

# John D Branch

## Academic Curriculum Vitae

### Summary:

- International teacher, trainer, researcher, speaker, consultant, and educational administrator
- Expertise in introductory marketing, marketing management, go-to-market strategy, consumer behaviour, marketing research, international marketing, services marketing, research methods, cross-cultural business, 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:

Stephen M. Ross School of Business  
University of Michigan  
701 Tappan Street  
Ann Arbor, Michigan  
USA, 48109-1234  
Tel.: 1.734.647.5301  
E-Mail: jdbranch@umich.edu

### Date of Birth:

28 December 1967

### Citizenship:

Canadian

### Languages:

English, French, Basic Russian, Basic Spanish

### Education:

#### Degrees:

|                              |  |
|------------------------------|--|
| January 2019 to June 2020    | Doctor of Professional Studies (DProf)<br>Middlesex University<br>London, England              |
| September 2011 to April 2017 | Doctor of Education (EdD)<br>University of Michigan<br>Dearborn, USA                           |
| January 1997 to October 2004 | Doctor of Philosophy (PhD)<br>University of Cambridge<br>Cambridge, England                    |
| August 2001 to August 2003   | Master of Arts in Education (MAEd)<br>Washington University in Saint Louis<br>Saint Louis, USA |
| September 199 to April 1993  | Master of Business Administration (MBA)<br>University of New Brunswick<br>Fredericton, Canada  |
| September 1986 to April 1990 | Bachelor of Engineering Science (BESc)<br>University of Western Ontario<br>London, Canada      |

#### Graduate Courses:

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

**Awards:****Athletic Honours:**

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

**Professional Honours:**

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

**Professional Qualifications:**

|                           |   |
|---------------------------|---|
| September 1998 to Present | Chartered Marketer<br>Chartered Institute of Marketing<br>Maidenhead, England |
|---------------------------|---|

**Research Honours:**

|               |  |
|---------------|--|
| November 2022 | Best Paper in <i>Reconceptualizing Marketing Track</i><br>Society for Marketing Advances Annual Conference<br>Charlotte, USA   |
| November 2017 | Best Paper in <i>Product and Brand Management Track</i><br>Society for Marketing Advances Annual Conference<br>Louisville, USA |
| April 2017    | Doctoral Honors<br>University of Michigan<br>Dearborn, USA   |

**Scholarships:**

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

**Teaching Honours:**

|               |   |
|---------------|---|
| April 2023    | Winner<br>Neary Weekend MBA Teaching Award, Ross School of Business<br>Ann Arbor, USA     |
| April 2023    | Winner<br>Neary MM Teaching Award, Ross School of Business<br>Ann Arbor, USA              |
| May 2021      | Winner<br>Arnie Ludwig Outstanding Professor, University of Notre Dame<br>Notre Dame, USA |
| December 2019 | Nominee<br>Teaching Innovation Prize, University of Michigan<br>Ann Arbor, USA            |
| April 2019    | Winner<br>Neary Weekend MBA Teaching Award, Ross School of Business<br>Ann Arbor, USA     |
| April 2019    | Winner<br>Neary MM Teaching Award, Ross School of Business<br>Ann Arbor, USA              |
| March 2018    | Nominee<br>Neary MBA Teaching Award, Ross School of Business<br>Ann Arbor, USA            |
| January 2018  | Nominee<br>Service in International Education, University of Michigan<br>Ann Arbor, USA   |
| March 2017    | Nominee<br>Golden Apple Award, University of Michigan<br>Ann Arbor, USA                   |
| March 2017    | Winner<br>Neary MM Teaching Award, Ross School of Business<br>Ann Arbor, USA              |
| March 2016    | Nominee<br>Neary MBA Teaching Award, Ross School of Business<br>Ann Arbor, USA            |
| March 2015    | Winner<br>Executive Education Teaching Award, Ross School of Business<br>Ann Arbor, USA   |
| March 2015    | Winner<br>Neary Weekend MBA Teaching Award, Ross School of Business<br>Ann Arbor, USA     |

**Teaching Honours (continued):**

|                |  |
|----------------|--|
| March 2015     | Nominee<br>Neary BBA Teaching Award, Ross School of Business<br>Ann Arbor, USA         |
| March 2015     | Nominee<br>Neary MM Teaching Award, Ross School of Business<br>Ann Arbor, USA          |
| October 2014   | Council on Global Engagement Award Nominee<br>University of Michigan<br>Ann Arbor, USA |
| April 2013     | Nominee<br>Neary MM Teaching Award, Ross School of Business<br>Ann Arbor, USA          |
| April 2012     | Nominee<br>Neary MBA Teaching Award, Ross School of Business<br>Ann Arbor, USA         |
| November 2011  | Champion<br>Sherwin-Williams Distinguished Teaching Award<br>Atlanta, USA              |
| September 2011 | Graduation Speaker<br>EMBA 15, Ross School of Business<br>Ann Arbor, USA               |
| November 2010  | Finalist<br>Sherwin-Williams Distinguished Teaching Award<br>Atlanta, USA              |
| March 2009     | Nominee<br>Neary BBA Teaching Award, Ross School of Business<br>Ann Arbor, USA         |
| February 2009  | Nominee<br>Teaching Innovation Prize, University of Michigan<br>Ann Arbor, USA         |
| May 2006       | Reid Teaching Award<br>Washington University in Saint Louis<br>Saint Louis, USA        |
| November 2005  | Finalist<br>Houghton Mifflin Innovative Teacher Award<br>San Antonio, USA              |
| May 2003       | Reid Teaching Award<br>Washington University in Saint Louis<br>Saint Louis, USA        |
| November 2002  | Winner<br>Houghton Mifflin Innovative Teacher Award<br>Saint Petersburg, USA           |

**Assistantships:**

|                              |  |
|------------------------------|--|
| September 1992 to April 1993 | Research Assistant<br>University of New Brunswick<br>Fredericton, Canada |
|------------------------------|--|

**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](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>

**Book Chapters:**

- Branch, John; and David Wernick. "The Use of Debate Cases to Enhance Students' Analytical Skills." In: Nygaard, Claus (ed.). *Enhancing Students' Learning Outcomes*. Faringdon, England: Libri Publishing, forthcoming.
- Branch, John. "Physician, Heal Thyself: Discovering My Educational Values With a View to Enhancing Students' Learning Outcomes." In: Nygaard, Claus (ed.). *Enhancing Students' Learning Outcomes*. Faringdon, England: Libri Publishing, forthcoming.
- Branch, John; and Mehmet Durnali. "Preface." In: Branch, John; and Mehmet Durnali (eds.). *Global Perspectives on the Internationalisation of Higher Education*. Hershey, USA: IGI Global, 2023, pp. xxi-xxxviii.
- Branch, John; and Bryan Christiansen. "Preface." In: Branch, John; & Bryan Christiansen (eds.). *Analyzing International Business Operations in the Post-Pandemic Era*. Hershey, USA: IGI Global, 2023, pp. xii-xviii.
- Apaydin, Marina; John Branch; and Amy Gillett. "Business and Culture: A Virtual Exchange Across Four Countries." In: Perez, Aaron; and Senol Orakci (eds.). *Pedagogy, Presence, and Motivation in Online Education*. Hershey, USA: IGI Global, 2022, pp. 168-186.
- Branch, John; and David Wernick. "The Transnationalization of Business Education." In: Zhuplov, Anatoly (ed.). *Global Trends, Dynamics, and Imperatives for Strategic Development in Business Education in an Age of Disruption*. Hershey, USA: IGI Global, 2022, pp. 34-57.
- Wernick, David; and John Branch. "Teaching Cross-cultural Competence in a Smart Machine Age: The Role of International Service Learning in the Business School Curriculum." *Global Trends, Dynamics, and Imperatives for Strategic Development in Business Education in an Age of Disruption*. In: Zhuplov, Anatoly (ed.). Hershey, USA: IGI Global, 2022, pp. 92-109.
- Branch, John. "Fetishism and Consumer Value." In: Burns, David (ed.). *Multifaceted Explorations of Consumer Culture and Its Impact*. Hershey, USA: 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, USA: 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, USA: IGI Global, 2018, pp. 234-253.
- Branch, John; Marcus Collins; & Eldad Yogev-Slotnick. "New Paradigms, Perspectives and Practices." 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.
- Collins, Marcus; & John Branch. "And She Told Two Friends: The Power of the Network in Digital Marketing." 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. 57-67.
- Collins, Marcus; & John Branch. "Location, Location, Location: Environmental Conditions in Digital Marketing." 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. 69-85.
- Branch, John. "Accountability in the Management Education Industry." In: Hall, David; & Gabriel O. Ogunmokun (eds.). *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 (eds.). *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.

