

John David Branch

Academic Curriculum Vitae

Summary:

- International researcher, teacher, trainer, consultant, speaker, and educational administrator
- Expertise in consumer behaviour, marketing research, international marketing, services marketing, research methods, introductory marketing, marketing management, marketing strategy, pedagogy, international business education, and educational administration
- Experience in more than 50 universities, government agencies, and both for-profit and not-for-profit organisations in Europe, Asia, Africa, and the Americas

Address:

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University of Michigan
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Ann Arbor, Michigan
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E-Mail: jdbranch@umich.edu

Date of Birth:

28 December 1967

Citizenship:

Canadian

Languages:

English, French, Basic Russian, Basic Spanish

Education:

Degrees:

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| September 2011 to April 2017 | Doctor of Education (Ed.D.) University of Michigan Dearborn, U.S.A. |
| January 1997 to October 2004 | Doctor of Philosophy (Ph.D.) University of Cambridge Cambridge, England |
| August 2001 to August 2003 | Master of Arts in Education (M.A.Ed.) Washington University in Saint Louis Saint Louis, U.S.A. |
| September 199 to April 1993 | Master of Business Administration (MBA) University of New Brunswick Fredericton, Canada |
| September 1986 to April 1990 | Bachelor of Engineering Science (B.E.Sc.) University of Western Ontario London, Canada |

Graduate Courses:

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|---------------------------------|---|
| September 1993 to December 1993 | Business Research Methods École Supérieure de Commerce de Rennes Rennes, France |
| September 1993 to December 1993 | Market Data Analysis École Supérieure de Commerce de Rennes Rennes, France |
| May 1992 | Restructuring and Reorganization Warsaw School of Economics Warsaw, Poland |

Awards:

Athletic Honours:

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|-----------------------|--|
| June 2001 | Scott Furey Award University of Cambridge Cambridge, England |
| March 2000 | Cambridge Varsity Half-Blue Athlete University of Cambridge Cambridge, England |
| March 1999 | Cambridge Varsity Half-Blue Athlete University of Cambridge Cambridge, England |
| March 1998 | Cambridge Varsity Half-Blue Athlete University of Cambridge Cambridge, England |
| June 1997 to May 1998 | Captain, Varsity Blues Ice Hockey Team University of Cambridge Cambridge, England |
| March 1997 | Cambridge Varsity Half-Blue Athlete University of Cambridge Cambridge, England |
| April 1992 | C.I.A.U. Academic All-Canadian Athlete University of New Brunswick Fredericton, Canada |
| April 1989 | Bronze Mustang Athlete University of Western Ontario London, Canada |

Professional Honours:

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| June 2012 | Fellow Global Marketing Network Cambridge, England |
| January 2009 | Fellow Chartered Institute of Marketing Maidenhead, England |

Professional Qualifications:

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| September 1998 to Present | Chartered Marketer Chartered Institute of Marketing Maidenhead, England |
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Research Honours:

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| November 2017 | Best Paper in Product and Brand Management Society for Marketing Advances Annual Conference Louisville, U.S.A. |
| April 2017 | Honors Doctoral University of Michigan Dearborn, U.S.A. |

Scholarships:

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|------------------------------|---|
| September 1992 to April 1993 | Graduate Scholarship University of New Brunswick Fredericton, Canada |
| September 1992 to April 1993 | Graduate Research Assistantship University of New Brunswick Fredericton, Canada |
| September 1986 to April 1990 | Fahramet/Indusmin Academic Scholarship University of Western Ontario London, Canada |

Teaching Honours:

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| April 2019 | Winner MBA Teaching Award, Ross School of Business Ann Arbor, U.S.A. |
| April 2019 | Winner MM Teaching Award, Ross School of Business Ann Arbor, U.S.A. |
| March 2018 | Nominee MBA Teaching Award, Ross School of Business Ann Arbor, U.S.A. |
| March 2017 | Nominee Golden Apple Award, University of Michigan Ann Arbor, U.S.A. |
| March 2017 | Winner MM Teaching Award, Ross School of Business Ann Arbor, U.S.A. |
| March 2016 | Nominee MBA Teaching Award, Ross School of Business Ann Arbor, U.S.A. |
| March 2015 | Winner Executive Education Teaching Award, Ross School of Business Ann Arbor, U.S.A. |
| March 2015 | Winner Weekend MBA Teaching Award, Ross School of Business Ann Arbor, U.S.A. |
| March 2015 | Nominee BBA Teaching Award, Ross School of Business Ann Arbor, U.S.A. |
| March 2015 | Nominee MM Teaching Award, Ross School of Business Ann Arbor, U.S.A. |
| October 2014 | Council on Global Engagement Award Nominee University of Michigan Ann Arbor, U.S.A. |
| April 2013 | Nominee MM Teaching Award, Ross School of Business Ann Arbor, U.S.A. |

Teaching Honours (continued):

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| April 2012 | Nominee MBA Teaching Award, Ross School of Business Ann Arbor, U.S.A. |
| November 2011 | Champion Sherwin-Williams Distinguished Teaching Award Atlanta, U.S.A. |
| September 2011 | Graduation Speaker EMBA 15, Ross School of Business Ann Arbor, U.S.A. |
| November 2010 | Finalist Sherwin-Williams Distinguished Teaching Award Atlanta, U.S.A. |
| March 2009 | Nominee BBA Teaching Award, Ross School of Business Ann Arbor, U.S.A. |
| February 2009 | Nominee Teaching Innovation Prize, University of Michigan Ann Arbor, U.S.A. |
| May 2006 | Reid Teaching Award Washington University in Saint Louis Saint Louis, U.S.A. |
| November 2005 | Finalist Houghton Mifflin Innovative Teacher Award San Antonio, U.S.A. |
| May 2003 | Reid Teaching Award Washington University in Saint Louis Saint Louis, U.S.A. |
| November 2002 | Winner Houghton Mifflin Innovative Teacher Award Saint Petersburg, U.S.A. |

Research Experience:**Assistantships:**

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|------------------------------|--|
| September 1992 to April 1993 | Research Assistant University of New Brunswick Fredericton, Canada |
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Blog Postings:

Boumgarden, Peter; & John Branch. "Collective Impact or Coordinated Blindness." *Stanford Social Innovation Review*. 14 February 2013. http://www.ssireview.org/blog/entry/collective_impact_or_coordinated_blindness

Branch, John. "On Concepts." AEA365— A Tip-a-Day By and For Evaluators. American Evaluation Association, 18 June 2012. <http://aea365.org/blog/?p=6638>

Books:

Branch, John; Peter Boumgarten; & Jim Mourey. *Going to Market: A Decision-Making Approach to Marketing*. Cambridge, England: Cambridge University Press, under review.

Christiansen, Bryan; & John Branch. *The Marketisation of Higher Education: Policies, Practices, and Perspectives*. London, England: Palgrave, forthcoming.

Books (continued):

- Branch, John; Marcus Collins; & Eldad Yogev-Slotnick (eds.). *Contemporary Issues in Digital Marketing: New Paradigms, Perspectives and Practices*. Faringdon, England: Libri Publishing, 2018.
- Nygaard, Claus; John Branch; Paul Bartholomew; & Anne Hørsted (eds.). *Learner-Centred Curriculum Design in Higher Education*. Faringdon, England: Libri Publishing, 2017.
- Nygaard, Claus; John Branch; & Anne Hørsted (eds.). *New Innovations in Teaching and Learning in Higher Education*. Faringdon, England: Libri Publishing, 2017.
- Nygaard, Claus; John Branch; & Anne Hørsted (eds.). *Teaching and Learning Entrepreneurship*. Faringdon, England: Libri Publishing, 2017.
- Branch, John; & Anne Hørsted (eds.). *Globalisation of Higher Education: Political, Institutional, Cultural, and Personal Perspectives*. Faringdon, England: Libri Publishing, 2017.
- Nygaard, Claus; John Branch; Sarah Hayes; & Anne Hørsted (eds.). *Innovative Teaching and Learning in Higher Education*. Faringdon, England: Libri Publishing, 2017.
- Nygaard, Claus; John Branch; & Paul Bartholomew (eds.). *Assessing Learning in Higher Education*. Faringdon, England: Libri Publishing, 2016.
- Nygaard, Claus; John Branch; & Paul Bartholomew (eds.). *Technology-Enhanced Learning in Higher Education*. Faringdon, England: Libri Publishing, 2015.
- Branch, John; Claus Nygaard; Paul Bartholomew; & Linda Scott-Webber (eds.). *Learning Spaces in Higher Education*. Faringdon, England: Libri Publishing, 2014.
- Nygaard, Claus; John Branch; & Paul Bartholomew (eds.). *Case-Based Learning in Higher Education*. Faringdon, England: Libri Publishing, 2014.
- Nygaard, Claus; John Branch; & Clive Holtham (eds.). *Learning in Higher Education— Contemporary Standpoints*. Faringdon, England: Libri Publishing, 2013.
- Chapter test materials for: Pride, William; & O.C. Ferrell. *Marketing*. 17th ed. Mason, U.S.A.: Cengage Publishing.
- Branch, John; Bob Eames; Stacy Jackson; Maribel McElroy; Steve VenderVeen; & David Vequist. *Capstone- Experiential Class Workbook*. Dubuque, U.S.A.: Kendall Hunt Publishing, 2009.

Book Chapters:

- Branch, John. "Exploring Transnational Higher Education as a Strategy for Institutions of Higher Learning." In: Chelliah, Shankar (Ed.). *Global Business Strategies for Institutions of Higher Learning*. Kuala Lumpur, Malaysia: Penerbit USM, forthcoming.
- Branch, John. "Understanding Transnational Higher Education as a Strategy for Institutions of Higher Learning." In: Chelliah, Shankar (Ed.). *Global Business Strategies for Institutions of Higher Learning*. Kuala Lumpur, Malaysia: Penerbit USM, forthcoming.
- Branch, John. "Fetishism and Consumer Value." In: Burns, David (Ed.). *Multifaceted Explorations of Consumer Culture and Its Impact*. Hershey, U.S.A.: IGI Global, 2018, pp. 22-40.
- Branch, John. "A History of the Stockholm School of Economics." In: Christiansen, Bryan (Ed.). *Economic and Geopolitical Perspectives of the Commonwealth of Independent States and Eurasia*. Hershey, U.S.A.: IGI Global, 2018, pp. 157-177.
- Branch, John. "A Review of Transnational Higher Education." In: Smith, Brent (Ed.). *Mission-Driven Approaches in Modern Business Education*. Hershey, U.S.A.: IGI Global, 2018, pp. 234-253.
- Branch, John; Marcus Collins; & Eldad Yogev-Slotnick. "Introduction." In: Branch, John; Marcus Collins; & Eldad Yogev-Slotnick (eds.). *Contemporary Issues in Digital Marketing: New Paradigms, Perspectives and Practices*. Faringdon, England: Libri Publishing, 2018, pp. 1-24.

Book Chapters (continued):

Collins, Marcus; & John Branch. "And She Told Two Friends: The Power of the Network in Digital Marketing." In: Branch, John; Marcus Collins; & Eldad Yogevev-Slotnick (eds.). *Contemporary Issues in Digital Marketing: New Paradigms, Perspectives and Practices*. Faringdon, England: Libri Publishing, 2018, pp. 57-67.

Collins, Marcus; & John Branch. "Location, Location, Location: Environmental Conditions in Digital Marketing." In: Branch, John; Marcus Collins; & Eldad Yogevev-Slotnick (eds.). *Contemporary Issues in Digital Marketing: New Paradigms, Perspectives and Practices*. Faringdon, England: Libri Publishing, 2018, pp. 69-85.

Branch, John. "Accountability in the Management Education Industry." In: Hall, David; & Gabriel O. Ogunmokun. *Higher Education Leadership, Management and Marketing: Research and Perspectives*. Perth, Australia: Global Publishing House International, 2018, pp. 1-10.

Branch, John. "Leadership in Management Education: Challenges and Prescriptions." In: Hall, David; & Gabriel O. Ogunmokun. *Higher Education Leadership, Management and Marketing: Research and Perspectives*. Perth, Australia: Global Publishing House International, 2018, pp. 111-123.

