

I. General Information:

Name: Michael Metzger
Rank: Lecturer, Ross School of Business
Field: Marketing, Business and Industrial Marketing, Marketing Research

II. Education:

Highest degree: Ph.D. (Education), M.B.A. (Management)
Year conferred: 2000, 1991
Degree-granting institution: University of Michigan, University of Toledo
Major field of study: Organizational Studies
Dissertation: University Technology Transfer and Organized Research Units

III. Courses:

Year: 2000-2002 Marketing Management	Year: 2010 e-marketing
Year: 2003 Marketing Management IMAP Bolivia IMAP Peru	Marketing Management I Management Consulting Practice Year: 2011 Management Consulting Practice e-marketing
Year: 2004 Marketing Management International Marketing	Marketing Management Marketing Research Management Consulting Practice
Year: 2005 Marketing Management I Marketing Management II Services Marketing	Year: 2012 Marketing Management I Marketing Research Management Consulting Practice
Year: 2006 e-marketing Marketing Management I Marketing Management II	Year: 2013 Marketing Management I Marketing Management II Management Consulting Practice
Year: 2007 e-marketing Marketing Management I Marketing Management II	International Marketing Year: 2014 Marketing Research Global Initiatives Chile Global Initiatives Costa Rica
Year: 2008 Marketing Management I Marketing Management II Management Consulting Practice	International Marketing Year: 2015 Marketing Management Global Initiatives Chile Global Initiatives Costa Rica
Year: 2009 e-marketing Marketing Management I Marketing Management II Introduction to Consulting Management Consulting Practice	Year: 2016 International Marketing Nonprofit and Social Marketing

III. Courses (cont.):

Year: 2017

Marketing Research
International Marketing
Sustainable Development

Year: 2019

Marketing Research
Nonprofit & Social Marketing
International Marketing

Year: 2021

Marketing Management
Business to Business and
Industrial Marketing (7 wk)
Multi-Disciplinary Action
Projects (MAP)

Year: 2022

Marketing Management
Business to Business and
Industrial Marketing (14 wk)

Year: 2018

International Marketing
Nonprofit and Social Marketing
Marketing Research

Year: 2020

Marketing Management
Marketing Research
International Marketing

Year: 2022

International Marketing
Marketing for Product and
Brand Managers (MKT 430)
Multi-Disciplinary Action
Projects (MAP)

Year: 2023

International Marketing
Marketing for Product and
Brand Managers (MKT 430)

IV. Intellectual Contributions:

(A) Peer Review Journals

Metzger, M.D. "Assessing Algorithms for Selecting Countries to Market New Products to Low Income Consumers" (2013) with Woodside, A. and Ickis, J., Emerald Emerging Markets Case Studies. (DBS)

Metzger, M.D. "Strategic Management in Latin America: Issues and Assessment" (2010). With Brenes, Esteban, and Bernardo Requena Journal of Business Research. December.

Metzger, M.D. "Mercadeo Social como una nueva herramienta de responsabilidad social corporativa: El caso de alfabetización en Costa Rica" (2010). With Maureen E. Metzger and John Ickis. Multidisciplinary Business Review, Vol. 3 No. 1, June 2010, 50-63. (DBS)

Metzger, M.D. "Inclusion of Low Income Sectors in Latin American Agribusiness" (2010). With John Ickis, Francisco Leguizamón, and Juliano Flores. International Food and Agribusiness Management Review, Vol. 13, Issue 1. (CTP)

Metzger, M.D. "La agroindustria: campo fértil para los negocios inclusivos" (2009). With John Ickis, Francisco Leguizamón, and Juliano Flores. Academia, Revista Latinoamericana de Administración, No. 43, 107-124. (CTP)

Metzger, M.D. "A Corporate Social Marketing Literacy Campaign in Latin America". With Maureen E. Metzger, *International Journal of Learning*, Vol. 12, Issue 4, 2006.

Proceedings

Metzger, M.D. "Responsible Labor and Firm Competitiveness in the Electronics Industry of Costa Rica and the Dominican Republic" (2009). With Pratt, Lawrence and Juliano Flores.. *International Conference on Strategic Management in Latin America*, January 4th – 6th, Sao Paulo, Brazil.

Metzger, M.D. "The Role of Responsible Labor within Free Trade Agreements In the Electronics Industry: A Case Study of Costa Rica and the Dominican Republic" (2008). With Pratt, Lawrence and Juliano Flores. *International CSR Conference 2008*, October 6th – 10th, Berlin, Germany.

Metzger, M.D. "A Study of Acculturation Strategies Used By Latin American Business School Students." (2007). Metzger, Michael D. *Business Association of Latin American Studies*, April 15th - 28th, San Jose, Costa Rica.

Metzger, M.D. "Corporate Social Responsibility in Latin American: Irupana Bolivian Organic Foods Company" (2007). *Business Association of Latin American Studies*, April 15th - 28th, San Jose, Costa Rica.

Metzger, M.D. "Alleviating Poverty Through Profits: The Creation of Social Value through Market Based Poverty Initiatives" (2007). *Business Association of Latin American Studies*, April 15th - 28th, San Jose, Costa Rica.