**Book Chapters (continued):**

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.

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." In: 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 11: Consumer Culture*. Oxford, England: Elsevier, 2007, pp. 63-84.

**Books:**

- Branch, John; and Mehmet Durnalı (eds.). *The Sustainability of Higher Education*. London, England: Routledge, under review
- Branch, John; and Mehmet Durnalı (eds.). *The Professionalisation of Higher Education*. London, England: Routledge, under review.
- Branch, John; and Mehmet Durnalı (eds.). *Global Perspectives on the Internationalisation of Higher Education*. Hershey, USA: IGI Global, 2023.
- Branch, John; & Bryan Christiansen, Bryan (eds.). *Analysing International Business Operations in the Post Pandemic Era*. Hershey, USA: IGI Global, 2023.
- Apaydin, Marina; John Branch; Michael Dent; and Otto Regalado (eds.). *The Internationalisation of Higher Education*. Charlotte, USA: Information Age Publishing, 2023.
- Christiansen, Bryan; & John Branch (eds.). *The Marketisation of Higher Education: Policies, Practices, and Perspectives*. London, England: Palgrave Macmillan, 2021.
- Christiansen, Bryan; & John Branch (eds.). *Handbook of Research on Global Industry Transitions and Opportunities*. Hershey, USA: IGI Global, 2021.
- Christiansen, Bryan; John Branch; & Joanna Karmowska (eds.). *Cultural Factors and Performance in 21st Century Businesses*. Hershey, USA: IGI Global, 2020.
- Branch, John. *The Transnationalization of the Stockholm School of Economics*. Riga, Latvia: Lambert Academic Publishing, 2019.
- 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*. 17<sup>th</sup> ed. Mason, USA: Cengage Publishing.
- Branch, John; Bob Eames; Stacy Jackson; Maribel McElroy; Steve VenderVeen; & David Vequist. *Capstone—Experiential Class Workbook*. Dubuque, USA: Kendall Hunt Publishing, 2009.

**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.

**Book Series:**

- Barger, Mike; & Anne Craig (eds.). *Instructional Technology in Higher Education*. Charlotte, USA: Information Age Publishing, forthcoming.
- Durnali, Mehmet; & Pinar Ayyıldız (eds.). *Diversity, Equity, and Inclusion in Higher Education*. Charlotte, USA: Information Age Publishing, forthcoming.
- Cupid, Sherella; & Antione D Tomlin (eds.). *Black Experiences in Higher Education: Faculty, Staff, and Students*. Charlotte, USA: Information Age Publishing, 2023.
- Apaydin, Marina; John D. Branch; Michael M. Dent; and Otto Regalado (eds.). *The Internationalisation of Higher Education*. Charlotte, USA: Information Age Publishing, 2023.

**Cases:**

- Krasniki, Besniq; John Branch; & Thomas Jahnke. "Going Up: Talent Management at HKM Kosovo." *Emerald Emerging Markets Case Studies*, under review.
- Wernick, David; & John Branch. "Hershey's Ethical Supply Chain Dilemma." Toronto, Canada: TopHat, 2022.
- Branch, John; & Kim Cameron. "Transforming Culture in the Kingdom: How Saudi Telecom Focused on People to Compete in the Digital Age." Ann Arbor, USA: The William Davidson Institute, 2019.
- 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: Top-Hat, 2018.
- Branch, John. "Afrikan Tähti: Coming to America?" Ann Arbor, USA: The William Davidson Institute, 2015.
- Branch, John. "Arm & Hammer: Extending a Trusted Brand." Ann Arbor, USA: The William Davidson Institute, 2015.
- Branch, John. "Clearshield: Evaluating Market Attractiveness." Ann Arbor, USA: The William Davidson Institute, 2015.
- Branch, John. "Ecolab: Is Green the New Black?" Ann Arbor, USA: The William Davidson Institute, 2015.
- Branch, John. "Hong Kong Philharmonic: A New Hope?" Ann Arbor, USA: The William Davidson Institute, 2015.
- Branch, John. "Medivice: An Exploration of Key Account Management." Ann Arbor, USA: The William Davidson Institute, 2015.
- Branch, John. "Samitivej Hospital: Medical Tourism in Thailand." Ann Arbor, USA: The William Davidson Institute, 2015.
- Branch, John. "Schaeffler: Opportunities in Peru?" Ann Arbor, USA: The William Davidson Institute, 2015.
- Branch, John. "Spry Chewing Gum: Blowing Bubbles in a Competitive Market." Ann Arbor, USA: The William Davidson Institute, 2015.
- Branch, John. "Sussex Industries: New Products or New Markets?" Ann Arbor, USA: The William Davidson Institute, 2015.
- Branch, John. "Woodmaster: Developing a Distribution Channel." Ann Arbor, USA: The William Davidson Institute, 2015.
- Branch, John. "Delta Corporate Accounts: Measuring Customer Value." Ann Arbor, USA: The William Davidson Institute, 2015. Branch, John. "Gardasil: Growing a New Market." Ann Arbor, USA: The William Davidson Institute, 2015.
- Branch, John. "The Clean Hands Company: Market Selection." Ann Arbor, USA: The William Davidson Institute, 2015.
- Augustine, Grace; & John Branch. "Chery Automobile: Vying for a Piece of the American Pie." Ann Arbor, USA: The William Davidson Institute, 2008.
- Lee, Moses; & John Branch. "Giving Tree International: ESL Training in Vietnam." Ann Arbor, USA: The William Davidson Institute, 2008.
- Branch, John. "Katie's Kakes." Ann Arbor, USA: The William Davidson Institute, 2008.
- Branch, John. "Jim Thompson Thai Silk." Ann Arbor, USA: The William Davidson Institute, 2008.



**Cases (continued):**

- Branch, John. "Maru Industries." Ann Arbor, USA: The William Davidson Institute, 2008.
- Branch, John. "Inline Fibreglass." Ann Arbor, USA: The William Davidson Institute, 2008.
- Branch, John. "Maru Industries." Ann Arbor, USA: The William Davidson Institute, 2008.
- Branch, John. "Inline Fibreglass." Ann Arbor, USA: The William Davidson Institute, 2008.
- Branch, John. "Sussex Chainless Bicycle." Ann Arbor, USA: The William Davidson Institute, 2008.
- Branch, John. "Irbis Motorcycle Factory." Ann Arbor, USA: The William Davidson Institute, 2008.
- Branch, John. "Vostok Watches." Ann Arbor, USA: The William Davidson Institute, 2008.
- Branch, John. "StrongFiber Company Limited." Ann Arbor, USA: The William Davidson Institute, 2008.

**Conceptual Notes:**

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

**Conference Organisation:**

- Program Co-Chair, *Social Media Week Independent-Ann Arbor. 15 September 2017. Ann Arbor, USA.*
- 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, USA.*
- 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, USA.*
- Program Co-Chair, Learning Spaces in Higher Education, *Learning in Higher Education 2013 Symposium. October 2013. Ann Arbor, USA.*
- 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, USA.*
- 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, USA.*

**Conference Organisation (continued):**

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

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

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

Program Co-Chair, *Consumer Cultural Theory 2009 Conference*. June 2009. Ann Arbor, USA.

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

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

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

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

**Conference Panels:**

Wernick, David; Jay Lipe; & John Branch. "Teaching Cross-Cultural Competence Through Experiential Learning: New Directions for IB and Management Instructors." *European International Business Academy Annual Conference*. December 2021. Madrid, Spain.