Hørsted, Anne; Paul Bartholomew; John Branch; & Claus Nygaard. "A Possible Conceptualisation of Innovative Teaching and Learning in Higher Education." In: Nygaard, Claus; John Branch; Paul Bartholomew; & Anne Hørsted (eds.). *New Innovations in Teaching and Learning in Higher Education*. Faringdon, England: Libri Publishing, 2017, pp. 1-22.

Branch, John; & Tim Hartge. "Using the ECTS for Learning-Centred Curriculum Design." Nygaard, Claus; John Branch; & Anne Hørsted (eds.). *Learning-Centred Curriculum Design in Higher Education*. Faringdon, England: Libri Publishing, 2017, pp. 221-238.

Hartge, Tim; & John Branch. "Academic Rigour: Harnessing High-Quality Connections and Classroom Conversations." Nygaard, Claus; John Branch; & Anne Hørsted (eds.). *Learning-Centred Curriculum Design in Higher Education*. Faringdon, England: Libri Publishing, 2017, pp. 275-290.

Branch, John; Anne Hørsted; & Claus Nygaard. "Four Perceptions of Curriculum: Moving Learning to the Forefront of Higher Education." In: Nygaard, Claus; John Branch; & Anne Hørsted (eds.). *Learning-Centred Curriculum Design in Higher Education*. Faringdon, England: Libri Publishing, 2017, pp. 1-26.

Nygaard, Claus; John Branch; & Anne Hørsted. "An Introduction to Teaching and Learning Entrepreneurship." In: Nygaard, Claus; John Branch; & Anne Hørsted (eds.). *Teaching and Learning Entrepreneurship*. Faringdon, England: Libri Publishing, 2017, pp. 1-14.

Branch, John; & Anne Hørsted. "An Introduction to Globalisation of Higher Education." In Branch, John; & Anne Hørsted (eds.). *Globalisation of Higher Education: Political, Institutional, Cultural, and Personal Perspectives*. Faringdon, England: Libri Publishing, 2017, pp. 1-16.

Branch, John. "Transnational Higher Education." In Branch, John; & Anne Hørsted (eds.). *Globalisation of Higher Education: Political, Institutional, Cultural, and Personal Perspectives*. Faringdon, England: Libri Publishing, 2017, pp. 95-121.

Pauna, Diana; & John Branch. "The Internationalisation of the Stockholm School of Economics." In Branch, John; & Anne Hørsted (eds.). *Globalisation of Higher Education: Political, Institutional, Cultural, and Personal Perspectives*. Faringdon, England: Libri Publishing, 2017, pp. 123-144.

Nygaard, Claus; John Branch; Sarah Hayes; & Anne Hørsted. "Introduction." In: Nygaard, Claus; John Branch; Sarah Hayes; & Anne Hørsted (eds.). *Innovative Teaching and Learning in Higher Education*. Faringdon, England: Libri Publishing, February 2017, pp. 1-20.

Bartholomew, Paul; John Branch; & Nygaard, Claus. "Introduction." In: Nygaard, Claus; John Branch; & Paul Bartholomew (eds.). *Assessing Learning in Higher Education*. Faringdon, England: Libri Publishing, 2016, pp. 1-10.

Pauna, Diana & John Branch. "Student Development at the Stockholm School of Economics in Riga" In: Nygaard, Claus; John Branch; & Paul Bartholomew (eds.). *Assessing Learning in Higher Education*. Faringdon, England: Libri Publishing, 2016, pp. 39-58.

Book Chapters (continued):

- Nygaard, Claus; John Branch; & Paul Bartholomew. "Introducing Technology-Enhanced Learning." In: Nygaard, Claus; John Branch; & Paul Bartholomew (eds.). *Technology-Enhanced Learning in Higher Education*. Faringdon, England: Libri Publishing, 2015, pp. 1-16.
- Branch, John; Claus Nygaard; Paul Bartholomew; & Linda Scott-Webber. "Practising Learning Space Design." Branch, John; Claus Nygaard; Paul Bartholomew; & Linda Scott-Webber (eds.). *Learning Spaces in Higher Education*. Faringdon, England: Libri Publishing, 2014, pp. 1-19.
- Nygaard, Claus; John Branch; & Paul Bartholomew. "An Introduction to Case-based Learning." In: Nygaard, Claus; John Branch; & Paul Bartholomew (eds.). *Case-Based Learning in Higher Education*. Faringdon, England: Libri Publishing, 2014, pp. 1-16.
- Nygaard, Claus; John Branch; & Clive Holtham. "A Call for Contemporary Practices of Learning in Higher Education." In: Nygaard, Claus; John Branch; & Clive Holtham (eds.). *Learning in Higher Education—Contemporary Standpoints*. Faringdon, England: Libri Publishing, 2013, pp. 1-10.
- Branch, John; & Alyssa Martina. "Universal Design for Learning in Higher Education." In: Nygaard, Claus; John Branch; & Clive Holtham (eds.). *Learning in Higher Education—Contemporary Standpoints*. Faringdon, England: Libri Publishing, 2013, pp. 111-126.
- Branch, John; Lewis Hershey; & David Vannette. "The Use of RISK® for Introducing Marketing Strategy." In: Nygaard, Claus; Clive Holtham; & Nigel Courtney (eds.). *Beyond Transmission: Innovations in University Teaching*. Faringdon, England: Libri Publishing, 2011, pp. 216-231.
- Branch, John; Huai-Mei Chiang; & Ivan Goenawan. "Analogical Learning in Higher Education." In: Nygaard, Claus; & Clive Holtham (eds.). *Improving Student Learning Outcomes*. Copenhagen Business School: Copenhagen, Denmark, 2009, pp. 149-162.
- Branch, John; & Maja Martinovic. "Brand Management in Emerging Markets: Private Label Branding in Croatia and the Case of Dona Trgovina D.O.O." In: Singh, Satyendra (ed.). *Handbook of Business Practices and Growth in Emerging Markets*. World Scientific Publishing: London, England, 2009, pp. 161-179.
- Branch, John. "Postmodern Consumption and the High-Fidelity Audio Microculture." In: Belk, Russell; & John Sherry (eds.). *Research in Consumer Behavior Volume II: Consumer Culture*. Oxford, England: Elsevier, 2007, pp. 63-84.

Book Reviews:

- Branch, John. "Review of 'Qualitative Research Using QSR NUD•IST' by Celia Gahan and Mike Hannibal." *Qualitative Market Research: An International Journal*, Volume 2, Number 1, 1999, pp. 47-48.

Cases:

- Branch, John. "Nike, Colin Kaepernick, and the NFL: Stand and Deliver?" Toronto, Canada: TopHat, 2018.
- Branch, John. "Amazon: *Aqua Vitae* or River of Tears?" Toronto, Canada: TopHat, 2018.
- Branch, John. "Smartwatches: Is Time Running Out for the Swiss Watchmaking Industry?" Toronto, Canada: TopHat, 2018.
- Branch, John. "Afrikan Tähti: Coming to America?" Ann Arbor, U.S.A.: The William Davidson Institute, 2015.
- Branch, John. "Arm & Hammer: Extending a Trusted Brand." Ann Arbor, U.S.A.: The William Davidson Institute, 2015.
- Branch, John. "Clearshield: Evaluating Market Attractiveness." Ann Arbor, U.S.A.: The William Davidson Institute, 2015.
- Branch, John. "Ecolab: Is Green the New Black?" Ann Arbor, U.S.A.: The William Davidson Institute, 2015.

Cases (continued):

- Branch, John. "Hong Kong Philharmonic: A New Hope?" Ann Arbor, U.S.A.: The William Davidson Institute, 2015.
- Branch, John. "Medivice: An Exploration of Key Account Management." Ann Arbor, U.S.A.: The William Davidson Institute, 2015.
- Branch, John. "Samitivej Hospital: Medical Tourism in Thailand." Ann Arbor, U.S.A.: The William Davidson Institute, 2015.
- Branch, John. "Schaeffler: Opportunities in Peru?" Ann Arbor, U.S.A.: The William Davidson Institute, 2015.
- Branch, John. "Spry Chewing Gum: Blowing Bubbles in a Competitive Market." Ann Arbor, U.S.A.: The William Davidson Institute, 2015.
- Branch, John. "Sussex Industries: New Products or New Markets?" Ann Arbor, U.S.A.: The William Davidson Institute, 2015.
- Branch, John. "Woodmaster: Developing a Distribution Channel." Ann Arbor, U.S.A.: The William Davidson Institute, 2015.
- Branch, John. "Delta Corporate Accounts: Measuring Customer Value." Ann Arbor, U.S.A.: The William Davidson Institute, 2015.
- Branch, John. "Gardasil: Growing a New Market." Ann Arbor, U.S.A.: The William Davidson Institute, 2015.
- Branch, John. "The Clean Hands Company: Market Selection." Ann Arbor, U.S.A.: The William Davidson Institute, 2015.
- Augustine, Grace; & John Branch. "Chery Automobile: Vying for a Piece of the American Pie." Ann Arbor, U.S.A.: The William Davidson Institute, 2008.
- Lee, Moses; & John Branch. "Giving Tree International: ESL Training in Vietnam." Ann Arbor, U.S.A.: The William Davidson Institute, 2008.
- Branch, John. "Katie's Kakes." Ann Arbor, U.S.A.: The William Davidson Institute, 2008.
- Branch, John. "Jim Thompson Thai Silk." Ann Arbor, U.S.A.: The William Davidson Institute, 2008.
- Branch, John. "Maru Industries." Ann Arbor, U.S.A.: The William Davidson Institute, 2008.
- Branch, John. "Inline Fibreglass." Ann Arbor, U.S.A.: The William Davidson Institute, 2008.
- Branch, John. "Sussex Chainless Bicycle." Ann Arbor, U.S.A.: The William Davidson Institute, 2008.
- Branch, John. "Irbis Motorcycle Factory." Ann Arbor, U.S.A.: The William Davidson Institute, 2008.
- Branch, John. "Vostok Watches." Ann Arbor, U.S.A.: The William Davidson Institute, 2008.
- Branch, John. "StrongFiber Company Limited." Ann Arbor, U.S.A.: The William Davidson Institute, 2008.

Conceptual Notes:

- Branch, John; & Patrick Ryan. "Note on Countertrade." Ann Arbor, U.S.A.: The William Davidson Institute, 2018.
- Branch, John. "Note on Culture." Ann Arbor, U.S.A.: The William Davidson Institute, 2018.
- Branch, John; & Steve Kardel. "Note on Remittances." Ann Arbor, U.S.A.: The William Davidson Institute, 2018.
- Branch, John. "International Trade Theories." Ann Arbor, U.S.A.: The William Davidson Institute, 2014.
- Sanchez-Burks, Jeffrey; & John Branch. "Bridging in a Globalizing World: Strategies and Tools for Developing Cultural Intelligence." Ann Arbor, U.S.A.: The William Davidson Institute, 2008.

Conference Organisation:

Program Co-Chair, Teaching and Learning Leadership in Higher Education, *Learning in Higher Education 2019 Symposium*. October 2019. Ann Arbor, U.S.A.

Program Co-Chair, Online Learning in Higher Education, *Learning in Higher Education 2019 Symposium*. June 2019. Aegina, Greece.

Program Co-Chair, Teaching and Learning Innovation in Higher Education, *Learning in Higher Education 2019 Symposium*. May 2019. Copenhagen, Denmark.

Program Co-Chair, *Social Media Week Independent-Ann Arbor*. 15 September 2017. Ann Arbor, U.S.A.

Program Co-Chair, Learner-Centric Curriculum Design in Higher Education, *Learning in Higher Education 2017 Symposium*. June 2017. Aegina, Greece.

Program Co-Chair, Teaching and Learning Innovations in Higher Education, *Learning in Higher Education 2017 Symposium*. May 2017. Copenhagen, Denmark.

Program Co-Chair, Digital Marketing: New Paradigms, New Perspectives, New Practices, *Digital Marketing Symposium*. October 2016. Ann Arbor, U.S.A.

Program Co-Chair, Teaching and Learning Entrepreneurship, *Learning in Higher Education 2016 Symposium*. October 2016. Riga, Latvia.

