Eric W. Leininger

Curriculum Vitae

Kellogg School of Management Northwestern University 2001 Sheridan Rd. Evanston, IL 60208 Email: e-leininger@kellogg.northwestern.edu

Academic Positions

Sr. Lecturer of Marketing; Associate Director, Center for Market Leadership

Education

B.A., 1975 University of Pennsylvania

M.A., 1977 University of Virginia

M.B.A., 1981 University of Michigan

Teaching

MBA: International 467, Global Marketing

Marketing 465, Marketing of New Products and Services

EMBA: GIM-China

Introduction to Cases

Executive Education: Kellogg on Branding

The Customer Focused Organization
Executive Development Program

AD: U.S.Cellular Marketing Immersion

Professional Affiliations Retired Corporate Senior-Vice President, McDonald's Corporation

Senior-Vice-President, Kraft Foods

Prior Employment, ACNeilsen, Quaker Oats Company

Eric Leininger Consulting, LLC

Non-Academic Articles

Robert Schieffer and Eric Leininger, "Customers at the Core,"

Marketing Management, 2008

Eric Leininger, "Create a Culture of Insights," The Advertiser, 2007