Newbury, William; John Branch; Joanna Scott-Kennel; and David Wernick. "Teaching International Business in the Covid-19 Era." *Academy of International Business Annual Conference*. July 2020. Online.

Branch, John; David Wernick; Ronaldo Parente; & Jay Lipe. "Best Practices, Trends and Technologies in Online International Business Education." *European International Business Academy Annual Conference*. December 2019. Leeds, England.

Branch, John; David Wernick; Ronaldo Parente; & Filip De Beule. "Teaching Cross-Cultural Competence in Traditional, Online, and Hybrid Formats." *European International Business Academy Annual Conference*. December 2019. Leeds, England.

Parente, Ronaldo; David Wernick; Bill Newbury; and John Branch. "International Business in the Dynamic Environment: Changes in Digitalization, Innovation and Entrepreneurship." *International Business Academy-CEE Conference*. September 2019. Kaunas, Lithuania.

Parente, Ronaldo; David Wernick; Jay Lipe; Marc Weinstein; and John Branch. "International Business Online Education in a Transforming World." *European International Business Academy 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, USA.

Branch, John; & Diane Edmondson. "Teaching Consumer Behavior in Today's Changing University Environment." *Society for Marketing Advances 2014 Conference*. November 2014. New Orleans, USA.

Crawford, Brett; & John Branch. "The Normative Pillar of the Professions." *Academy of Management Conference*. August 2011. San Antonio, USA.

Branch, John; Karen Stone; & Tracy Tuten. "A Pedagogical Primer for Professors." *Society for Marketing Advances 2009 Conference*. November 2009. New Orleans, USA.

Branch, John. "Pulling Back the Veil: Exploring Technology in Marketing." *Society for Marketing Advances 2006 Conference*. November 2006. Nashville, USA.

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, USA.

Branch, John. "Experiential Learning in Marketing: Perspectives and Practices." *Society for Marketing Advances 2004 Conference*. November 2004. Saint Petersburg, USA.

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, USA.

**Conference Panels (continued):**

Branch, John. "Concepts, Concept Development, and Consumer Research." *Association for Consumer Research North American Conference*. October 2004. Portland, USA.

Branch, John; & Bill Kehoe. "International Marketing: Pedagogical Perspectives and Practices." *Society for Marketing Advances 2003 Conference*. November 2003. New Orleans, USA.

Branch, John; & Stacy Jackson. "Experiential Learning: Theory and Practice." *The 8th Annual MMA Fall Educators' Conference*. September 2003. Nashville, USA.

**Conference Posters:**

Branch, John. "Teaching Cultural Competence Using a Virtual Exchange." *European International Business Annual Conference*. December 2019. Leeds, England.

Branch, John. "Concepts and Concept Development." *21st Ethnographic and Qualitative Research Conference*. February 2009. Cedarville, USA.

**Conference Presentations:**

Wernick, David; John Branch; & Amory Pescariu. "Mining Its Time— Rio Tinto's Lithium Mine in Serbia's Jadar Valley." *2023 Academy of International Business Conference*. Warsaw, Poland: 7-9 July 2023.

Branch, John; Maansi Dalmia; & Ethan Mo. "The Impact of Culture on Brand Extension: The Specific Versus Diffuse Dimension and Product Category Similarity." *Society for Marketing Advances Conference*. November 2022. Charlotte, USA.

Wernick, David; John Branch; & Amory Pescariu. "Honking up the Right Trees— Canada Goose Takes Flight." *2022 Academy of International Business Southeast Regional Conference*. Panama City, USA: 27-29 October 2022.

Branch, John; & David Wernick. "Education Hubs as Industry Clusters." *2022 Academy of International Business Central and Eastern Europe Regional Conference*. Zagreb, Croatia: 14-16 September 2022.

Wernick, David; John Branch; & Amory Pescariu. "Honking up the Right Trees— Canada Goose Takes Flight." *2022 Academy of International Business Central and Eastern Europe Regional Conference*. Zagreb, Croatia: 14-16 September 2022.

Branch, John; and David Wernick. "Virtual Exchanges: A New Pedagogical Model for the Post-Covid Era?" *European Advanced Educational Technology Conference*. Cambridge, England: 25-27 March 2022.

Santos, Marcos; John Branch; & David Wernick. "Disney in China: Magic Kingdom Meets the Middle Kingdom." *2021 Academy of International Business Asia Pacific Regional Conference*. Bangkok, Thailand: 08-10 December 2021.

Branch, John; & Daniella Gennaro. "Education Hubs as Industry Clusters." *2021 Academy of International Business Asia Pacific Regional Conference*. Bangkok, Thailand: 08-10 December 2021.

Branch, John; Maansi Dalmia; & Ethan Mo. "The Impact of Culture on Brand Extension: The Specific Versus Diffuse Dimension." *2021 Academy of International Business Asia Pacific Regional Conference*. Bangkok, Thailand: 08-10 December 2021.

Wernick, David; & John Branch. "Teaching Cross-Cultural Competence Through Experiential Learning: Reflections on an Innovative International Service-Learning Project in India." *2021 Academy of International Business Asia Pacific Regional Conference*. Bangkok, Thailand: 08-10 December 2021.

Branch, John; Maansi Dalmia; & Ethan Mo. "The Impact of Culture on Brand Extension: The Specific Versus Diffuse Dimension." *2021 American Marketing Association Global SIG Conference*. Taormina, Italy: 01-03 October 2021.

Branch, John. "Living Educational Theory: An Autoethnography of My Professional Practice." *33rd Ethnographic and Qualitative Research Conference*. June 2021. Las Vegas, USA.

Branch, John; & Marcus Collins. "More Than Words." *42nd Conference on Management and Executive Development*. Austin, USA: November 2019.

Branch, John; & Marcus Collins. "Think About This." *42nd Conference on Management and Executive Development*. Austin, USA: November 2019.

Branch, John. "Teaching Cultural Competence Using a Virtual Exchange." *International Association of Cross-Cultural Competence and Management Conference*. October 2019. Paris, France.

**Conference Presentations (continued):**

- Branch, John. "Homerton Changemakers: A Co-Curricular Programme at the University of Cambridge." *International Association of Cross-Cultural Competence and Management Conference*. October 2019. Paris, France.
- Branch, John. "Critical Perspectives on Transnational Higher Education." *European International Business Academy 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 Academy Conference*. December 2017. Milano, Italy.
- Branch, John. "An Exploration of Brand Biographies in India." *Society for Marketing Advances Conference*. November 2017. Louisville, USA.
- Branch, John. "An Introduction to Praxiology." *28th Ethnographic and Qualitative Research Conference*. February 2016. Las Vegas, USA.
- Branch, John. "Transnational Higher Education: Taking Stock and Looking Forward." *Comparative and International Education Society Annual Conference*. March 2016. Vancouver, Canada.
- Branch, John. "Pedagogy." *Global Summit on Educating Entrepreneurs*. William Davidson Institute. University of Michigan. June 2011. Ann Arbor, USA.
- 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, USA.
- 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. "Internationalising Your Career." *AACSB 'Building Toward Success' Faculty Conference on Learning Conference*. June 2007. Orlando, USA.
- Branch, John. "Postmodern Consumption and the High-Fidelity Audio Microculture." *Consumer Cultural Theory Conference*. August 2006. Notre Dame, USA.

**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, USA: 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, USA: 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, USA: Society for Marketing Advances, November 2005, p. 383.
- 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, USA: 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, USA: 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, USA: Society for Marketing Advances, November 2004, pp. 124.