Program Co-Chair, The Globalisation of Higher Education, *Learning in Higher Education 2016 Symposium*. June 2016. Aegina, Greece.

Program Co-Chair, Teaching and Learning Innovations in Higher Education, *Learning in Higher Education 2016 Symposium*. May 2016. Copenhagen, Denmark.

Program Co-Chair, Assessment of Learning in Higher Education, *Learning in Higher Education 2015 Symposium*. June 2015. Aegina, Greece.

Program Co-Chair, Technology-Enhanced Learning in Higher Education, *Learning in Higher Education 2014 Symposium*. June 2014. Aegina, Greece.

Program Chair, *Society for Marketing Advances 2013 Conference*. October 2013. Hilton Head, U.S.A.

Program Co-Chair, Learning Spaces in Higher Education, *Learning in Higher Education 2013 Symposium*. October 2013. Ann Arbor, U.S.A.

Program Co-Chair, Case-Based Learning in Higher Education, *Learning in Higher Education 2012 Symposium*. June 2013. Aegina, Greece.

Track Chair, Cengage Pride/Ferrell Innovations in Teaching Competition, *Society for Marketing Advances 2012 Conference*. November 2012. Orlando, U.S.A.

Program Co-Chair, Learning in Higher Education—Contemporary Perspectives, *Learning in Higher Education 2012 Symposium*. June 2012. Aegina, Greece.

Track Chair, Cengage Pride/Ferrell Innovations in Teaching Competition, *Society for Marketing Advances 2011 Conference*. November 2011. Memphis, U.S.A.

Organiser, Speech by Emil Tedeschi, *CREES/Ross School of Business Speaker Series*. October 2011. Ann Arbor, U.S.A.

Track Chair, Cengage Pride/Ferrell Innovations in Teaching Competition, *Society for Marketing Advances 2010 Conference*. November 2010. Atlanta, U.S.A.

Track Chair, Cengage Pride/Ferrell Innovations in Teaching Competition, *Society for Marketing Advances 2009 Conference*. November 2009. New Orleans, U.S.A.

Program Co-Chair, *Consumer Cultural Theory 2009 Conference*. June 2009. Ann Arbor, U.S.A.

Track Chair, Houghton Mifflin Innovative Teacher Award, *Society for Marketing Advances 2008 Conference*. November 2008. Saint Petersburg, U.S.A.

Conference Presentations:

Track Chair, Houghton Mifflin Innovative Teacher Award, *Society for Marketing Advances 2007 Conference*. November 2007. San Antonio, U.S.A.

Program Co-Chair, *Olin International Business Outlook 2005 Conference*. November 2005. Saint Louis, U.S.A.

Program Co-Chair, *Olin International Business Outlook 2004 Conference*. November 2004. Saint Louis, U.S.A.

Branch, John. "Critical Perspectives on Transnational Higher Education." *European International Business Annual Conference*. December 2018. Poznan, Poland.

Branch, John. "An Exploration of Brand Biographies in India." *European International Business Annual Conference*. December 2017. Milano, Italy.

Branch, John. "A Praxiological Approach to International Business Research." *European International Business Annual Conference*. December 2017. Milano, Italy.

Branch, John. "An Exploration of Brand Biographies in India." *Society for Marketing Advances Conference*. November 2017. Louisville, U.S.A.

Branch, John. "Transnational Higher Education: Taking Stock and Looking Forward." *Comparative and International Education Society Annual Conference*. March 2016. Vancouver, Canada.

Branch, John. "An Introduction to Praxiology." *Ethnographic and Qualitative Research Conference*. February 2016. Las Vegas, U.S.A.

Branch, John. "Pedagogy." *Global Summit on Educating Entrepreneurs*. William Davidson Institute. University of Michigan. June 2011. Ann Arbor, U.S.A.

Crawford, Brett; & John Branch. "Towards a Process Theory of Propagating Interests and Institutional Entrepreneurship: Change in a Chamber of Commerce." *Academy of Management Annual Meeting*. August 2011. San Antonio, U.S.A.

Crawford, Brett; & John Branch. "Interests, Social Worlds, and Capital: Structure in a Chamber of Commerce." *Academy of Management Annual Meeting*. August 2010. Montreal, Canada.

Crawford, Brett; & John Branch. "Institutional Entrepreneurship: Re-Shaping Interests and Change in a Chamber of Commerce." *ABC Workshop*. May 2010. Copenhagen, Denmark.

Branch, John. "Concepts and Concept Development." *Ethnographic and Qualitative Research Conference*. February 2009. Cedarville, U.S.A.

Branch, John. "Internationalising Your Career." *AACSB 'Building Toward Success' Faculty Conference on Learning Conference*. June 2007. Orlando, U.S.A.

Branch, John. "Postmodern Consumption and the High-Fidelity Audio Microculture." *Consumer Cultural Theory Conference*. August 2006. Notre Dame, U.S.A.

Conference Proceedings:

Branch, John "Same but Different: Comparing European and American Higher Education." In: Kehoe, William; & Linda Whitten (eds.). *Advances in Marketing: Making an Impact*. Saint Petersburg, U.S.A.: Society for Marketing Advances, November 2008, p. 132.

Branch, John. "Pulling Back the Veil: Exploring Technology in Marketing." In: Kehoe, William; & Linda Whitten (eds.). *Advances in Marketing: Linking Organizations and Customers*. Nashville, U.S.A.: Society for Marketing Advances, November 2006, p. 349.

Branch, John; John Drea; Paul Hensel; Greg Martin; Bill Moncrief; Don Robin; & Richard Sjolander. "Internationalising Your Career: Tales from an Armchair Anthropologist, a Wandering Minstrel, Two Hired Guns, a Geographically-Dispersed Teammate, and the Global Tycoon." In: Kehoe, William; & Linda Whitten (eds.). *Advances in Marketing: Managerial, Pedagogical, Theoretical*. San Antonio, U.S.A.: Society for Marketing Advances, November 2005, p. 383.

Conference Proceedings (continued):

- Branch, John; & Andrew Kaikati. "Blogs, Blogging, and the Blogosphere: Current State and Future Directions." In: Kehoe, William; & Linda Whitten (eds.). *Advances in Marketing: Managerial, Pedagogical, Theoretical*. San Antonio, U.S.A.: Society for Marketing Advances, November 2005, p. 373.
- Branch, John. "Giovanni's Ristorante: The Axioms of Marketing in Three Acts." In: Kehoe, William; & Linda Whitten (eds.). *Advances in Marketing: Managerial, Pedagogical, Theoretical*. San Antonio, U.S.A.: Society for Marketing Advances, November 2005, p. 4.
- Branch, John. "Concepts, Concept Development, and Consumer Research." *Advances in Consumer Research*, Volume 32, 2005, p. 178.
- Branch, John; Jim Gray; Joe Hanna; Mary Mobley; & Ellen Moore. "The Case Method: Variations on a Theme." In: Kehoe, William; & Linda Whitten (eds.). *Advances in Marketing: Concepts, Issues and Trends*. Saint Petersburg, U.S.A.: Society for Marketing Advances, November 2004, pp. 124.
- Branch, John. "Experiential Learning in Marketing, Perspectives and Practices." In: Kehoe, William; & Linda Whitten (eds.). *Advances in Marketing: Concepts, Issues and Trends*. Saint Petersburg, U.S.A.: Society for Marketing Advances, November 2004, pp. 218.
- Branch, John. "Axiology: A Primer for Marketing Researchers." In: Kehoe, William; & Linda Whitten (eds.). *Advances in Marketing: Concepts, Issues and Trends*. Saint Petersburg, U.S.A.: Society for Marketing Advances, November 2004, pp. 224-229.
- Branch, John; & Bill Kehoe. "International Marketing: Pedagogical Perspectives and Practices." In: Kehoe, William; & Linda Whitten (eds.). *Advances in Marketing: Pedagogy, Philosophy and Processes*. New Orleans, U.S.A.: Society for Marketing Advances, November 2003, pp. 168.
- Branch, John. "Mini-Cases: Merging Declarative, Procedural, and Contextual Knowledge." In: Steinhoff, Marie (ed.) *Great Professors Make the Difference*. Proceedings of: *The 8th Annual MMA Fall Educations' Conference*. September 2003. Nashville, U.S.A. Marketing Management Association, p. 23-24.
- Branch, John; & Stacy Jackson. "Experiential Learning: Theory and Practice." In: Steinhoff, Marie (ed.). *Great Professors Make the Difference*. Proceedings of: *The 8th Annual MMA Fall Educations' Conference*. September 2003. Nashville, U.S.A. Marketing Management Association, p. 27.
- Branch, John; & Elizabeth Bleyaert. "Abduction, Induction, and Deduction: Reviewing the Logic of Scientific Discovery." *Customer Research Academy Workshop*. April 2002. Manchester, England.
- Branch, John. "A Picture Says a Thousand Words: The Collage Method in Qualitative Research." *Advances in Qualitative Methods Conference*. February 2001. Edmonton, Canada.
- Branch, John. "The MiniDisc Digital Audio Medium: Evaluation and Application in Qualitative Research." *Advances in Qualitative Methods Conference*. February 2001. Edmonton, Canada.
- Branch, John. "An Introduction to Concept Development for Consumer and Marketing Research." *Society for Marketing Advances 2000 Conference*. November 2000. Orlando, U.S.A.
- Branch, John. "Concepts: A Review of the Literature for Consumer and Marketing Research." *Society for Marketing Advances 2000 Conference*. November 2000. Orlando, U.S.A.
- Branch, John. "Understanding Consumer Values: A New Program of Research." *Customer Research Academy Workshop*. March 1998. Manchester, England.
- Branch, John. "Services Marketing Journal: A Pedagogical Tool." *American Marketing Association Conference on Services Marketing*. June 1997. Dublin, Ireland.
- Branch, John; & Douglas Bryson. "Reflections on the First Network of International Business Schools International Case Competition." *3rd Annual Network of International Business Schools International Conference*. March 1996. Rennes, France.

Conference Roundtables:

- Parente, Ronaldo; David Wernick; Jay Lipe; Marc Weinstein; and John Branch. "International Business Online Education in a Transforming World." *European International Business Annual Conference. December 2018. Poznan, Poland.*
- Sams, Doreen; Jie Fowler; John Branch; Karin Braunsberger; & Kevin Shanahan. "Strategies to Develop and Recruit for Study Abroad Programs." *Society for Marketing Advances 2017 Conference. November 2017. Louisville, U.S.A.*
- Branch, John; & Diane Edmondson. "Teaching Consumer Behavior in Today's Changing University Environment." *Society for Marketing Advances 2014 Conference. November 2014. New Orleans, U.S.A.*
- Crawford, Brett; & John Branch. "The Normative Pillar of the Professions." *Academy of Management Conference. August 2011. San Antonio, U.S.A.*
- Branch, John; Karen Stone; & Tracy Tuten. "A Pedagogical Primer for Professors." *Society for Marketing Advances 2009 Conference. November 2009. New Orleans, U.S.A.*
- Branch, John. "Pulling Back the Veil: Exploring Technology in Marketing." *Society for Marketing Advances 2006 Conference. November 2006. Nashville, U.S.A.*
- Branch, John; John Drea; Paul Hensel; Greg Martin; Bill Moncrief; Don Robin; & Richard Sjolander. "Internationalising Your Career: Tales from an Armchair Anthropologist, a Wandering Minstrel, Two Hired Guns, a Geographically-Dispersed Teammate, and the Global Tycoon." *Society for Marketing Advances 2005 Conference. November 2005. San Antonio, U.S.A.*
- Branch, John. "Experiential Learning in Marketing: Perspectives and Practices." *Society for Marketing Advances 2004 Conference. November 2004. Saint Petersburg, U.S.A.*
- Branch, John; John Drea; Joe Hanna; Mary Mobley; & Ellen Moore. "The Case Method: Variations on a Theme." *Society for Marketing Advances 2004 Conference. November 2004. Saint Petersburg, U.S.A.*
- Branch, John. "Concepts, Concept Development, and Consumer Research." *Association for Consumer Research North American Conference. October 2004. Portland, U.S.A.*
- Branch, John; & Bill Kehoe. "International Marketing: Pedagogical Perspectives and Practices." *Society for Marketing Advances 2003 Conference. November 2003. New Orleans, U.S.A.*
- Branch, John; & Stacy Jackson. "Experiential Learning: Theory and Practice." *The 8th Annual MMA Fall Educations' Conference. September 2003. Nashville, U.S.A.*
- Branch, John. "Concepts and Concept Development in Management Research." In: *2002 AoM/IAoM 20th Annual International Conference Proceedings*. Chesapeake, U.S.A.: Maximilliam Press Publishers, 2002, pp. 669-673.
- Brandenburg, Christy; & John Branch. "A Hybrid Approach to Business Education: Integrating Prometheus at the Olin School of Business." In: *2002 AoM/IAoM 20th Annual International Conference Proceedings*. Chesapeake, U.S.A.: Maximilliam Press Publishers, 2002, pp. 163-168.
- Branch, John; Cédric Beernaert Moulron; Brenda Frixia; Marianne Hoffmann; & Oriana Molino. "The Cola Wars: A Qualitative Study of Young Cola Drinkers in Belgium." In: Veneble, Beverly (ed.). *Marketing Advances in Pedagogy, Process, and Philosophy*. Saint Petersburg, U.S.A.: Society for Marketing Advances, November 2002, pp. 132-137.
- Branch, John. "Risk: Using the Game of Global Domination™ for Teaching Marketing Strategy." In: Venable, Beverly (ed.). *Marketing Advances in Pedagogy, Process, and Philosophy*. Saint Petersburg, U.S.A.: Society for Marketing Advances, 2002, p. 1.
- Branch, John; & Elizabeth Briggs. "The Nature of Green Advertising: A Content Analysis of Magazines in the United Kingdom." In: Deeter-Schmelz, Dawn; & Timothy Hartman (eds.). *Marketing Advances in the New Millenium*. New Orleans, U.S.A.: Society for Marketing Advances, 2000, pp. 28-32.

