

Tim Calkins

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Education

MBA 1991 Harvard Graduate School of Business Administration
BA 1987 Yale University

Academic Positions

Kellogg School of Management, Northwestern University

Clinical Professor of Marketing, 2006-present
Clinical Associate Professor of Marketing, 2002-2006
Adjunct Assistant Professor of Marketing, 1998-2002

Keller Graduate School

Faculty, 1996-1999

Awards

Top Professor Award, Executive MBA Program, Kellogg School of Management,
2007 and 2009

Sidney J. Levy Teaching Award, Kellogg School of Management, 2008

L.G. Lavengood Outstanding Teacher of the Year Award, Kellogg School of
Management, 2006

Gold EFFIE Award, 1998

Industry Experience

Class 5 Consulting

Managing Director, 2004-present

Kraft Foods

Senior Category Business Director, 2001-2002

Category Business Director, 1999-2000

Senior Brand Manager, 1997-1998

Brand Manager, 1995-1996

Associate Brand Manager, 1993-1994

Assistant Brand Manager, 1991-1992

Booz Allen and Hamilton

Research Associate, 1987-1989

Teaching Experience

Kellogg MBA Program

Marketing Strategy Course

Part time program, 1998-present

Full time program, 2002-present

Executive program, 2004-present

Strategic Marketing Decisions Course

International executive program, 2006-present

Biomedical Marketing Course

Full time program, 2006-present

Strategic Brand Management Course

International executive program, 2005-2006

Kellogg-WHU Executive MBA Program

Marketing Strategy Course, 2005-present

Kellogg Open Enrollment Programs

Kellogg on Branding, *Co-Academic Director*, 2003-present

Business Marketing Strategy
Creating the Market Focused Organization
Executive Development Program
Kellogg Management Institute
Managing New Products and Services for Strategic Competitive Advantage
Strategic Marketing and Communications
Strategic Marketing for the Healthcare Industry

Kellogg Custom Programs

Eisai Global Leadership Program, *Academic Director*, 2007-present
Sony Marketing Leadership Program, *Academic Director*, 2008
Global Cheil-Northwestern Program, *Co-Academic Director*, 2005-2007

ABInBev Advanced Marketing Program
American Dental Association Institute for Diversity in Leadership
American Dental Association Executive Management Program
Ashland Marketing Strategy Program
American Orthopaedic Association
BP Sales and Marketing Leadership Academy
General Electric Medical Systems Executive Program
General Electric Executive Marketing Management Seminar
Grupo Modelo Marketing Program
Hartmarx Executive Development Program
Huron Consulting Group Development Program
International Paper Executive Development Program
Kraft Foods Marketing Development Program
Microsoft Marketing Development Program
Motorola Leadership Institute
National Football League Player Development Program
Philips Marketing Leadership Program
Ronald McDonald House Charities Program

Keller Graduate School

Advertising Management Course

Part time program, 1996-1999

Publications

Books

Breakthrough Marketing Plans, Palgrave Macmillan, 2008

Kellogg on Branding, co-editor, John Wiley & Sons, 2005

Kellogg Teaching Cases

Genzyme: The Synvisc-One Investment Decision, 2010

Genzyme: The Synvisc-One Investment Decision Teaching Note, 2010

Merck: Pricing Gardasil, 2009

Merck: Pricing Gardasil Teaching Note, 2009

Leclerc: The Growth Challenge, 2009

Leclerc: The Growth Challenge Teaching Note, 2009

Genzyme: The Renvela Launch Decision, 2009

Genzyme: The Renvela Launch Decision Teaching Note, 2009

Zimmer: The Gender Specific Knee, 2007

Zimmer: The Gender Specific Knee Teaching Note, 2007

Crestor, 2006

Crestor Teaching Note, 2006

Carolina Lunker Sauce, 2006

Carolina Lunker Sauce Teaching Note, 2006

Penfolds, 2005

A.1. Steak Sauce: Lawry's Defense, 2004

A.1. Steak Sauce: Lawry's Defense Teaching Note, 2004

Eli Lilly: Xigris (A), 2004

Eli Lilly: Xigris (B), 2004

Eli Lilly: Xigris Teaching Note, 2004

MedImmune: FluMist Introduction, 2004

MedImmune: FluMist Introduction Teaching Note, 2004

Kellogg Technical Note

Writing Great Marketing Plans, 2005

Articles

“Why Issue-Based Advertising Is Like Walking a Minefield,” *Advertising Age*, February 8, 2010 (with Derek Rucker)

“A Marketing Plan for Turbulent Times,” *Ivey Business Journal*, March/April 2009

“Super Bowl in a Recession,” *Forbes.com*, January 29, 2009

“Does a \$3M Super Bowl Ad Make Sense in a Recession?” *Advertising Age*, January 12, 2009 (with Derek Rucker)

“Five Marketing-Plan Pitfalls to Avoid,” *MarketingProfsToday*, September 23, 2008

“Don’t Overemphasize ROI as Single Measure of Success,” *Advertising Age*, February 4, 2008 (with Derek Rucker)

“Writing Great Marketing Plans,” *Kellogg Guide to Practical Leadership*, 2005

“Strategically Managing the Brand Portfolio,” *McCann Knowledge Quarterly*, 2004

Presentations

“Building Enduring Brands in a Short Term World”
Kellogg Impact Series, Hong Kong, 2010

“Breakthrough Marketing Plans”
Illinois Association of Park Districts, 2010
Marketing Executives Networking Group, 2009
Harvard Business School Club of Chicago, 2009
Kellogg Alumni Club of Chicago, 2008
Kellogg Alumni Club of New York, 2008
National Intramural - Recreational Sports Association, 2008

“Superbowl Advertising Review”
Harvard Business School Club of Chicago, 2003 - 2010
Marketing Executives Networking Group, 2007-2008
Kellogg Alumni Club of Chicago, 2003 - 2007
Retail Advertising Conference, 2003

- “Strategy @ Work”
American Marketing Association BrandSmart Conference, 2009
- “Creating Powerful Brands in a Turbulent World”
Kellogg Alumni Club of London, 2008
- “Building Strong Brands”
Bord Bia Brand Forum, Dublin, 2007
- “Building Chicago’s Brand”
Chicago Council on Global Affairs, 2007
- “Strategic Marketing: New Horizons”
Commercial Summit, Mexico City, 2007
- “Marketing in a World of Hyper-Competition”
American Meat Institute Annual Convention, 2006
- “Building World Class Medical Brands”
Medical Marketing Association National Conference, 2006
- “Superbowl Scorecard”
Cyber-Influence Conference, 2006
- “Building World Class Brands”
Kellogg Marketing Conference, 2006
- “Building a World Class Brand”
Success Soul Conference, 2005
- “Global Marketing Management”
Beijing University, 2003
- “What Matters in Marketing Today”
26th International Marketing Symposium, Monterrey, 2002

Representative Consulting Clients

Abbott Laboratories
Barilla
CareerBuilder
Pfizer

AstraZeneca
Bausch & Lomb
Eli Lilly
Welch-Allyn

Updated April 2, 2010