**Conference Proceedings (continued):**

- Branch, John. "Experiential Learning in Marketing, Perspectives and Practices." In: Kehoe, William; & Linda Whitten (eds.). *Advances in Marketing: Concepts, Issues and Trends*. Saint Petersburg, USA: 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, USA: 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, USA: 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 8<sup>th</sup> Annual MMA Fall Educations' Conference*. September 2003. Nashville, USA 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 8<sup>th</sup> Annual MMA Fall Educations' Conference*. September 2003. Nashville, USA Marketing Management Association, p. 27.
- 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, USA: 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, USA: Society for Marketing Advances, 2002, p. 1.
- Branch, John. "Concepts and Concept Development in Management Research." In: 2002 AoM/IAoM 20th Annual International Conference Proceedings. Chesapeake, USA: Maximillian 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 20<sup>th</sup> Annual International Conference Proceedings. Chesapeake, USA: Maximillian Press Publishers, 2002, pp. 163-168.
- 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, USA.
- Branch, John. "Concepts: A Review of the Literature for Consumer and Marketing Research." *Society for Marketing Advances 2000 Conference*. November 2000. Orlando, USA.
- 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.

**Dissertations:**

- Branch, John. *Teaching is Like Engineering: My Living Educational Theory*. Unpublished doctoral dissertation. London, England: Middlessex University, 2020.
- Branch, John. *A Praxiography of the Transnationalization of the Stockholm School of Economics*. Unpublished doctoral dissertation. Dearborn, USA: 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. *American Marketing Association Global SIG 2022 Conference. June 2022. Chania, Greece.*

Branch, John. *American Marketing Association Global SIG 2021 Conference. October 2021. Taormina, Italy.*

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

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

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

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

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

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

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

**Fellowships:**

|                                 |  |
|---------------------------------|--|
| October 2019 to Present         | External Member<br>Faculty of Education, University of Cambridge<br>Cambridge, England             |
| October 2017 to June 2018       | Visiting Fellow<br>Wolfson College, University of Cambridge<br>Cambridge, England                  |
| September 1998 to December 1998 | Visiting Fellow<br>Kellogg Graduate School of Management, Northwestern University<br>Evanston, USA |
| October 1995 to December 1995   | Visiting Research Fellow<br>University of Oxford<br>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:**

Branch, John. "Teaching is Like Engineering: Theorising My Professional Practice." *Teachers and Teaching*, under review.

Wernick, David; John Branch; and Amory Pescariu. "Canada Goose Spreads Its Wings: Global Expansion Amid Turbulent Skies." *American Journal of Management*, Vol. 23, Iss. 1, 2023, pp. 27-40.

**Journal Articles (continued):**

- Power, Eoin; and John Branch. "A Balkan Neofunctional Success Story or the Curious Case of Bosnia's Central Bank." *East European Politics and Societies*, 2023. <https://doi.org/10.1177/08883254221147542>
- Branch, John; Maansi Dalmia; & Ethan Mo. "The Impact of Culture on Brand Extension: The Specific Versus Diffuse Dimension and Product Category Similarity." *Journal of Marketing Development and Competitiveness*, Vol. 16, No. 4, 2022, pp 22-33.
- Branch, John. "Exploring Competition in the Not-for-Profit Sector: The Case of Education in the United States." *International Journal of Learning and Development*, Vol. 22, No. 4, 2022, pp. 94-110.
- Branch, John. "Living Educational Theory as a Model of Continuing Professional Development." *International Journal of Teacher Education and Professional Development*, Vol. 5, Iss. 1, 2022.
- Branch, John; & David Wernick. "Virtual Exchanges: A New Pedagogical Model for the Post-Covid Era?" *International Journal of Learning and Teaching*, Vol. 8, No. 3, September 2022, pp. 195-199.
- Branch, John. "An Autoethnography of My Educational Values." *Educational Journal of Living Theories*, Vol. 15, Iss. 1, June 2022, pp. 1-25.
- Branch, John. "A Praxiological Approach to Management Research." *American Journal of Management*. Vol. 19, No. 1, 2019, pp. 9-25.
- Branch, John. "An Exploration of Brand Biographies in India." *Journal of Marketing Development and Competitiveness*, Vol. 13, No. 1, 2019, pp. 1-13.
- 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*, Vol. 12, No. 2, 2018, pp. 187-204.
- 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; & Francesco Rocchi. "Concept Development: A Primer." *Philosophy of Management*, Vol. 14, Iss. 2, 2015, pp. 111-133.
- Branch, John; & Francesco Rocchi. "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 2010 to 2014

Editorial Review Board  
Marketing Education Review  
USA

**Journal Special Issues:**

July 2022 to Present

"Education Hubs" Special Issue Editor  
International Journal of Educational Development  
USA

**Journal Special Issues (continued):**

|              |   |
|--------------|---|
| January 2012 | “Marketing in Emerging Markets” Special Issue Editor<br>International Journal of Business and Emerging Markets<br>India |
| Spring 2007  | “Teaching Innovations in Marketing” Special Issue Editor<br>Marketing Education Review<br>USA                           |

**Magazine Articles:**

- Gillett, Amy; & John Branch. “One Size Does Not Fit All: Localization in the Age Globalization.” *BizEd*, May/June 2020.
- 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:**

- “Qualitative Research.” INCAE: San Juan, Costa Rica, August 2023.
- “The Transnationalisation of Higher Education: An International Marketing Perspective.” University of Guelph: Guelph, Canada, February 2022.
- “The Transnationalisation of Higher Education.” Florida International University: Miami, USA, February 2020.
- “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, USA, February 2016.
- “Analogical Learning in Higher Education.” University of Michigan: Dearborn, USA, March 2012.
- “What Do High-Fidelity and Scrapbooking Share in Common?: Two Studies of Postmodern Consumption.” University of Michigan: Ann Arbor, USA, March 2007.
- “A Phenomenology of Consumer Values in the High-Fidelity Audio Microculture.” Wake Forest University: Winston-Salem, USA, April 2005.

**Textbooks:**

- Branch, John. *Going to Market: The Principles and Practices of Marketing*. Cambridge, England: Cambridge University Press, under review.

**Workshops:**

- Branch, John. “Reflections in Online Non-Degree Programmes.” *CMED Tuesdays*. 25 August 2020.
- Branch, John. “A Praxiographical Approach to International Business Research.” *Journal of International Business Paper Development Workshop*. December 2017. Milano, Italy.

**Teaching Experience:****Current Positions:**

|                           |   |
|---------------------------|---|
| September 2021 to Present | Clinical Associate Professor of Business Administration<br>University of Michigan<br>Ann Arbor, USA |
| July 2006 to Present      | Faculty Associate<br>Center for Russian, Eastern European, & Eurasian Studies<br>Ann Arbor, USA     |
| August 2006 to Present    | Research Fellow<br>William Davidson Institute<br>Ann Arbor, USA                                     |



**Lectures:**

|               |  |
|---------------|--|
| June 2023     | Consumer-Centric Innovation: The Key to Company Success<br>Diag Days, University of Michigan<br>Ann Arbor, USA |
| March 2023    | Culture and International Business<br>University of Galway<br>Galway, Ireland                                  |
| March 2023    | Consumer-Centric Innovation<br>Trinity College Dublin<br>Dublin, Ireland                                       |
| March 2023    | Culture and Consumption<br>American University in Cairo<br>Cairo, Egypt  |
| February 2022 | Culture<br>American University in Cairo<br>Cairo, Egypt  |
| December 2021 | Branding<br>Greenhills School<br>Ann Arbor, USA  |
| February 2021 | How to Win the Game... and Keep on Winning<br>Osher Lifelong Learning Institute<br>Ann Arbor, USA              |
| December 2019 | The Contagion Cookbook<br>University of Michigan<br>Ann Arbor, USA   |
| June 2017     | A Marketing Primer<br>University of Michigan<br>Ann Arbor, USA   |
| June 2017     | Developing Your Culture Competence<br>University of Michigan<br>Ann Arbor, USA                                 |
| October 2016  | The Russian Economy in 3 Acts<br>Osher Lifelong Learning Institute<br>Ann Arbor, USA                           |
| July 2016     | Globalisation: The Great Debate<br>University of Michigan<br>Ann Arbor, USA                                    |
| July 2016     | Developing Your Culture Competence<br>University of Michigan<br>Ann Arbor, USA                                 |
| August 2015   | Globalisation: The Great Debate<br>University of Michigan<br>Ann Arbor, USA                                    |
| August 2015   | Developing Your Cultural Competence<br>University of Michigan<br>Ann Arbor, USA                                |
| April 2015    | Customer Experience<br>University of Tirana<br>Tirana, Albania   |
| April 2015    | Services Marketing<br>European University in Tirana<br>Tirana, Albania   |