Dissertations:

- Branch, John. *A Praxiography of the Transnationalization of the Stockholm School of Economics*. Unpublished doctoral dissertation. Dearborn, U.S.A.: University of Michigan-Dearborn, 2017.

Dissertations (continued):

Branch, John. *A Phenomenology of Consumer Values in the High-Fidelity Audio Microculture*. Unpublished doctoral dissertation. Cambridge, England: University of Cambridge, 2004.

Branch, John. *A Survey of the Marketing Practices of Fredericton Automotive Dealership Service Departments*. Unpublished master dissertation. Fredericton, Canada: University of New Brunswick, 1993.

Branch, John. *Frequency Spectrum Analyzer for the MC6800 Microcomputer*. Unpublished bachelor dissertation. London, Canada: University of Western Ontario, 1990.

Doctoral Consortia:

Branch, John. "Pedagogy." *Society for Marketing Advances 2015 Conference*. November 2015. San Antonio, U.S.A.

Branch, John; & Danny Butler. "Pedagogy." *Society for Marketing Advances 2012 Conference*. November 2012. Orlando, U.S.A.

Branch, John; & Danny Butler. "Pedagogy: The Art and Science of Teaching." *Society for Marketing Advances 2010 Conference*. November 2010. Atlanta, U.S.A.

Branch, John. "Teaching Excellence: The Strategic Marketing Perspective." *Society for Marketing Advances 2008 Conference*. November 2008. Saint Petersburg, U.S.A.

Branch, John. "Internationalising Your Career." *Society for Marketing Advances 2006 Conference*. November 2006. Nashville, U.S.A.

Branch, John. "Internationalising Your Career." *Society for Marketing Advances 2005 Conference*. November 2005. San Antonio, U.S.A.

Branch, John. "Internationalising Your Career." *Society for Marketing Advances 2004 Conference*. November 2004. Saint Petersburg, U.S.A.

Fellowships:

| | |
|---------------------------------|---|
| October 2017 to June 2018 | Visiting Fellow Wolfson College, University of Cambridge Cambridge, England |
| September 1998 to December 1998 | Visiting Fellow Northwestern University Evanston, U.S.A. |
| October 1995 to December 1995 | Visiting Research Fellow University of Oxford Oxford, England |

Grants:

September 2014. 6 month, \$10 000 Grant, for the exploration of the Flipped Classroom. Digital Education and Innovation, University of Michigan.

July 2006. Academic Director. 18 month, \$125 000 USAID Grant, for the development of the Marketing Center at the International Academy of Business in Almaty, Kazakhstan.

January 2007. Academic Director. 24 month, \$175 000 USAID Grant, for the development of a career centre of the Institut National de Commerce in Algiers, Algeria.

Journal Articles:

Power, Eoin; and John Branch. "Financing Trust: Ethnicity, Banking, and the Central Bank of Bosnia and Herzegovina After Dayton." *East European Politics and Societies*. Under review.

Branch, John. "A Praxiological Approach to Management Research." *American Journal of Management*. Vol. 19, No. 1, 2019, pp. 1-17.

Branch, John. "An Exploration of Brand Biographies in India." *Journal of Marketing Development and Competitiveness*, Vol. 13, No. 1, 2019, pp. 1-13.

Journal Articles (continued):

- Branch, John. "Critical Perspectives on Transnational Higher Education." *Journal of Higher Education Theory and Practice*, Vol.19, No.1, 2019, pp. 11-30.
- Krasniqi, Besnik; & John Branch. "Institutions and Firm Growth in a Transitional and Post-Conflict Economy of Kosovo." *Journal of Entrepreneurship in Emerging Economies*, 2018.
- Branch, John. "Understanding in Qualitative Research." *International Journal of Multidisciplinary Research*, Vol. 5, Iss. 05, 2017, pp. 1-10.
- Branch, John. "Reflections on Authentic Leadership." *International Journal of Management Research and Business Strategy*, Vol. 5, Iss. 1, January 2016, pp. 1-9.
- Branch, John. "Concept Development: A Primer." *Philosophy of Management*, Vol. 14, Iss. 2, 2015, pp. 111-133.
- Branch, John. "Concepts: A Review." *International Journal of Management Concepts and Philosophy*, Vol. 9, No. 1, 2015, pp. 20-39.
- Crawford, Brett & Branch, John. "Interest Plurality and Institutional Work: An Ethnography of Rural Community Organizing". *Journal of Organizational Ethnography*, Vol. 4, No. 1, 2015, pp. 98-116.
- Branch, John; Maja Martinovic; & Michael Metzger. "Introduction from the Guest Editors." *International Journal of Business and Emerging Markets*, Vol. 4, No. 1, 2012, pp. 1-3.
- Hershey, Lewis; & John Branch. "*Lexicon Rhetoricae*: The Narrative Theory of Kenneth Burke and Its Application to Marketing." *Qualitative Market Research: An International Journal*, Vol. 14, No. 2, 2011, pp. 174-187.
- Branch, John. "The Devil is in the Detail: Reflexive Accounting in Qualitative Market Research." *Qualitative Market Research: An International Journal*, Vol. 12, No. 3, 2009, pp. 355-357.
- Branch, John. "Message from the Guest Editor." *Marketing Education Review*. Vol. 17, No. 1, Spring 2007, pp. ix-x.
- Branch, John; & Michael Brent. "The Effective Trainer in Uzbekistan." *Gestion 2000*, Vol. 12, No. 6, November-December 1996, pp. 153-161.

Journal Editing:

- | | |
|-------------------------|---|
| January 2012 | "Marketing in Emerging Markets" Special Issue Editor International Journal of Business and Emerging Markets India |
| January 2010 to Present | Editorial Review Board Marketing Education Review U.S.A. |
| Spring 2007 | "Teaching Innovations in Marketing" Special Issue Editor Marketing Education Review U.S.A. |

Magazine Articles:

- Gillett, Amy; & John Branch. "One Size Does Not Fit All: Localization in the Age Globalization." *BizEd*, forthcoming.
- Branch, John. "Accountability in Graduate Management Education." *Developing Leaders*, Issue 13, 2013, pp. 54-59.
- Branch, John. "Leadership Beyond the Hype: A Conceptual Critique." *Developing Leaders*, Issue 11, 2013, pp. 39-47.

Research Seminars:

“A Praxiography of the Transnationalization of the Stockholm School of Economics.” Stockholm School of Economics in Riga: Riga, Latvia, May 2017.

“The Transnationalization of the Stockholm School of Economics.” University of Michigan: Ann Arbor, U.S.A., February 2016.

“Analogical Learning in Higher Education.” University of Michigan: Dearborn, U.S.A., March 2012.

“What Do High-Fidelity and Scrapbooking Share in Common?: Two Studies of Postmodern Consumption.” University of Michigan: Ann Arbor, U.S.A., March 2007.

“A Phenomenology of Consumer Values in the High-Fidelity Audio Microculture.” Wake Forest University: Winston-Salem, U.S.A., April 2005.

Simulations:

Sanchez-Burks, Jeffrey; & John Branch. “World Economic Forum.” Ann Arbor, U.S.A.: The William Davidson Institute, 2008.

Test Development:

June 2017 to July 2019 Member, Principles of Marketing Test Development Committee
College-Level Examination Program
New York, U.S.A.

October 2016 Advisor, Major Field Test MBA
ETS
Princeton, U.S.A.

Workshops:

Branch, John. “A Praxiological Approach to International Business Research.” *Journal of International Business Paper Development Workshop. December 2017. Milano, Italy.*

Teaching Experience:**Current Positions:**

July 2015 to Present Clinical Assistant Professor of Business Administration
University of Michigan
Ann Arbor, U.S.A.

July 2006 to Present Faculty Associate
Center for Russian, Eastern European, & Eurasian Studies
Ann Arbor, U.S.A.

Previous Positions:

July 2006 to June 2015 Lecturer of Marketing
University of Michigan
Ann Arbor, U.S.A.

May 2001 to June 2006 Senior Lecturer in International Business
Washington University in Saint Louis
Saint Louis, U.S.A.

January 1997 to May 1999 Teaching Assistant
University of Cambridge
Cambridge, England

September 1996 to December 1996 Assistant Professor
École Supérieure de Commerce de Rennes
Rennes, France

Previous Positions (continued):

| | |
|-------------------------------|--|
| January 1995 to August 1995 | Professor European Community T.A.C.I.S. Program Tashkent, Uzbekistan |
| September 1993 to August 1996 | Lecturer École Supérieure de Commerce de Rennes Rennes, France |
| May 1993 to July 1993 | Professor Bishkek International School of Management Bishkek, Kyrgyzstan |
| September 1992 to April 1993 | Graduate Tutor University of New Brunswick Fredericton, Canada |
| November 1990 to June 1991 | Substitute Teacher Simcoe County Board of Education Midhurst, Canada |

Visiting Positions:

| | |
|----------------|--|
| September 2019 | Visiting Professor Zagreb School of Economics and Management Zagreb, Croatia |
| May 2019 | Visiting Professor Luxembourg School of Business Luxembourg City, Luxembourg |
| May 2019 | Visiting Professor Stockholm School of Economics in Riga Riga, Latvia |
| April 2019 | Visiting Professor ORT Uruguay Montevideo, Uruguay |
| October 2018 | Visiting Professor Zagreb School of Economics and Management Zagreb, Croatia |
| September 2018 | Visiting Professor Luxembourg School of Business Luxembourg City, Luxembourg |
| August 2018 | Adjunct Professor University of Notre Dame South Bend, U.S.A. |
| May 2018 | Visiting Professor Stockholm School of Economics in Riga Riga, Latvia |
| April 2018 | Visiting Professor ORT Uruguay Montevideo, Uruguay |
| September 2017 | Visiting Professor Luxembourg School of Business Luxembourg City, Luxembourg |