Metzger, M.D. "Corporate Social Marketing: Emerging Latin American Markets and Responsible Corporate Communications" (2006). *European-Latin American Congress on Corporate Responsibility*.

Metzger, M.D. "Social Marketing: Corporate Sponsored Literacy Programs in Underdeveloped and Emerging Markets". With Maureen E. Metzger. *12th International Learning Conference*, Granada, Spain, July 2005.

2. Books and Book Chapters

Books

Metzger, M.D. *Gerencia Estratégica de Mercadeo*. (2007). With Víctor Donaire. Thomson Learning Iberoamérica.

Metzger, M.D. *Marketing Management: Part of the William Davidson Institute Series of Core Business Topics*. (2006). With Víctor Donaire. University of Michigan Business School.

Book Chapters

Metzger, M.D. “Appreciative Intelligence in Action - A Study of Sustainable Value Creation by Irupana Organic Food of Bolivia.” (2010). With Martinez, Héctor and Miguel Angel Lopez. In Thatchenkery, T. Cooperrider, D. and Michel Avital (Eds.) Positive Design and Appreciative Construction: From Sustainable Development to Sustainable Value. Advances in Appreciative Inquiry, Vol. 3.. England: Emerald Group Publishing.

Metzger, M.D. “Agribusiness and Low Income Sectors, in Socially Inclusive Business in Iberoamerica: Engaging the Poor Through Market Initiatives” (2010). With Ickis, John, Leguizamón, F. Flores, Juliano., Harvard University David Rockefeller Center for Latin American Studies.

3. Cases published/distributed by international clearinghouses

Metzger, M.D. “Sound Agriculture Assesses International Expansion Opportunities (C): Leadership for a More Sustainable Sport.” (forthcoming). William Davidson Institute. University of Michigan Ross School of Business.

Metzger, M.D. “Brand Anthropomorphism and Personification: Designing Brand Mascots.” (2024). William Davidson Institute. University of Michigan Ross School of Business.

Metzger, M.D. “Brand Extension Through Innovation (B): Sound Agriculture Faces Early Competition on the Golf Course.” (2024). William Davidson Institute. University of Michigan Ross School of Business.

Metzger, M.D. “Brand Extension through Innovation: Sound Agriculture Sustainably Grows the Greens.” (2023). With Eckhoff, C. William Davidson Institute. University of Michigan Ross School of Business.

Metzger, M.D. “Brand Extension through Innovation: Sound Agriculture Sustainably Grows the Greens. Teaching Note.” (2023). With Eckhoff, C. William Davidson Institute. University of Michigan Ross School of Business.

Metzger, M.D. “Brand Extension through Innovation: Sound Agriculture Sustainably Grows the Greens Marketing Financial Analysis.” (2023). With Eckhoff, C. William Davidson Institute. University of Michigan Ross School of Business.

Metzger, M.D. “Product and Brand Name Linguistics and Logo Semiotics.” (2022). William Davidson Institute. University of Michigan Ross School of Business.

Metzger, M.D. “Haven: Preventing Violence Against Women.” (2020). William Davidson Institute. University of Michigan Ross School of Business.

Metzger, M.D. “The Costa Rican Software Corridor: Startup Develops Expansion Plans for Latin America.” (2020). William Davidson Institute. University of Michigan Ross School of Business.

- Metzger, M.D. "A Costa Rican Florist Considers Online Opportunities." (2018). William Davidson Institute. University of Michigan Ross School of Business.
- Metzger, M.D. "Flores del Este Costa Rica." (2008). INCAE Business School. (English and Spanish).
- Metzger, M.D. "Marketing Management Financial Analysis: Brand Manager for Microagenda." (2007). INCAE Business School. (English and Spanish).
- Metzger, M.D. "Irupana Organic Foods and Social Enterprise." (2006). Interview with Javier Hurtado, founder of Irupana Organic Foods, La Paz, Bolivia. Supplemental CD ROM for classroom discussion. INCAE Business School.
- Metzger, M.D. "Deutsche Aerospace Designs, Inc." (2007). INCAE Business School.
- Metzger, M.D. "EXACTUS Software Costa Rica." (2006). With Mauricio Melgarejo. INCAE Business School. (English and Spanish).
- Metzger, M.D. "EXACTUS Software Costa Rica Teaching Note" (2006). INCAE Business School. (English and Spanish).
- Metzger, M.D. "Grupo Continental Ecuador: The New Product Launch of Avena Ceres." (2005). With Mauricio Melgarejo. INCAE Business School. (English and Spanish).
- Metzger, M.D. "Grupo Continental Ecuador Teaching Note: The New Product Launch of Avena Ceres." (2005). INCAE Business School. (English and Spanish).
- Metzger, M.D. "Technical Note on the Case Methodology of Learning in Marketing Management." (2005). INCAE Business School. (English and Spanish).
- Metzger, M.D. "Country of Origin Influences on International Consumer Product Launches: Interview with Herbert Schmidt, former President of Proctor and Gamble Central and Eastern Europe, Africa and Asia." (2003). Supplemental CD ROM for classroom discussion. University of Michigan Business School.