**Lectures (continued):**

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

**Lectures (continued):**

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

**Lectures (continued):**

|               |  |
|---------------|--|
| June 2009     | Becoming a Global Manager<br>University of Michigan<br>Ann Arbor, USA                                    |
| April 2009    | Becoming a Global Manager<br>University of Michigan<br>Ann Arbor, USA                                    |
| April 2009    | Consumer Culture<br>University of Michigan<br>Ann Arbor, USA   |
| April 2009    | The Case Method<br>University of Michigan<br>Ann Arbor, USA  |
| March 2009    | The Globalisation of Consumers<br>University of Michigan<br>Ann Arbor, USA                               |
| March 2009    | The Cultural Imperative of International Marketing<br>Rice University<br>Houston, USA                    |
| January 2008  | Developing a Cultural Competence<br>Hope College<br>Holland, USA   |
| April 2007    | The STPs of Marketing<br>Barcelona Management Institute<br>Barcelona, Spain                              |
| January 2007  | The Cultural Imperative of International Marketing<br>Barcelona Management Institute<br>Barcelona, Spain |
| January 2007  | Competition in Emerging Economies<br>Mediterranean Business School<br>Tunis, Tunisia                     |
| November 2006 | Cultural Competence in International Business<br>ITAM<br>Mexico City, Mexico                             |
| March 2006    | Culture and International Marketing<br>Saratov State Socio-Economic University<br>Saratov, Russia        |
| March 2006    | International Marketing<br>Kyiv Mohyla Business School<br>Kyiv, Ukraine                                  |
| February 2006 | Culture and International Marketing<br>Stockholm School of Economics in Riga<br>Riga, Latvia             |
| January 2006  | PhD Programmes in Business: An International Perspective<br>ESAN<br>Lima, Peru                           |
| November 2005 | Competition: Lessons for Marketing in Mexico<br>ITESM<br>Mexico City, Mexico                             |
| June 2005     | Marketing to the Aged<br>Washington University Center for Aging<br>Saint Louis, USA                      |

**Lectures (continued):**

|                |  |
|----------------|--|
| March 2005     | The Cultural Challenge<br>ESAN<br>Lima, Peru   |
| March 2004     | Culture and International Business<br>Tallinn Technical University<br>Tallinn, Estonia                             |
| March 2004     | Culture and International Business<br>Stockholm School of Economics<br>Riga, Latvia                                |
| March 2004     | Culture and International Business<br>International School of Management<br>Vilnius, Lithuania                     |
| February 2004  | A Framework for Student Union Marketing<br>Student Union, Washington University in Saint Louis<br>Saint Louis, USA |
| March 2003     | The Cola Wars<br>Hong Kong University of Science and Technology<br>Clearwater Bay, Hong Kong                       |
| October 2002   | Customer Satisfaction<br>World Affairs Council<br>Saint Louis, USA   |
| September 2002 | The Cultural Approach to International Marketing<br>Washington University in Saint Louis<br>Saint Louis, USA       |
| March 2002     | Prometheus at the Olin School of Business<br>Copenhagen Business School Learning Lab<br>Copenhagen, Denmark        |
| December 2001  | International Business<br>Washington University in Saint Louis<br>Saint Louis, USA                                 |
| November 2001  | The Cola Wars<br>Washington University in Saint Louis<br>Saint Louis, USA  |
| October 2001   | Prometheus at the Olin School of Business<br>Washington University in Saint Louis<br>Saint Louis, USA              |
| February 2000  | The Cola Wars<br>The HELP Institute<br>Kuala Lumpur, Malaysia  |
| April 1999     | Culture and International Management<br>University of Redlands<br>Redlands, USA                                    |
| January 1999   | Cross-Cultural Marketing<br>Memorial University of Newfoundland<br>Harlow, England                                 |
| December 1998  | Qualitative Research Methods<br>University of Houston<br>Houston, USA  |
| November 1998  | Understanding Consumer Values<br>Rice University<br>Houston, USA   |

**Lectures (continued):**

|                |  |
|----------------|--|
| November 1998  | Culture and Consumer Behavior<br>University of Illinois at Chicago<br>Chicago, USA           |
| October 1998   | Cross-Cultural Marketing<br>Rice University<br>Houston, USA                                  |
| October 1998   | Culture and International Marketing<br>University of Illinois at Chicago<br>Chicago, USA     |
| March 1998     | Cross-Cultural Marketing<br>Memorial University of Newfoundland<br>Harlow, England           |
| June 1997      | Culture and International Marketing<br>Schiller International University<br>London, England  |
| April 1996     | Principles of Marketing<br>Washington University<br>Karachi, Pakistan                        |
| September 1995 | Culture and Marketing<br>York University<br>Toronto, Canada                                  |
| September 1995 | Culture and Marketing<br>Wilfred Laurier University<br>Waterloo, Canada                      |
| July 1995      | Marketing and Uzbekistan<br>Tashkent State University of Economics<br>Tashkent, Uzbekistan   |
| February 1995  | International Marketing<br>Anglia Polytechnic University<br>Norwich, England                 |
| January 1995   | Culture and Marketing<br>University of World Economics and Diplomacy<br>Tashkent, Uzbekistan |
| January 1995   | Marketing and Uzbekistan<br>Tashkent State University of Economics<br>Tashkent, Uzbekistan   |

**Previous Positions:**

|                          |   |
|--------------------------|---|
| July 2015 to August 2021 | Clinical Assistant Professor of Business Administration<br>University of Michigan<br>Ann Arbor, USA   |
| July 2006 to June 2015   | Lecturer of Marketing<br>University of Michigan<br>Ann Arbor, USA                                     |
| May 2001 to June 2006    | Senior Lecturer in International Business<br>Washington University in Saint Louis<br>Saint Louis, USA |
| January 1997 to May 1999 | Teaching Assistant<br>University of Cambridge<br>Cambridge, England                                   |

**Previous Positions (continued):**

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

**Simulations:**

Sanchez-Burks, Jeffrey; & John Branch. "World Economic Forum." Ann Arbor, USA: The William Davidson Institute, 2008.

**Test Development:**

|                        |   |
|------------------------|---|
| April 2020 to Present  | Chair, Principles of Marketing Test Development Committee<br>ETS<br>Princeton, USA  |
| May 2019 to Present    | Member, Major Field Test BBA Committee<br>ETS<br>Princeton, USA                     |
| June 2017 to July 2019 | Member, Principles of Marketing Test Development Committee<br>ETS<br>Princeton, USA |
| October 2016           | Advisor, Major Field Test MBA<br>ETS<br>Princeton, USA                              |

**Visiting Positions:**

|                |  |
|----------------|--|
| August 2022    | Visiting Professor<br>Central European University<br>Budapest, Hungary             |
| October 2020   | Visiting Professor<br>Higher School of Economics<br>Moscow, Russia                 |
| September 2020 | Visiting Professor<br>Zagreb School of Economics and Management<br>Zagreb, Croatia |
| August 2020    | Adjunct Professor<br>University of Notre Dame<br>South Bend, USA                   |
| June 2020      | Visiting Professor<br>Luxembourg School of Business<br>Luxembourg City, Luxembourg |

