

Education

MBA, 1976, Marketing, University of Wisconsin

BBA, 1972, Marketing, University of Wisconsin, Honors

Academic Positions

Senior Lecturer, Marketing Department, Kellogg School of Management, Northwestern University, 2008-present

Clinical Associate Professor, Marketing Department, Kellogg School of Management, Northwestern University, 2002-2008

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

Clinical Associate Professor, Masters of Product 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

Other Professional Experience

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

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

Service

Chicagoland Habitat for Humanity, Board member, 2010 to present

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

Consulting

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