4. Practitioner Oriented Publications

- Metzger, M.D. "Las multinacionales y la sostenibilidad" (2013). SUMMA. Noviembre, Edicion 234.
- Metzger, M.D. "El alma de la empresa orientada por su mission" (2013). SUMMA. Junio, Edicion 229.
- Metzger, M.D. "Empresa y sociedad" (2012). SUMMA.. Noviembre, Edicion 222.

Metzger, M.D. “La evolucion de la creacion de valor con responsabilidad social” (2011). El Libro de los Proyectos de RSE en America Central y el Caribe. Revista Mercados & Tendencias. Vol. 2.

Metzger, M.D. “Mercadeo Social Corporativo” (2011). With Mladen Kojatic, Maureen Metzger and John Ickis. INCAE Business Review. Vol. 2, No.3.

Metzger, M.D. “Oceano Azul: Un enfoque que genera valor en las empresas” (2008). Leadership. Vol. 5, No. 14.

Metzger, M.D. “Competencial con Base en el Valor” (2007). INCAE Business Review, Vol. 1, No.3.

Metzger, M.D. “La Imagen Corporativa” (2006). Classisnews.

5. Editorial Board Membership

Journal of Business Research (JBR) Guest Editor

International Journal of Business and Emerging Economies (IJBEE) Guest Editor

International Review of Public and Nonprofit Marketing (IRPNM) Scientific Board

6. Community Service

American Marketing Association, Student Chapter, Faculty Advisor 2021-present

Ann Arbor People’s Food Coop, Board Member, 2021-present

Instituto Lengua Español Costa Rica, Board of Advisors, 2005 - 2010

7. Professional Activities

American Marketing Association, U of M Student Chapter, Faculty Advisor

Business Association of Latin American Studies (BALAS), Member

United Nations Program on Responsible Management Education (UNPRME), former Delegate

8. Languages

English (Speaking: Native Language, Writing: Native Language)

Spanish (Speaking: Professional level, Writing: Professional level)

9. Work with Latin America Organizations

Corporate

Abbott (Pharmaceutical) Guatemala

Amazon Fresh (Food Services) United States

Coca Cola (Beverage) Costa Rica

Ericsson (Telecommunications) Costa Rica

Florida Ice and Farm (Beverage) Costa Rica

Grupo Moderna (Food Services) Ecuador
Grupo Ramos (Food Services) Dominican Republic
HSBC (Financial Services) Costa Rica
Intel (Semiconductor) Costa Rica, United States
Litegua (Transportation) Guatemala
Meykos (Pharmaceutical) Guatemala
Multiperfiles (Steel) Guatemala
Sanofi Aventis (Pharmaceutical) Argentina
Scotiabank (Financial Services) Costa Rica
Upala (Agribusiness) Costa Rica

Entrepreneurial

Costa Rica Flores (Ecommerce) Costa Rica
Exactus (Software) Costa Rica
Internexo (Web Development) Costa Rica
Irupana Organic Foods (Food Services) Bolivia
Jolyka Bolivia (Home Furnishing) Bolivia
Rainforest Expeditions (Eco-tourism) Bolivia, Perú
Sound Agriculture (Agribusiness), United States

Non-governmental

Fundación AVINA (Foundation) Costa Rica
Instituto Lengua Española (Education) Costa Rica
Inter-American Development Bank (Development) Washington, D.C.
Salud Sin Fronteras (Healthcare) Costa Rica
United Nations (Humanitarian) New York

Governmental

Empresa Publica de Agua (Governmental) Ecuador

Professional References:

Fred M. Feinberg, Ph.D.
Handleman Professor and Area Chair, Marketing, Ross School of Business
Professor of Statistics, Department of Statistics
Departmental Editor, Production and Operations Management
University of Michigan
Email: feinf@umich.edu

Rajeev Batra, Ph.D.
Sebastian S. Kresge Professor of Marketing
Ross School of Business
University of Michigan
Email: rajeevba@umich.edu

E. Follett Carter, M.B.A.
Director, Cappel Sales Program
Lecturer, Marketing
Ross School of Business
University of Michigan

Email: follett@umich.edu

Alberto Trejos, Ph.D.
Professor and Dean, INCAE Business School
La Garita, Alejuela, Costa Rica
Email: Alberto.Trejos@incae.edu

Contact Information:

USA:

Stephen M. Ross School of Business, R4475
University of Michigan, 701 Tappan Street
Ann Arbor, Michigan 48109
Office Phone: (734) 763-6393
Email: Mdmetzgz@umich.edu

Costa Rica:

INCAE Business School, Alajuela,
Costa Rica
Office Phone: 506-2437-2200
Cell Phone: 506-8850-5410
Email: Michael.Metzger@incae.edu

USA Home:

2112 Spruceway Lane
Ann Arbor, Michigan 48103
Cell phone: 734-604-2536
Email: MichaelDaniel.Metzger@gmail.com