## Visiting Positions (continued):

|                |  |
|----------------|--|
| May 2020       | Visiting Professor<br>Stockholm School of Economics in Riga<br>Riga, Latvia        |
| May 2020       | Visiting Professor<br>ORT Uruguay<br>Montevideo, Uruguay                           |
| September 2019 | Visiting Professor<br>Zagreb School of Economics and Management<br>Zagreb, Croatia |
| August 2019    | Adjunct Professor<br>University of Notre Dame<br>South Bend, USA                   |
| May 2019       | Visiting Professor<br>Luxembourg School of Business<br>Luxembourg City, Luxembourg |
| May 2019       | Visiting Professor<br>Stockholm School of Economics in Riga<br>Riga, Latvia        |
| April 2019     | Visiting Professor<br>ORT Uruguay<br>Montevideo, Uruguay                           |
| October 2018   | Visiting Professor<br>Zagreb School of Economics and Management<br>Zagreb, Croatia |
| September 2018 | Visiting Professor<br>Luxembourg School of Business<br>Luxembourg City, Luxembourg |
| August 2018    | Adjunct Professor<br>University of Notre Dame<br>South Bend, USA                   |
| May 2018       | Visiting Professor<br>Stockholm School of Economics in Riga<br>Riga, Latvia        |
| April 2018     | Visiting Professor<br>ORT Uruguay<br>Montevideo, Uruguay                           |
| September 2017 | Visiting Professor<br>Luxembourg School of Business<br>Luxembourg City, Luxembourg |
| September 2017 | Visiting Professor<br>Zagreb School of Economics and Management<br>Zagreb, Croatia |
| August 2017    | Adjunct Professor<br>University of Notre Dame<br>South Bend, USA                   |
| July 2017      | Adjunct Professor<br>University of Notre Dame<br>South Bend, USA                   |
| May 2017       | Visiting Professor<br>Luxembourg School of Business<br>Luxembourg City, Luxembourg |



**Visiting Positions (continued):**

|                |  |
|----------------|--|
| May 2017       | Visiting Professor<br>Stockholm School of Economics in Riga<br>Riga, Latvia        |
| April 2017     | Visiting Professor<br>ORT Uruguay<br>Montevideo, Uruguay                           |
| January 2017   | Visiting Professor<br>University of San Francisco<br>San Francisco, USA            |
| November 2016  | Visiting Professor<br>Zagreb School of Economics and Management<br>Zagreb, Croatia |
| July 2016      | Adjunct Professor<br>University of Notre Dame<br>South Bend, USA                   |
| June 2016      | Adjunct Professor<br>University of Notre Dame<br>South Bend, USA                   |
| May 2016       | Visiting Professor<br>Stockholm School of Economics in Riga<br>Riga, Latvia        |
| April 2016     | Visiting Professor<br>ORT Uruguay<br>Montevideo, Uruguay                           |
| January 2016   | Adjunct Professor<br>University of Notre Dame<br>South Bend, USA                   |
| November 2015  | Visiting Professor<br>University of San Francisco<br>San Francisco, USA            |
| September 2015 | Visiting Professor<br>Luxembourg School of Business<br>Luxembourg City, Luxembourg |
| July 2015      | Adjunct Professor<br>University of Notre Dame<br>South Bend, USA                   |
| June 2015      | Visiting Professor<br>Stockholm School of Economics in Riga<br>Riga, Latvia        |
| April 2015     | Visiting Professor<br>ORT Uruguay<br>Montevideo, Uruguay                           |
| January 2015   | Adjunct Professor<br>University of Notre Dame<br>South Bend, USA                   |
| October 2014   | Visiting Professor<br>University of San Francisco<br>San Francisco, USA            |
| September 2014 | Visiting Professor<br>Zagreb School of Economics and Management<br>Zagreb, Croatia |

## Visiting Positions (continued):

|                |  |
|----------------|--|
| July 2014      | Adjunct Professor<br>University of Notre Dame<br>South Bend, USA                   |
| March 2014     | Visiting Professor<br>Stockholm School of Economics in Riga<br>Riga, Latvia        |
| February 2014  | Visiting Professor<br>ORT Uruguay<br>Montevideo, Uruguay                           |
| January 2014   | Adjunct Professor of Law<br>University of Michigan<br>Ann Arbor, USA               |
| January 2014   | Adjunct Professor<br>University of Notre Dame<br>South Bend, USA                   |
| March 2013     | Visiting Professor<br>Stockholm School of Economics in Riga<br>Riga, Latvia        |
| September 2013 | Visiting Professor<br>Zagreb School of Economics and Management<br>Zagreb, Croatia |
| July 2013      | Adjunct Professor<br>University of Notre Dame<br>South Bend, USA                   |
| July 2013      | Visiting Professor<br>ESAN<br>Lima, Peru   |
| March 2013     | Visiting Professor<br>Stockholm School of Economics in Riga<br>Riga, Latvia        |
| January 2013   | Adjunct Professor<br>University of Notre Dame<br>South Bend, USA                   |
| September 2012 | Visiting Professor<br>Zagreb School of Economics and Management<br>Zagreb, Croatia |
| July 2012      | Visiting Professor<br>ESAN<br>Lima, Peru   |
| March 2012     | Visiting Professor<br>Stockholm School of Economics in Riga<br>Riga, Latvia        |
| November 2011  | Visiting Professor<br>EAFIT<br>Medellin, Colombia                                  |
| July 2011      | Visiting Professor<br>ESAN<br>Lima, Peru   |
| June 2011      | Visiting Professor<br>Zagreb School of Economics and Management<br>Zagreb, Croatia |

**Visiting Positions (continued):**

|                |  |
|----------------|--|
| June 2011      | Visiting Professor<br>University of Western Ontario<br>London, Canada              |
| February 2011  | Visiting Professor<br>Stockholm School of Economics in Riga<br>Riga, Latvia        |
| October 2010   | Visiting Professor<br>ESSCA<br>Budapest, Hungary                                   |
| September 2010 | Visiting Professor<br>Zagreb School of Economics and Management<br>Zagreb, Croatia |
| July 2010      | Visiting Professor<br>ESAN<br>Lima, Peru   |
| February 2010  | Visiting Professor<br>Stockholm School of Economics in Riga<br>Riga, Latvia        |
| November 2009  | Visiting Professor<br>Moscow State University<br>Moscow, Russia                    |
| September 2009 | Visiting Professor<br>Zagreb School of Economics and Management<br>Zagreb, Croatia |
| July 2009      | Visiting Professor<br>ESAN<br>Lima, Peru   |
| February 2009  | Visiting Professor<br>Stockholm School of Economics in Riga<br>Riga, Latvia        |
| October 2008   | Visiting Professor<br>Moscow State University<br>Moscow, Russia                    |
| March 2008     | Visiting Professor<br>Zagreb School of Economics and Management<br>Zagreb, Croatia |
| February 2008  | Visiting Professor<br>Stockholm School of Economics in Riga<br>Riga, Latvia        |
| January 2008   | Visiting Professor<br>Barcelona Management Institute<br>Barcelona, Spain           |
| November 2007  | Visiting Professor<br>Stockholm School of Economics in Riga<br>Riga, Latvia        |
| October 2007   | Visiting Professor<br>Zagreb School of Economics and Management<br>Zagreb, Croatia |
| July 2006      | Visiting Professor<br>ESAN<br>Lima, Peru   |

**Visiting Positions (continued):**

|                |   |
|----------------|---|
| June 2006      | Visiting Professor<br>Zagreb School of Economics and Management<br>Zagreb, Croatia  |
| April 2006     | Visiting Professor<br>Barcelona Management Institute<br>Barcelona, Spain            |
| November 2006  | Visiting Professor<br>Stockholm School of Economics in Riga<br>Riga, Latvia         |
| April 2006     | Visiting Professor<br>Barcelona Management Institute<br>Barcelona, Spain            |
| March 2006     | Visiting Professor<br>University of Michigan<br>Ann Arbor, USA                      |
| February 2006  | Visiting Professor<br>Stockholm School of Economics in Riga<br>Riga, Latvia         |
| January 2006   | Visiting Professor<br>ESAN<br>Lima, Peru  |
| January 2006   | Visiting Professor<br>University of Michigan<br>Ann Arbor, USA                      |
| July 2005      | Visiting Professor<br>ESAN<br>Lima, Peru  |
| September 2003 | Visiting Professor<br>American University in Bulgaria<br>Sofia, Bulgaria            |
| January 2003   | Visiting Professor<br>American University in Bulgaria<br>Sofia, Bulgaria            |
| November 2002  | Visiting Professor<br>École Supérieure de Commerce de Rouen<br>Rouen, France        |
| November 2002  | Visiting Professor<br>American University in Bulgaria<br>Sofia, Bulgaria            |
| September 2000 | Visiting Professor<br>Chulalongkorn University<br>Bangkok, Thailand                 |
| January 2000   | Visiting Professor<br>The HELP Institute<br>Kuala Lumpur, Malaysia                  |
| October 1999   | Visiting Professor<br>Helsinki School of Economics and Business<br>Mikkeli, Finland |
| September 1999 | Visiting Faculty<br>Rotterdam School of Management<br>Rotterdam, Netherlands        |