Visiting Positions (continued):

| | |
|----------------|--|
| September 2017 | Visiting Professor Zagreb School of Economics and Management Zagreb, Croatia |
| August 2017 | Adjunct Professor University of Notre Dame South Bend, U.S.A. |
| July 2017 | Adjunct Professor University of Notre Dame South Bend, U.S.A. |
| May 2017 | Visiting Professor Luxembourg School of Business Luxembourg City, Luxembourg |
| May 2017 | Visiting Professor Stockholm School of Economics in Riga Riga, Latvia |
| April 2017 | Visiting Professor ORT Uruguay Montevideo, Uruguay |
| January 2017 | Visiting Professor University of San Francisco San Francisco, U.S.A. |
| November 2016 | Visiting Professor Zagreb School of Economics and Management Zagreb, Croatia |
| July 2016 | Adjunct Professor University of Notre Dame South Bend, U.S.A. |
| June 2016 | Adjunct Professor University of Notre Dame South Bend, U.S.A. |
| May 2016 | Visiting Professor Stockholm School of Economics in Riga Riga, Latvia |
| April 2016 | Visiting Professor ORT Uruguay Montevideo, Uruguay |
| January 2016 | Adjunct Professor University of Notre Dame South Bend, U.S.A. |
| November 2015 | Visiting Professor University of San Francisco San Francisco, U.S.A. |
| September 2015 | Visiting Professor Luxembourg School of Business Luxembourg City, Luxembourg |

Visiting Positions (continued):

| | |
|----------------|--|
| July 2015 | Adjunct Professor University of Notre Dame South Bend, U.S.A. |
| June 2015 | Visiting Professor Stockholm School of Economics in Riga Riga, Latvia |
| April 2015 | Visiting Professor ORT Uruguay Montevideo, Uruguay |
| January 2015 | Adjunct Professor University of Notre Dame South Bend, U.S.A. |
| October 2014 | Visiting Professor University of San Francisco San Francisco, U.S.A. |
| September 2014 | Visiting Professor Zagreb School of Economics and Management Zagreb, Croatia |
| July 2014 | Adjunct Professor University of Notre Dame South Bend, U.S.A. |
| March 2014 | Visiting Professor Stockholm School of Economics in Riga Riga, Latvia |
| February 2014 | Visiting Professor ORT Uruguay Montevideo, Uruguay |
| January 2014 | Adjunct Professor of Law University of Michigan Ann Arbor, U.S.A. |
| January 2014 | Adjunct Professor University of Notre Dame South Bend, U.S.A. |
| March 2013 | Visiting Professor Stockholm School of Economics in Riga Riga, Latvia |
| September 2013 | Visiting Professor Zagreb School of Economics and Management Zagreb, Croatia |
| July 2013 | Adjunct Professor University of Notre Dame South Bend, U.S.A. |
| July 2013 | Visiting Professor ESAN Lima, Peru |

Visiting Positions (continued):

| | |
|----------------|--|
| March 2013 | Visiting Professor Stockholm School of Economics in Riga Riga, Latvia |
| January 2013 | Adjunct Professor University of Notre Dame South Bend, U.S.A. |
| September 2012 | Visiting Professor Zagreb School of Economics and Management Zagreb, Croatia |
| July 2012 | Visiting Professor ESAN Lima, Peru |
| March 2012 | Visiting Professor Stockholm School of Economics in Riga Riga, Latvia |
| November 2011 | Visiting Professor EAFIT Medellin, Colombia |
| July 2011 | Visiting Professor ESAN Lima, Peru |
| June 2011 | Visiting Professor Zagreb School of Economics and Management Zagreb, Croatia |
| June 2011 | Visiting Professor University of Western Ontario London, Canada |
| February 2011 | Visiting Professor Stockholm School of Economics in Riga Riga, Latvia |
| October 2010 | Visiting Professor ESSCA Budapest, Hungary |
| September 2010 | Visiting Professor Zagreb School of Economics and Management Zagreb, Croatia |
| July 2010 | Visiting Professor ESAN Lima, Peru |
| February 2010 | Visiting Professor Stockholm School of Economics in Riga Riga, Latvia |
| November 2009 | Visiting Professor Moscow State University Moscow, Russia |

Visiting Positions (continued):

| | |
|----------------|--|
| September 2009 | Visiting Professor Zagreb School of Economics and Management Zagreb, Croatia |
| July 2009 | Visiting Professor ESAN Lima, Peru |
| February 2009 | Visiting Professor Stockholm School of Economics in Riga Riga, Latvia |
| October 2008 | Visiting Professor Moscow State University Moscow, Russia |
| March 2008 | Visiting Professor Zagreb School of Economics and Management Zagreb, Croatia |
| February 2008 | Visiting Professor Stockholm School of Economics in Riga Riga, Latvia |
| January 2008 | Visiting Professor Barcelona Management Institute Barcelona, Spain |
| November 2007 | Visiting Professor Stockholm School of Economics in Riga Riga, Latvia |
| October 2007 | Visiting Professor Zagreb School of Economics and Management Zagreb, Croatia |
| July 2006 | Visiting Professor ESAN Lima, Peru |
| June 2006 | Visiting Professor Zagreb School of Economics and Management Zagreb, Croatia |
| April 2006 | Visiting Professor Barcelona Management Institute Barcelona, Spain |
| November 2006 | Visiting Professor Stockholm School of Economics in Riga Riga, Latvia |
| April 2006 | Visiting Professor Barcelona Management Institute Barcelona, Spain |
| March 2006 | Visiting Professor University of Michigan Ann Arbor, U.S.A. |

Visiting Positions (continued):

| | |
|----------------|---|
| February 2006 | Visiting Professor Stockholm School of Economics in Riga Riga, Latvia |
| January 2006 | Visiting Professor ESAN Lima, Peru |
| January 2006 | Visiting Professor University of Michigan Ann Arbor, U.S.A. |
| July 2005 | Visiting Professor ESAN Lima, Peru |
| September 2003 | Visiting Professor American University in Bulgaria Sofia, Bulgaria |
| January 2003 | Visiting Professor American University in Bulgaria Sofia, Bulgaria |
| November 2002 | Visiting Professor École Supérieure de Commerce de Rouen Rouen, France |
| November 2002 | Visiting Professor American University in Bulgaria Sofia, Bulgaria |
| September 2000 | Visiting Professor Chulalongkorn University Bangkok, Thailand |
| January 2000 | Visiting Professor The HELP Institute Kuala Lumpur, Malaysia |
| October 1999 | Visiting Professor Helsinki School of Economics and Business Mikkeli, Finland |
| September 1999 | Visiting Faculty Rotterdam School of Management Rotterdam, Netherlands |
| April 1999 | Visiting Professor École Supérieure de Commerce de Reims Reims, France |
| June 1999 | Visiting Professor Tbilisi Business School Tbilisi, Georgia |
| March 1999 | Visiting Professor Syddansk Universitet Sønderborg, Denmark |

Visiting Positions (continued):

| | |
|---------------------------|---|
| October 1998 | Visiting Professor Helsinki School of Economics and Business Mikkeli, Finland |
| May 1998 | Visiting Professor University of Ljubljana Radovljica, Slovenia |
| April 1998 | Visiting Professor École Supérieure de Commerce de Reims Reims, France |
| January 1998 to June 1998 | Visiting Professor Vrije Universiteit Brussel Belgium |
| January 1998 | Visiting Professor Helsinki School of Economics and Business Mikkeli, Finland |
| October 1997 | Visiting Professor Helsinki School of Economics and Business Mikkeli, Finland |

Lectures:

| | |
|--------------|---|
| June 2017 | A Marketing Primer University of Michigan Ann Arbor, U.S.A. |
| June 2017 | Developing Your Culture Competence University of Michigan Ann Arbor, U.S.A. |
| October 2016 | The Russian Economy in 3 Acts Osher Lifelong Learning Institute Ann Arbor, U.S.A. |
| July 2016 | Globalisation: The Great Debate University of Michigan Ann Arbor, U.S.A. |
| July 2016 | Developing Your Culture Competence University of Michigan Ann Arbor, U.S.A. |
| August 2015 | Globalisation: The Great Debate University of Michigan Ann Arbor, U.S.A. |
| August 2015 | Developing Your Cultural Competence University of Michigan Ann Arbor, U.S.A. |
| April 2015 | Customer Experience University of Tirana Tirana, Albania |
| April 2015 | Services Marketing European University in Tirana Tirana, Albania |

Lectures (continued):

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|---------------|--|
| October 2014 | Customer Loyalty University of Michigan Ann Arbor, U.S.A. |
| August 2014 | Globalisation: The Great Debate University of Michigan Ann Arbor, U.S.A. |
| August 2014 | Developing Your Cultural Competence University of Michigan Ann Arbor, U.S.A. |
| March 2014 | Positioning University of Michigan Marketing Communications Ann Arbor, U.S.A. |
| January 2014 | An Introduction to Marketing Zell Entrepreneurship and Law Ann Arbor, U.S.A. |
| January 2014 | Marketing Strategy 101 University of Michigan Marketing Communications Ann Arbor, U.S.A. |
| January 2014 | Innovation Young Professionals Organization Ann Arbor, U.S.A. |
| December 2013 | Globalisation: The Great Debate University of Michigan Ann Arbor, U.S.A. |
| August 2013 | Globalisation: The Great Debate University of Michigan Ann Arbor, U.S.A. |
| August 2013 | Developing Your Cultural Competence University of Michigan Ann Arbor, U.S.A. |
| December 2013 | Culture and International Business Universidad Torcuato di Tella Buenos Aires, Argentina |
| October 2012 | Pedagogy Renmin University of China Beijing, China |
| August 2012 | Globalisation: The Great Debate University of Michigan Ann Arbor, U.S.A. |
| August 2012 | Developing Your Culture Competence University of Michigan Ann Arbor, U.S.A. |
| October 2011 | Russia: Business and Economics University of Michigan Ann Arbor, U.S.A. |

Lectures (continued):

| | |
|----------------|---|
| July 2011 | Globalisation: The Great Debate University of Michigan Ann Arbor, U.S.A. |
| July 2011 | Developing Your Culture Competence University of Michigan Ann Arbor, U.S.A. |
| April 2011 | Developing Your Culture Competence Shanghai University Shanghai, China |
| March 2011 | The Cola Wars University of Michigan—Dearborn Dearborn, U.S.A. |
| February 2011 | Marketing for Social Enterprises Washington University in Saint Louis Saint Louis, U.S.A. |
| August 2010 | Globalisation: The Great Debate University of Michigan Ann Arbor, U.S.A. |
| August 2010 | Developing Your Culture Competence University of Michigan Ann Arbor, U.S.A. |
| August 2010 | Russia: Business and Economics University of Michigan Ann Arbor, U.S.A. |
| July 2010 | Globalisation: The Great Debate University of Michigan Ann Arbor, U.S.A. |
| July 2010 | Developing Your Culture Competence University of Michigan Ann Arbor, U.S.A. |
| July 2010 | Ph.D. Programmes in Business: An International Perspective ESAN Lima, Peru |
| July 2010 | Russia: Business and Economics University of Michigan Ann Arbor, U.S.A. |
| January 2010 | Developing a Cultural Competence First Presbyterian Church Ann Arbor, U.S.A. |
| November 2009 | Developing a Cultural Competence University of Portsmouth Portsmouth, England |
| September 2009 | Globalisation and the World Economy University of Michigan Ann Arbor, U.S.A. |

Lectures (continued):

| | |
|---------------|--|
| August 2009 | The Case Method University of Michigan Ann Arbor, U.S.A. |
| July 2009 | Globalisation: The Great Debate University of Michigan Ann Arbor, U.S.A. |
| July 2009 | Developing Your Culture Competence University of Michigan Ann Arbor, U.S.A. |
| June 2009 | Globalisation: The Great Debate University of Chicago Chicago, U.S.A. |
| June 2009 | Becoming a Global Manager University of Michigan Ann Arbor, U.S.A. |
| April 2009 | Becoming a Global Manager University of Michigan Ann Arbor, U.S.A. |
| April 2009 | Consumer Culture University of Michigan Ann Arbor, U.S.A. |
| April 2009 | The Case Method University of Michigan Ann Arbor, U.S.A. |
| March 2009 | The Globalisation of Consumers University of Michigan Ann Arbor, U.S.A. |
| March 2009 | The Cultural Imperative of International Marketing Rice University Houston, U.S.A. |
| January 2008 | Developing a Cultural Competence Hope College Holland, U.S.A. |
| April 2007 | The STPs of Marketing Barcelona Management Institute Barcelona, Spain |
| January 2007 | The Cultural Imperative of International Marketing Barcelona Management Institute Barcelona, Spain |
| January 2007 | Competition in Emerging Economies Mediterranean Business School Tunis, Tunisia |
| November 2006 | Cultural Competence in International Business ITAM Mexico City, Mexico |

