-1987

Education

MBA, 1976, Marketing, University of Wisconsin

BBA, 1972, Marketing, University of Wisconsin, Honors

<u>Service</u>

Chicagoland Habitat for Humanity, Board member, 2010 to present

Habitat for Humanity - Lake County, Illinois Board member, 1996 – 2010

Consulting

President of Schieffer and Associates, a marketing consulting and development firm

Publications

"Ten Key Customer Insights", Robert Schieffer, 2005, Thomson Publishing

"Iridium: Lost in Space", Robert Schieffer, 2003, Harvard Business School case

"Customers at the Core", Robert Schieffer and Eric Leininger, 2008, Marketing Management magazine