**Visiting Positions (continued):**

|                           |   |
|---------------------------|---|
| April 1999                | Visiting Professor<br>École Supérieure de Commerce de Reims<br>Reims, France        |
| June 1999                 | Visiting Professor<br>Tbilisi Business School<br>Tbilisi, Georgia                   |
| March 1999                | Visiting Professor<br>Syddansk Universitet<br>Sønderborg, Denmark                   |
| October 1998              | Visiting Professor<br>Helsinki School of Economics and Business<br>Mikkeli, Finland |
| May 1998                  | Visiting Professor<br>University of Ljubljana<br>Radovljica, Slovenia               |
| April 1998                | Visiting Professor<br>École Supérieure de Commerce de Reims<br>Reims, France        |
| January 1998 to June 1998 | Visiting Professor<br>Vrije Universiteit Brussel<br>Brussels, Belgium               |
| January 1998              | Visiting Professor<br>Helsinki School of Economics and Business<br>Mikkeli, Finland |
| October 1997              | Visiting Professor<br>Helsinki School of Economics and Business<br>Mikkeli, Finland |

**Workshops:**

|               |  |
|---------------|--|
| March 2023    | Writing an Award-Winning Case<br>University of Galway<br>Galway, Ireland |
| February 2017 | Case Teaching<br>STRIDE<br>Ann Arbor, USA                                |
| April 2015    | Case Writing<br>STRIDE<br>Manila, Philippines                            |
| June 2014     | Case Writing<br>STRIDE<br>Manila, Philippines                            |
| October 2008  | Case Writing<br>Moscow State University<br>Moscow, Russia                |

**Professional Experience:****Advisory Positions:**

|                                 |   |
|---------------------------------|---|
| September 2018 to November 2021 | Member, Strategic Planning Committee<br>Aceda Institute of Business<br>Phnom Penh, Cambodia |
| May 2012 to September 2015      | Faculty Advisor<br>Global Marketing Network<br>Hitchin, England                             |

**Advisory Positions (continued):**

|                         |   |
|-------------------------|---|
| January 2012 to Present | Investment Advisor<br>Washington Alliance<br>Vancouver, USA |
| March 2010 to Present   | Board Member<br>New Caanan School<br>Vancouver, USA         |

**Consulting Positions:**

|                             |   |
|-----------------------------|---|
| March to June 2023          | Trainer<br>Mirvac<br>Sydney, Australia  |
| August 2021                 | Facilitator<br>Delta Airlines<br>Atlanta, USA                                   |
| July 2021                   | Consultant<br>ODIB, Harvard University<br>Cambridge, USA                        |
| August 2017                 | Institutional Auditor<br>Aceda Institute of Business<br>Phnom Penh, Cambodia    |
| March 2014 to December 2014 | Expert Consultant<br>Weber Shandwick<br>New York, USA                           |
| December 2012               | Expert Consultant<br>Ergo<br>New York, USA                                      |
| March 2010                  | Senior Associate Consultant<br>Kazakh Economic University<br>Almaty, Kazakhstan |
| January 2010                | Marketing Consultant<br>Sixteen47 Limited<br>Accra, Ghana                       |
| October 2008 to June 2010   | Consultant<br>Cardiovascular Center, University of Michigan<br>Ann Arbor, USA   |
| July 2007 to Present        | President and Chief Executive Officer<br>Cognizant Limited<br>Ann Arbor, USA    |
| October 2006                | Consultant<br>Nature's First Law<br>San Diego, USA                              |
| November 2004               | Advisor<br>Moscow School of Political Studies<br>Moscow, Russia                 |
| October 1996 to 2000        | Director<br>John Branch Consulting<br>Orillia, Canada                           |
| June 1993                   | Marketing Consultant<br>Bishkek Glass Factory<br>Bishkek, Kyrgyzstan            |

**Consulting Positions:**

May 1992 to July 1992

Marketing Consultant  
Stomil-Olsztyn S.A. Tyre Company  
Olsztyn, Poland**Management Training Positions:**

May 2023

Marketing  
Stockholm School of Economics in Riga  
Riga, Latvia

October 2022

Marketing  
Swedbank  
Riga, Latvia

October 2022

Marketing  
Stockholm School of Economics in Riga  
Riga, Latvia

August 2022

The Big Picture Marketing  
J&J Surgical Vision  
Singapore, Singapore

June 2022

Marketing  
FPT School of Business and Technology  
Ho Chi Minh City, Vietnam

May 2022

Marketing  
Stockholm School of Economics in Riga  
Riga, Latvia

February 2022

Marketing  
Accenture  
Riga, Latvia

October 2021

Marketing  
Swedbank  
Riga, Latvia

May 2021

Marketing  
Stockholm School of Economics in Riga  
Riga, Latvia

April 2021

Go-to-Market Planning  
Latvijas Pasts  
Riga, Latvia

March 2021

Marketing  
Accenture  
Riga, Latvia

February 2021

Strategic Go-to-Market Planning  
Seminarium  
Santiago, Chile

October 2020

Marketing  
Stockholm School of Economics in Riga  
Riga, Latvia

March 2020

Marketing  
Accenture  
Riga, Latvia

November 2019

Marketing Decision-Making  
Dell  
Round Rock, USA

**Management Training Positions (continued):**

|                |  |
|----------------|--|
| November 2019  | The Big Picture<br>Gore<br>Philadelphia, USA                       |
| October 2019   | Marketing<br>Stockholm School of Economics in Riga<br>Riga, Latvia |
| August 2019    | The Big Picture<br>Johnson & Johnson<br>Munich, Germany            |
| July 2019      | The Big Picture<br>Gore<br>Philadelphia, USA                       |
| July 2019      | The Big Picture<br>Gore<br>Munich, Germany                         |
| May 2019       | Marketing<br>Stockholm School of Economics in Riga<br>Riga, Latvia |
| June 2019      | Marketing Decision-Making<br>Dell<br>Round Rock, USA               |
| April 2019     | Marketing Decision-Making<br>Dell<br>Round Rock, USA               |
| April 2019     | Marketing Decision-Making<br>Dell<br>Round Rock, USA               |
| February 2019  | The Big Picture<br>Gore<br>Newark, USA                             |
| December 2018  | The Big Picture<br>Gore<br>Newark, USA                             |
| December 2018  | The Big Picture<br>Gore<br>Munich, Germany                         |
| November 2018  | The Big Picture<br>Gore<br>New Haven, USA                          |
| October 2018   | The Big Picture<br>Janssen<br>Beirut, Lebanon                      |
| September 2018 | The Big Picture<br>Counsyl<br>San Francisco, USA                   |
| September 2018 | The Big Picture<br>Gore<br>Munich, Germany                         |
| August 2018    | Marketing Decision-Making<br>Dell<br>Round Rock, USA               |