Lectures (continued):

| | |
|----------------|---|
| March 2006 | Culture and International Marketing Saratov State Socio-Economic University Saratov, Russia |
| March 2006 | International Marketing Kyiv Mohyla Business School Kyiv, Ukraine |
| February 2006 | Culture and International Marketing Stockholm School of Economics in Riga Riga, Latvia |
| January 2006 | Ph.D. Programmes in Business: An International Perspective ESAN Lima, Peru |
| November 2005 | Competition: Lessons for Marketing in Mexico ITESM Mexico City, Mexico |
| June 2005 | Marketing to the Aged Washington University Center for Aging Saint Louis, U.S.A. |
| March 2005 | The Cultural Challenge ESAN Lima, Peru |
| March 2004 | Culture and International Business Tallinn Technical University Tallinn, Estonia |
| March 2004 | Culture and International Business Stockholm School of Economics Riga, Latvia |
| March 2004 | Culture and International Business Stockholm School of Economics Vilnius, Lithuania |
| February 2004 | A Framework for Student Union Marketing Student Union, Washington University in Saint Louis Saint Louis, U.S.A. |
| March 2003 | The Cola Wars Hong Kong University of Science and Technology Clearwater Bay, Hong Kong |
| October 2002 | Customer Satisfaction World Affairs Council Saint Louis, U.S.A. |
| September 2002 | The Cultural Approach to International Marketing Washington University in Saint Louis Saint Louis, U.S.A. |
| March 2002 | Prometheus at the Olin School of Business Copenhagen Business School Learning Lab Copenhagen, Denmark |

Lectures (continued):

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|----------------|--|
| December 2001 | International Business Washington University in Saint Louis Saint Louis, U.S.A. |
| November 2001 | The Cola Wars Washington University in Saint Louis Saint Louis, U.S.A. |
| October 2001 | Prometheus at the Olin School of Business Washington University in Saint Louis Saint Louis, U.S.A. |
| February 2000 | The Cola Wars The HELP Institute Kuala Lumpur, Malaysia |
| April 1999 | Culture and International Management University of Redlands Redlands, U.S.A. |
| January 1999 | Cross-Cultural Marketing Memorial University of Newfoundland Harlow, England |
| December 1998 | Qualitative Research Methods University of Houston Houston, U.S.A. |
| November 1998 | Understanding Consumer Values University of Houston Houston, U.S.A. |
| November 1998 | Culture and Consumer Behavior University of Illinois at Chicago Chicago, U.S.A. |
| October 1998 | Cross-Cultural Marketing Rice University Houston, U.S.A. |
| October 1998 | Culture and International Marketing University of Illinois at Chicago Chicago, U.S.A. |
| March 1998 | Cross-Cultural Marketing Memorial University of Newfoundland Harlow, England |
| June 1997 | Culture and International Marketing Schiller International University London, England |
| April 1996 | Principles of Marketing Washington University Karachi, Pakistan |
| September 1995 | Culture and Marketing York University Toronto, Canada |

Lectures (continued):

| | |
|----------------|--|
| September 1995 | Culture and Marketing Wilfred Laurier University Waterloo, Canada |
| July 1995 | Marketing and Uzbekistan Tashkent State University of Economics Tashkent, Uzbekistan |
| February 1995 | International Marketing Anglia Polytechnic University Norwich, England |
| January 1995 | Culture and Marketing University of World Economics and Diplomacy Tashkent, Uzbekistan |
| January 1995 | Marketing and Uzbekistan Tashkent State University of Economics Tashkent, Uzbekistan |

Workshops:

| | |
|---------------|---|
| February 2017 | Case Teaching STRIDE Ann Arbor, U.S.A. |
| April 2015 | Case Writing STRIDE Manila, Philippines |
| June 2014 | Case Writing STRIDE Manila, Philippines |
| October 2008 | Case Writing Moscow State University Moscow, Russia |

Professional Positions:**Advisory Positions:**

| | |
|----------------------------|--|
| September 2018 to Present | Member, Strategic Planning Committee Acleda Institute of Business Phnom Penh, Cambodia |
| May 2012 to September 2015 | Faculty Advisor Global Marketing Network Hitchin, England |
| January 2012 to Present | Investment Advisor Washington Alliance Vancouver, U.S.A. |
| March 2010 to Present | Board Member New Caanan School Vancouver, U.S.A. |

Consulting Positions:

| | |
|-------------|--|
| August 2017 | Insitutional Auditor Acleda Institute of Business Phnom Penh, Cambodia |
|-------------|--|

Consulting Positions (continued):

| | |
|---------------------------|--|
| March 2014 to Present | Expert Consultant Weber Shandwick New York, U.S.A. |
| December 2012 | Expert Consultant Ergo New York, U.S.A. |
| March 2010 | Senior Associate Consultant Kazakh Economic University Almaty, Kazakhstan |
| January 2010 | Marketing Consultant Sixteen47 Limited Accra, Ghana |
| October 2008 to June 2010 | Consultant Cardiovascular Center, University of Michigan Ann Arbor, U.S.A. |
| July 2007 to Present | President and Chief Executive Officer Cognizant Limited Ann Arbor, U.S.A. |
| October 2006 | Consultant Nature's First Law San Diego, U.S.A. |
| November 2004 | Advisor Moscow School of Political Studies Moscow, Russia |
| October 1996 to 2000 | Director John Branch Consulting Orillia, Canada |
| June 1993 | Marketing Consultant Bishkek Glass Factory Bishkek, Kyrgyzstan |
| May 1992 to July 1992 | Marketing Consultant Stomil-Olsztyn S.A. Tyre Company Olsztyn, Poland |

Management Training Positions:

| | |
|---------------|--|
| May 2019 | Marketing Stockholm School of Economics in Riga Riga, Latvia |
| June 2019 | Marketing Decision-Making Dell Round Rock, U.S.A. |
| April 2019 | Marketing Decision-Making Dell Round Rock, U.S.A. |
| February 2019 | The Big Picture Gore Newark, U.S.A. |

Management Training Positions (continued):

| | |
|----------------|--|
| December 2018 | The Big Picture Gore Newark, U.S.A. |
| December 2018 | The Big Picture Gore Munich, Germany |
| November 2018 | The Big Picture Gore New Haven, U.S.A. |
| October 2018 | The Big Picture Janssen Beirut, Lebanon |
| September 2018 | The Big Picture Counsyl San Francisco, U.S.A. |
| September 2018 | The Big Picture Gore Munich, Germany |
| August 2018 | Marketing Decision-Making Dell Round Rock, U.S.A. |
| June 2018 | Marketing Decision-Making Dell Round Rock, U.S.A. |
| May 2018 | Marketing Stockholm School of Economics in Riga Riga, Latvia |
| May 2018 | Marketing Decision-Making Dell Round Rock, U.S.A. |
| April 2018 | Marketing Decision-Making Dell Round Rock, U.S.A. |
| March 2018 | Marketing Decision-Making Dell Round Rock, U.S.A. |
| March 2018 | The Big Picture Johnson & Johnson Dubai, U.A.E. |
| January 2018 | The Big Picture Gore Phoenix, U.S.A. |
| November 2017 | The Big Picture Baxter Chicago, U.S.A. |

Management Training Positions (continued):

| | |
|---------------|---|
| November 2017 | The Big Picture Johnson & Johnson Hamburg, Germany |
| October 2017 | The Big Picture Gore Hong Kong, China |
| August 2017 | Marketing Decision-Making Dell Round Rock, U.S.A. |
| July 2017 | Marketing Decision-Making Dell Round Rock, U.S.A. |
| May 2017 | Marketing Stockholm School of Economics in Riga Riga, Latvia |
| May 2017 | Marketing Success Solvay Riga, Latvia |
| May 2017 | Marketing Strategy Baltic Amber Group Riga, Latvia |
| April 2017 | Marketing Decision-Making Dell Round Rock, U.S.A. |
| March 2017 | The Big Picture Johnson & Johnson Hamburg, Germany |
| January 2017 | Marketing Decision-Making Dell Round Rock, U.S.A. |
| June 2016 | Marketing Stockholm School of Economics in Riga Riga, Latvia |
| April 2016 | Marketing Strategy Carlsberg Riga, Latvia |
| November 2015 | Marketing Strategy Carlsberg Riga, Latvia |
| November 2015 | Marketing Decision-Making Dell Singapore |
| October 2015 | Marketing Zagreb School of Economics and Management Zagreb, Croatia |

Management Training Positions (continued):

| | |
|----------------|--|
| October 2015 | Marketing Luxembourg School of Business Luxembourg City, Luxembourg |
| September 2015 | Key Account Management Seminarium Santiago, Chile |
| September 2015 | Key Account Management Seminarium Bogota, Colombia |
| June 2015 | Marketing Decision-Making Dell Round Rock, U.S.A. |
| June 2015 | Marketing Stockholm School of Economics in Riga Riga, Latvia |
| May 2015 | Marketing Decision-Making Dell Round Rock, U.S.A. |
| April 2015 | Customer Experience Raiffeisen Bank Albania Tirana, Albania |
| October 2014 | Marketing Decision-Making Dell Round Rock, U.S.A. |
| October 2014 | Key Account Management MATE Zagreb, Croatia |
| September 2014 | Marketing Decision-Making Dell Bratislava, Slovakia |
| September 2014 | Marketing Strategy Oracle/Raiffeisen Bank/Bank Austria Vienna, Austria |
| August 2014 | Globalisation and Cultural Competence WeberShandwick Chicago, U.S.A. |
| July 2014 | Marketing Decision-Making Dell Round Rock, U.S.A. |
| July 2014 | Customer Service airBaltic Riga, Latvia |
| June 2014 | Marketing International Construction Bank of China Ann Arbor, Michigan |

Management Training Positions (continued):

| | |
|----------------|--|
| May 2014 | Marketing Stockholm School of Economics in Riga Riga, Latvia |
| May 2014 | Healthcare Management and Marketing Johnson & Johnson Riga, Latvia |
| April 2014 | Marketing Decision-Making Dell Santa Clara, U.S.A. |
| April 2014 | Marketing Decision-Making Dell Round Rock, Texas |
| March 2014 | Marketing Decision-Making Dell Round Rock, Texas |
| December 2013 | Developing Your Cultural Competence WeberShandwick Chicago, U.S.A. |
| October 2013 | Key Account Management Seminarium Bogota, Colombia |
| October 2013 | Marketing Strategy: <i>The Big Picture</i> Seminarium Bogota, Colombia |
| October 2013 | Sizing and Scoping New Markets Mate Belgrade, Serbia |
| September 2013 | Key Account Management Seminarium Santiago, Chile |
| August 2013 | Marketing Strategy: <i>The Big Picture</i> Seminarium San Jose, Costa Rica |
| August 2013 | Key Account Management Seminarium San Jose, Costa Rica |
| August 2013 | Marketing Strategy: <i>The Big Picture</i> Seminarium Medellin, Colombia |
| August 2013 | Marketing Strategy Bank Negara Jakarta, Indonesia |
| August 2013 | Marketing Strategy Malaysian Airlines Kuala Lumpur, Malaysia |

Management Training Positions (continued):

| | |
|----------------|--|
| July 2013 | Marketing Decision-Making Dell Round Rock, U.S.A. |
| June 2013 | Strategic Sales Management Rimi Riga, Latvia |
| June 2013 | Strategic Management Estonian Hospital Association Tartu, Estonia |
| June 2013 | Marketing Decision-Making Dell Round Rock, U.S.A. |
| May 2013 | Marketing Strategy: <i>The Big Picture</i> Seminarium Panama City, Panama |
| May 2013 | Marketing Stockholm School of Economics in Riga Riga, Latvia |
| May 2013 | Marketing Strategy Banque Saudi Riyadh, Saudi Arabia |
| March 2013 | Healthcare Management and Marketing Johnson & Johnson Riga, Latvia |
| February 2013 | Loyalty Yapi Kredi Istanbul, Turkey |
| November 2012 | Strategic Services Marketing Management Seminarium Santiago, Chile |
| November 2012 | Marketing Strategy Shui On Land Wuhan, China |
| October 2012 | Marketing Strategy ICLIF Kuala Lumpur, Malaysia |
| October 2012 | Winning the Game: The Role of Human Resources Management in Competitive Advantage, Innovation, and Consumer Satisfaction William Davidson Institute Kyiv, Ukraine |
| October 2012 | Strategic Services Marketing Management Seminarium Bogota, Colombia |
| September 2012 | Marketing Strategy: <i>The Big Picture</i> Mate Belgrade, Serbia |

Management Training Positions (continued):

| | |
|----------------|---|
| July 2012 | Marketing Strategy: <i>The Big Picture</i> Seminarium Panama City, Panama |
| May 2012 | Marketing Stockholm School of Economics in Riga Riga, Latvia |
| May 2012 | Scoping and Sizing New Markets Latvian Investment and Department Agency Riga, Latvia |
| March 2012 | Healthcare Management and Marketing Johnson & Johnson Riga, Latvia |
| February 2012 | Marketing Strategy Alcon Moscow, Russia |
| October 2011 | Marketing Strategy Novartis Moscow, Russia |
| September 2011 | Developing a Business Model for Legal Firms Dykema Detroit, U.S.A. |
| August 2011 | Marketing Strategy: <i>The Big Picture</i> Seminarium San Jose, Costa Rica |
| June 2011 | Marketing Strategy: <i>The Big Picture</i> Mate Zagreb, Croatia |
| June 2011 | Strategic Marketing Rimi Riga, Latvia |
| May 2011 | Marketing Stockholm School of Economics in Riga Riga, Latvia |
| March 2011 | Healthcare Management and Marketing Johnson & Johnson Riga, Latvia |
| October 2010 | Strategic Services Marketing Management Seminarium Bogota, Colombia |
| June 2010 | Healthcare Management and Marketing Johnson & Johnson Riga, Latvia |
| June 2010 | International Marketing Latvian Investment and Department Agency Daugavpils, Ventspils, and Leipaja, Latvia |

Management Training Positions (continued):

| | |
|----------------|--|
| May 2010 | Marketing Stockholm School of Economics in Riga Riga, Latvia |
| May 2010 | International Marketing Latvian Investment and Department Agency Riga and Valmeira, Latvia |
| December 2009 | Understanding the Consumer and Marketing University of Michigan Hong Kong, China |
| October 2009 | Strategic Services Marketing Management Seminarium Panama City, Panama |
| October 2009 | Strategic Marketing Management Acumen Fund New York, U.S.A. |
| September 2009 | Strategic Marketing Management Mate Zagreb, Croatia |
| August 2009 | Marketing Strategy Shui On Land Shanghai, China |
| May 2009 | Marketing Stockholm School of Economics in Riga Riga, Latvia |
| December 2008 | Understanding the Consumer and Marketing University of Michigan Hong Kong, China |
| November 2008 | Strategic Services Marketing Management Seminarium San Jose, Costa Rica |
| October 2008 | Strategic Marketing Management Acumen Fund New York, U.S.A. |
| October 2008 | Understanding Consumer Value University of Michigan Ann Arbor, U.S.A. |
| October 2008 | Strategic Marketing Stockholm School of Economics in Riga Riga, Latvia |
| September 2008 | Segmentation, Targeting, and Positioning Dykema Detroit, U.S.A. |
| September 2008 | Marketing Oracle Riga, Latvia |

Management Training Positions (continued):

| | |
|---------------|--|
| July 2008 | Strategic Services Marketing Management Seminarium Santiago, Chile |
| May 2008 | Marketing Stockholm School of Economics in Riga Riga, Latvia |
| March 2008 | Strategic Marketing Management Mate Belgrade, Serbia |
| March 2008 | Strategic Marketing Management Mate Zagreb, Croatia |
| February 2008 | Strategic (Marketing) Management Brady Corporation Chicago, U.S.A. |
| February 2008 | Strategic Marketing Rimi Riga, Latvia |
| November 2007 | Services Marketing Latvijās Past Riga, Latvia |
| November 2007 | Marketing in the Automotive Industry Domenikss Mercedes-Benz Riga, Latvia |
| November 2007 | Marketing Oracle Riga, Latvia |
| October 2007 | Marketing Zagreb School of Economics and Management Zagreb, Croatia |
| October 2007 | Marketing University of Michigan Ann Arbor, U.S.A. |
| October 2007 | Understanding Consumer Value University of Michigan Ann Arbor, U.S.A. |
| July 2007 | Marketing Oracle Riga, Latvia |
| July 2007 | Strategic Services Marketing Management Intras Santo Domingo, Dominican Republic |
| June 2007 | Strategic Services Marketing Management Seminarium Santiago, Chile |

Management Training Positions (continued):

| | |
|-------------------------|---|
| May 2007 | Marketing Stockholm School of Economics in Riga Riga, Latvia |
| May 2007 | Strategic Services Marketing Management International Academy of Business Almaty, Kazakhstan |
| February 2007 | Assessing Business Opportunities Brady Corporation Ann Arbor, U.S.A. |
| December 2006 | Strategic Services Marketing Management Zagreb School of Economics and Management Zagreb, Croatia |
| November 2006 | Strategic Services Marketing Management Stockholm School of Economics in Riga Riga, Latvia |
| November 2006 | Strategic Services Marketing Management Konzepte & Conceptos Mexico City, Mexico |
| July 2006 | Marketing ProConcept Belgrade, Serbia |
| May 2006 | Marketing Zagreb School of Economics and Management Zagreb, Croatia |
| January 2006 | Marketing at ESSEX ESSEX Industries Saint Louis, U.S.A. |
| November 2005 | Workshop Leader Alliance for Building Capacity Saint Louis, U.S.A. |
| May 2004 | Training Developer Edward Jones Saint Louis, U.S.A. |
| April 2004 | Workshop Leader Alliance for Building Capacity Saint Louis, U.S.A. |
| May 1998 | Euro Module Leader A.C. & Partners Tashkent, Uzbekistan |
| March 1998 | Module Tutor Surrey Marketing College Cambridge, England |
| May 1997 to August 1998 | Module Tutor Cambridge Marketing College Cambridge, England |

Management Training Positions (continued):

| | |
|-----------------------|--|
| February 1996 | Training Advisor Dniepropetrovsk State University Dniepropetrovsk, Ukraine |
| May 1992 to July 1992 | Management Trainer Stomil-Olsztyn S.A. Tyre Company Olsztyn, Poland |

Membership of Associations:

| | |
|----------------------|---|
| July 2000 to Present | Society for Marketing Advances U.S.A. |
| July 1996 to Present | Chartered Institute of Marketing England |

Professional Positions:

| | |
|----------------------------|---|
| July 2011 to Present | Chief Global Strategist anaZana Corporation San Diego, U.S.A. |
| May 1990 to September 1990 | Engineer Kubota Metal Corporation Orillia, Canada |
| May 1989 to September 1989 | Junior Engineer Fahramet Steel Castings Orillia, Canada |

Service to Profession:

| | |
|--------------------------------|--|
| November 2013 to October 2014 | President Society for Marketing Advances U.S.A. |
| November 2012 to November 2013 | President Elect Society for Marketing Advances U.S.A. |
| January 2012 to November 2012 | Secretary Society for Marketing Advances U.S.A. |
| January 2011 to December 2011 | Vice-President Membership Services Society for Marketing Advances U.S.A. |

Speaking Positions:

| | |
|---------------|--|
| December 2013 | Globalisation and Cultural Competency WeberShandwick Chicago, U.S.A. |
| July 2012 | Winning and Keeping Customers Ecolab Saint Paul, U.S.A. |
| March 2011 | Competition, Competitive Advantage, and Logistics Supply Chain Management Advisory Panel Ann Arbor, U.S.A. |
| February 2011 | Assessing Market Size: The 4 Bs Stockholm School of Economics in Riga Riga, Latvia |

Speaking Positions (continued):

| | |
|----------------|---|
| April 2010 | Competition, Consumer Value, and China Chinese Entrepreneur Network, University of Michigan Ann Arbor, U.S.A. |
| February 2010 | Globalisation Stockholm School of Economics in Riga Riga, Latvia |
| January 2010 | Pricing Your Offering Skandalaris Center for Entrepreneurial Studies Saint Louis, U.S.A. |
| January 2010 | Competition in the 3 rd Sector Skandalaris Center for Entrepreneurial Studies Saint Louis, U.S.A. |
| September 2009 | The Future of Marketing (with Philip Kotler) MATE Belgrade, Serbia |
| September 2009 | The Future of Marketing (with Philip Kotler) Zagreb School of Economics and Management Zagreb, Croatia |
| March 2007 | Marketing and Innovation Nikola Tesla Ericsson Zagreb, Croatia |
| January 2007 | Pricing Your Offering Skandalaris Center for Entrepreneurial Studies Saint Louis, U.S.A. |
| January 2007 | Competition in the 3 rd Sector Skandalaris Center for Entrepreneurial Studies Saint Louis, U.S.A. |
| March 2006 | Brand Building Solutia Saint Louis, U.S.A. |
| December 2005 | Cross Cultural Consumption Stockholm School of Economics in Riga Executive Board Riga, Latvia |
| October 2005 | Strange Brew: Competition, Consumers, and Quality Anheuser-Busch Saint Louis, U.S.A. |
| August 2005 | Marketing to Different Cultures Home Builders Association of Saint Louis Saint Louis, U.S.A. |
| January 2005 | Services: The Key to Growth at Quilogy Quilogy Saint Charles, U.S.A. |
| October 2004 | Competition, Consumer Value, and Marketing U.S. State Department Saratov, Russia |

Speaking Positions (continued):

| | |
|---------------|--|
| January 2004 | Competition, Value, and Innovation Quilogy Saint Charles, U.S.A. |
| November 2003 | Consumer Value HR Department, Washington University in Saint Louis Saint Louis, U.S.A. |

University Service:**Administrative Positions:**

| | |
|---------------------------------|---|
| January 2018 to Present | Co-Director, Yaffe Digital Media Initiative University of Michigan Ann Arbor, U.S.A. |
| September 2017 to Present | MBA Advisory Committee University of Michigan Ann Arbor, U.S.A. |
| September 2014 to December 2015 | Dean Luxembourg School of Business Luxembourg City, Luxembourg |
| September 2013 to 2017 | Academic Director, Weekend MBA and Evening MBA Programs University of Michigan Ann Arbor, U.S.A. |
| November 2011 to December 2011 | Core MBA Marketing Management Course Coordinator University of Michigan Ann Arbor, U.S.A. |
| December 2006 to December 2008 | Director of Educational Outreach The William Davidson Institute Ann Arbor, U.S.A. |
| July 2006 to Present | Academic Director, Master of Marketing Zagreb School of Economics and Management Zagreb, Croatia |
| June 2006 to August 2008 | Academic Director Barcelona Management Institute Barcelona, Spain |
| September 2003 to June 2006 | Coordinator, MBA International Business Concentration Washington University in Saint Louis Saint Louis, U.S.A. |
| September 2002 to June 2006 | Faculty Advisor, International Business Outlook Conference Washington University in Saint Louis Saint Louis, U.S.A. |
| September 2002 to June 2006 | Director, Global Management Studies Washington University in Saint Louis Saint Louis, U.S.A. |
| August 2002 to May 2003 | Manager, Undergraduate International Internship Washington University in Saint Louis Saint Louis, U.S.A. |
| January 1996 to December 1996 | Assistant Director, International Relations École Supérieure de Commerce de Rennes Rennes, France |

Coaching:

September 2001 to March 2004 Head Coach
Washington University in Saint Louis Ice Hockey Team
Saint Louis, U.S.A.

Examinations:

April 2005 to Present Bachelor of Science in Business Theses
Stockholm School of Economics in Riga
Riga, Latvia

April 2005 to Present Executive Master of Business Administration Theses
Stockholm School of Economics in Riga
Riga, Latvia

Membership of Committees:

October 2018 Fulbright Scholarship
University of Michigan
Ann Arbor, U.S.A.

September 2016 Hybrid MBA Committee
University of Michigan
Ann Arbor, U.S.A.

March 2015 CREES Scholarship and Admissions
University of Michigan
Ann Arbor, U.S.A.

September 2013 to June 2015 Executive Committee, CREES
University of Michigan
Ann Arbor, U.S.A.

Autumn 2012 1 Year Graduate Degree Committee
University of Michigan
Ann Arbor, U.S.A.

Summer 2012 MBA of the Future Committee
University of Michigan
Ann Arbor, U.S.A.

Summer 2012 The Innovative Classroom Committee
University of Michigan
Ann Arbor, U.S.A.

October 2011 Fulbright Scholarship
University of Michigan
Ann Arbor, U.S.A.

September 2010 to August 2012 Community Values Committee
University of Michigan
Ann Arbor, U.S.A.

January 2010 CREES Scholarship and Admissions
University of Michigan
Ann Arbor, U.S.A.

October 2009 Fulbright Scholarship
University of Michigan
Ann Arbor, U.S.A.

October 2008 Fulbright Scholarship
University of Michigan
Ann Arbor, U.S.A.

Membership of Committees (continued):

| | |
|--------------------------------|--|
| April 2005 | Annike Rodriguez Scholarship Washington University in Saint Louis Saint Louis, U.S.A. |
| April 2002 | Thurtene Carnival 2002 Façade Productions Washington University in Saint Louis Saint Louis, U.S.A. |
| March 2002 | Annike Rodriguez Scholarship Washington University in Saint Louis Saint Louis, U.S.A. |
| January 1998 to July 1998 | Program Validation Vrije Universiteit Brussel Brussels, Belgium |
| November 1997 to October 1998 | Management Studies Syndicate University of Cambridge Cambridge, England |
| July 1997 to September 1997 | M.Sc. Development Anglia Polytechnic University Danbury, England |
| June 1997 | Program Validation Holborn College London, England |
| March 1994 to June 1994 | MBA Development École Supérieure de Commerce de Rennes Rennes, France |
| February 1994 to December 1996 | Academic Board École Supérieure de Commerce de Rennes Rennes, France |

Community Outreach:

| | |
|-----------|---|
| July 2016 | LEAD University of Michigan Ann Arbor, U.S.A. |
| July 2014 | LEAD University of Michigan Ann Arbor, U.S.A. |
| July 2013 | LEAD University of Michigan Ann Arbor, U.S.A. |
| July 2012 | LEAD University of Michigan Ann Arbor, U.S.A. |
| July 2010 | LEAD University of Michigan Ann Arbor, U.S.A. |
| July 2009 | LEAD University of Michigan Ann Arbor, U.S.A. |

Community Outreach (continued):

July 2008 LEAD
University of Michigan
Ann Arbor, U.S.A.

June 2010 MReach
University of Michigan
Ann Arbor, U.S.A.

June 2008 MReach
University of Michigan
Ann Arbor, U.S.A.

Student Associations:

March 2014 to Present Advisor, MBA B2B Club
University of Michigan
Ann Arbor, U.S.A.

September 2007 to April 2008 Advisor, European Business Club Faculty
University of Michigan
Ann Arbor, U.S.A.

April 2004 to Present Advisor, OlinAid Faculty
Washington University in Saint Louis
Saint Louis, U.S.A.

October 2002 to Present Advisor, Olin International Business Association Faculty
Washington University in Saint Louis
Saint Louis, U.S.A.

August 2001 to Present Advisor, Sup de Co Association Humanitaire Faculty
École Supérieure de Commerce de Rennes
Rennes, France

Student Competitions:

January 2016 Judge, Leadership Crisis Challenge
University of Michigan
Ann Arbor, U.S.A.

January 2015 Judge, Leadership Crisis Challenge
University of Michigan
Ann Arbor, U.S.A.

November 2013 Judge, ConAgra Case Competition
University of Michigan
Ann Arbor, U.S.A.

January 2012 Judge, Leadership Crisis Challenge
University of Michigan
Ann Arbor, U.S.A.

January 2011 Judge, Leadership Crisis Challenge
University of Michigan
Ann Arbor, U.S.A.

December 2009 Developer, Leadership Crisis Challenge
University of Michigan
Ann Arbor, U.S.A.

September 2009 Judge, Leadership Crisis Challenge
University of Michigan
Ann Arbor, U.S.A.

Student Associations (continued):

| | |
|------------------------------|---|
| January 2009 | Judge, Leadership Crisis Challenge University of Michigan Ann Arbor, U.S.A. |
| April 2008 | Judge, International Case Competition Network of International Business Schools Coventry, England |
| January 2008 | Judge, Asian Business Conference Case Competition University of Michigan Ann Arbor, U.S.A. |
| February 2008 | Judge, Latin Business Association Essay Competition University of Michigan Ann Arbor, U.S.A. |
| July 2007 | Judge, Evening MBA Business Case Competition University of Michigan Ann Arbor, U.S.A. |
| February 2007 | Judge, Asian Business Conference University of Michigan Ann Arbor, U.S.A. |
| February 2006 | Head Judge, Price College of Business Case Competition University of Oklahoma Norman, U.S.A. |
| February 2005 | Head Judge, Price College of Business Case Competition University of Oklahoma Norman, U.S.A. |
| September 1995 to March 1996 | Director, International Case Competition École Supérieure de Commerce de Rennes Rennes, France |

Student Mentoring:

| | |
|---------------------------------|--|
| September 1993 to December 1996 | Mentor École Supérieure de Commerce de Rennes Rennes, France |
| November 1996 | World of Learning Education Fair Istanbul, Turkey |
| March 1996 | Asian Education Fair Lahore and Karachi, Pakistan |
| August 2001 to April 2006 | Residence Faculty Associate Washington University in Saint Louis Saint Louis, U.S.A. |
| September 1991 to April 1993 | Residence Proctor University of New Brunswick Fredericton, Canada |

Student Speakers:

| | |
|--------------|--|
| January 2019 | MBA Selection Committee University of Michigan Ann Arbor, U.S.A. |
|--------------|--|

Student Speakers (continued):

| | |
|--------------|--|
| January 2018 | MBA Selection Committee University of Michigan Ann Arbor, U.S.A. |
| January 2017 | MBA Selection Committee University of Michigan Ann Arbor, U.S.A. |
| January 2016 | MBA Selection Committee University of Michigan Ann Arbor, U.S.A. |
| January 2015 | MBA Selection Committee University of Michigan Ann Arbor, U.S.A. |
| January 2014 | MBA Selection Committee University of Michigan Ann Arbor, U.S.A. |

Supervision:

| | |
|---------------------------|---|
| May 2009 to June 2012 | Brett Crawford (Doctoral Dissertation) Copenhagen Business School Copenhagen, Denmark |
| September 2007 to Present | Masters Theses, CREES University of Michigan Ann Arbor, U.S.A. |
| April 2005 to Present | Bachelor of Science in Business Theses Stockholm School of Economics in Riga Riga, Latvia |
| April 2005 to Present | Executive Master of Business Administration Theses Stockholm School of Economics in Riga Riga, Latvia |

Media Appearances:**Magazines:**

“John Branch: Das Marketer.” *Benji Knewman*, Vol. 5, 2016, pp. 17-29.

Interviewed in: *LegalNews*, Ann Arbor, U.S.A., August 2013.

Cited in: *MM Novice*, Ljubljana, Slovenia, October 2009.

Interview in: *Diena*, Riga, Latvia, October 2008.

Interview in: *Office Manager*, Riga, Latvia, October 2008.

Interview in: *Manager*, Zagreb, Croatia, March 2008.

Interview in: *Top Manager*, Saint Petersburg, Russia, May 2006

Cited in: *Kontrakty*, Kyiv, Ukraine, March 2006

Newsletters:

McCartney, James; & Randy Schwartz. “John Branch on the New Economy of Russia and Its Environs.” *International Agenda*, Vol. 12, No.2, Fall 2013, pp. 15-16, 39.

“New WDI Initiative will Develop Teaching Materials.” *The William Davidson Institute Review*, Winter 2007, p. 8.

Newsletters (continued):

“Experiential Course ‘Global Management Studies’ Examines Changing Dynamics of International Business.” *Discovery@Olin*, Vol. 5, Iss. 2, Spring 2006, <http://www.olin.wustl.edu/discovery/feature.cfm?sid=631&pg=7>.

“A Conversation with... John Branch.” *The William Davidson Institute Review*, Summer 2006, p. 7.

“Estudiantes de Washington University en St. Louis Visitaron ESAN.” *Informesan*, número 166, marzo-abril 2005, p. 10.

“Students Experience Marketing Concepts with Mini-Case Studies.” *Discovery@Olin*, Vol. 3, Iss. 3, Spring 2004, <http://www.olin.wustl.edu/discovery/feature.cfm?sid=260&i=14&pg=1>.

Newspapers:

“Pietiekami Nenoverteta Eksporta Veiksmes Atslega.” *Kapitals*, Riga, Latvia, 2 April 2012, pp. 94-95.

“Aug Kopa Ar Kilentiem.” *Lietīšķā Diena, Dienas Bizness*, Riga, Latvia, 29 October 2010, pp. 14-15.

“Mežģīnēs Gatavi Ietīt Pasauli.” *Lietīšķā Diena, Dienas Bizness*, Riga, Latvia, 15 October 2010, pp. 22-23.

“Mācīs Ķīniešiem Ēst Eiropas Šokolādi.” *Lietīšķā Diena, Dienas Bizness*, Riga, Latvia, 1 October 2010, pp. 20-21.

“Gaida Nišas Productu Tirgus Atdzīvošanos.” *Lietīšķā Diena, Dienas Bizness*, Riga, Latvia, 17 September 2010, pp. 22-23.

“Jāstartē Eiropas Zīmolu.” *Lietīšķā Diena, Dienas Bizness*, Riga, Latvia, 21 May 2010, pp. 8-10.

Cited in: Lee, Thomas. “Reborn. . .Outside the U.S.A.—Anheuser-Busch Reinvents Popular Ad Campaigns for Foreign Markets Revamping As Needed To Allow for Cultural Differences.” *St. Louis Post-Dispatch*, 8 February 2004 (Also appeared in: Miami Herald, Bradenton Herald, Fort Worth Star-Telegram, Contra Costa Times, Akron Beacon-Journal, Fort Wayne News-Sentinel, Kansas City Star, Biloxi Sun Herald, and Wichita Eagle).

Radio:

“The Power of the ‘Top Ten’ List.” *Marketplace, National Public Radio*, Monday 12 December 2005, <http://marketplace.publicradio.org/shows/2005/12/12/PM200512125.html>.

Television:

Guest on: A2 Insight, Ann Arbor, U.S.A., June 2018.

Interviewed on: B92, Belgrade, Serbia, September 2009.

Interviewed on: NTS, Saratov, Russia, March 2006.

Interviewed on: STS, Saratov, Russia, October 2004.

Guest on: “STL Biz” business program. KTEC (PBS Affiliate), Saint Louis, U.S.A., April 2004.

Guest on: “STL Biz” business program. KTEC (PBS Affiliate), Saint Louis, U.S.A., November 2004.

Guest on: “Twens” news segment. KMDX (NBC Affiliate), Saint Louis, U.S.A., July 2002.

Websites:

“Business Professor Builds Classes Like He Builds Cars.” <https://www.coursehero.com/heroes/>

“How to Engage Your Students With the 12-Minute Rule and Quizzes They’re Meant to Fail.” <https://www.edsurge.com/news/2018-11-05-how-to-engage-your-students-with-the-12-minute-rule-and-quizzes-they-re-meant-to-fail>

Interviewed for: best marketing. Zagreb, Croatia, September 2009.

Community Service:

Fund-Raising:

September 1991 to April 1993

University of New Brunswick
Fredericton, Canada

September 1986 to April 1988

University of Western Ontario
London, Canada

Humanitarian:

June 2007 to June 2008

Habitat for Humanity
Ann Arbor, U.S.A.

August 2001 to August 2003

Service First
Saint Louis, U.S.A.

August 2001

Easter Seals Relay
Saint Louis, U.S.A.

June 2001 to July 2003

Habitat for Humanity
Saint Louis, U.S.A.

December 1993 to January 1994

Medecins sans Frontières (Hungary and Ukraine)
Paris, France