**Management Training Positions (continued):**

|               |  |
|---------------|--|
| June 2018     | Marketing Decision-Making<br>Dell<br>Round Rock, USA               |
| May 2018      | Marketing<br>Stockholm School of Economics in Riga<br>Riga, Latvia |
| May 2018      | Marketing Decision-Making<br>Dell<br>Round Rock, USA               |
| April 2018    | Marketing Decision-Making<br>Dell<br>Round Rock, USA               |
| March 2018    | Marketing Decision-Making<br>Dell<br>Round Rock, USA               |
| March 2018    | The Big Picture<br>Johnson & Johnson<br>Dubai, U.A.E.              |
| January 2018  | The Big Picture<br>Gore<br>Phoenix, USA                            |
| November 2017 | The Big Picture<br>Baxter<br>Chicago, USA                          |
| November 2017 | The Big Picture<br>Johnson & Johnson<br>Hamburg, Germany           |
| October 2017  | The Big Picture<br>Gore<br>Hong Kong, China                        |
| August 2017   | Marketing Decision-Making<br>Dell<br>Round Rock, USA               |
| July 2017     | Marketing Decision-Making<br>Dell<br>Round Rock, USA               |
| May 2017      | Marketing<br>Stockholm School of Economics in Riga<br>Riga, Latvia |
| May 2017      | Marketing Success<br>Solvay<br>Riga, Latvia                        |
| May 2017      | Marketing Strategy<br>Baltic Amber Group<br>Riga, Latvia           |
| April 2017    | Marketing Decision-Making<br>Dell<br>Round Rock, USA               |
| March 2017    | The Big Picture<br>Johnson & Johnson<br>Hamburg, Germany           |

**Management Training Positions (continued):**

|                |  |
|----------------|--|
| January 2017   | Marketing Decision-Making<br>Dell<br>Round Rock, USA                         |
| June 2016      | Marketing<br>Stockholm School of Economics in Riga<br>Riga, Latvia           |
| April 2016     | Marketing Strategy<br>Carlsberg<br>Riga, Latvia                              |
| November 2015  | Marketing Strategy<br>Carlsberg<br>Riga, Latvia                              |
| November 2015  | Marketing Decision-Making<br>Dell<br>Singapore                               |
| October 2015   | Marketing<br>Zagreb School of Economics and Management<br>Zagreb, Croatia    |
| October 2015   | Marketing<br>Luxembourg School of Business<br>Luxembourg City, Luxembourg    |
| September 2015 | Key Account Management<br>Seminarium<br>Santiago, Chile                      |
| September 2015 | Key Account Management<br>Seminarium<br>Bogota, Colombia                     |
| June 2015      | Marketing Decision-Making<br>Dell<br>Round Rock, USA                         |
| June 2015      | Marketing<br>Stockholm School of Economics in Riga<br>Riga, Latvia           |
| May 2015       | Marketing Decision-Making<br>Dell<br>Round Rock, USA                         |
| April 2015     | Customer Experience<br>Raiffeisen Bank Albania<br>Tirana, Albania            |
| October 2014   | Marketing Decision-Making<br>Dell<br>Round Rock, USA                         |
| October 2014   | Key Account Management<br>MATE<br>Zagreb, Croatia                            |
| September 2014 | Marketing Decision-Making<br>Dell<br>Bratislava, Slovakia                    |
| September 2014 | Marketing Strategy<br>Oracle/Raiffeisen Bank/Bank Austria<br>Vienna, Austria |

**Management Training Positions (continued):**

|                |  |
|----------------|--|
| August 2014    | Globalisation and Cultural Competence<br>WeberShandwick<br>Chicago, USA          |
| July 2014      | Marketing Decision-Making<br>Dell<br>Round Rock, USA                             |
| July 2014      | Customer Service<br>airBaltic<br>Riga, Latvia                                    |
| June 2014      | Marketing<br>International Construction Bank of China<br>Ann Arbor, USA          |
| May 2014       | Marketing<br>Stockholm School of Economics in Riga<br>Riga, Latvia               |
| May 2014       | Healthcare Management and Marketing<br>Johnson & Johnson<br>Riga, Latvia         |
| April 2014     | Marketing Decision-Making<br>Dell<br>Santa Clara, USA                            |
| April 2014     | Marketing Decision-Making<br>Dell<br>Round Rock, USA                             |
| March 2014     | Marketing Decision-Making<br>Dell<br>Round Rock, USA                             |
| December 2013  | Developing Your Cultural Competence<br>WeberShandwick<br>Chicago, USA            |
| October 2013   | Key Account Management<br>Seminarium<br>Bogota, Colombia                         |
| October 2013   | Marketing Strategy: <i>The Big Picture</i><br>Seminarium<br>Bogota, Colombia     |
| October 2013   | Sizing and Scoping New Markets<br>Mate<br>Belgrade, Serbia                       |
| September 2013 | Key Account Management<br>Seminarium<br>Santiago, Chile                          |
| August 2013    | Marketing Strategy: <i>The Big Picture</i><br>Seminarium<br>San Jose, Costa Rica |
| August 2013    | Key Account Management<br>Seminarium<br>San Jose, Costa Rica                     |
| August 2013    | Marketing Strategy: <i>The Big Picture</i><br>Seminarium<br>Medellin, Colombia   |

**Management Training Positions (continued):**

|                |  |
|----------------|--|
| August 2013    | Marketing Strategy<br>Bank Negara<br>Jakarta, Indonesia  |
| August 2013    | Marketing Strategy<br>Malaysian Airlines<br>Kuala Lumpur, Malaysia                                   |
| July 2013      | Marketing Decision-Making<br>Dell<br>Round Rock, USA   |
| June 2013      | Strategic Sales Management<br>Rimi<br>Riga, Latvia   |
| June 2013      | Strategic Management<br>Estonian Hospital Association<br>Tartu, Estonia                              |
| June 2013      | Marketing Decision-Making<br>Dell<br>Round Rock, USA   |
| May 2013       | Marketing Strategy: <i>The Big Picture</i><br>Seminarium<br>Panama City, Panama                      |
| May 2013       | Marketing<br>Stockholm School of Economics in Riga<br>Riga, Latvia                                   |
| May 2013       | Marketing Strategy<br>Banque Saudi<br>Riyadh, Saudi Arabia   |
| March 2013     | Healthcare Management and Marketing<br>Johnson & Johnson<br>Riga, Latvia                             |
| February 2013  | Loyalty<br>Yapi Kredi<br>Istanbul, Turkey  |
| November 2012  | Strategic Services Marketing Management<br>Seminarium<br>Santiago, Chile                             |
| November 2012  | Marketing Strategy<br>Shui On Land<br>Wuhan, China   |
| October 2012   | Marketing Strategy<br>ICLIF<br>Kuala Lumpur, Malaysia  |
| October 2012   | The Role of Human Resources Management in Competition<br>William Davidson Institute<br>Kyiv, Ukraine |
| October 2012   | Strategic Services Marketing Management<br>Seminarium<br>Bogota, Colombia                            |
| September 2012 | Marketing Strategy: <i>The Big Picture</i><br>Mate<br>Belgrade, Serbia                               |

**Management Training Positions (continued):**

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

**Management Training Positions (continued):**

|                |  |
|----------------|--|
| December 2009  | Understanding the Consumer and Marketing<br>University of Michigan<br>Hong Kong, China |
| October 2009   | Strategic Services Marketing Management<br>Seminarium<br>Panama City, Panama           |
| October 2009   | Strategic Marketing Management<br>Acumen Fund<br>New York, USA                         |
| September 2009 | Strategic Marketing Management<br>Mate<br>Zagreb, Croatia                              |
| August 2009    | Marketing Strategy<br>Shui On Land<br>Shanghai, China                                  |
| May 2009       | Marketing<br>Stockholm School of Economics in Riga<br>Riga, Latvia                     |
| December 2008  | Understanding the Consumer and Marketing<br>University of Michigan<br>Hong Kong, China |
| November 2008  | Strategic Services Marketing Management<br>Seminarium<br>San Jose, Costa Rica          |
| October 2008   | Strategic Marketing Management<br>Acumen Fund<br>New York, USA                         |
| October 2008   | Understanding Consumer Value<br>University of Michigan<br>Ann Arbor, USA               |
| October 2008   | Strategic Marketing<br>Stockholm School of Economics in Riga<br>Riga, Latvia           |
| September 2008 | Segmentation, Targeting, and Positioning<br>Dykema<br>Detroit, USA                     |
| September 2008 | Marketing<br>Oracle<br>Riga, Latvia  |
| July 2008      | Strategic Services Marketing Management<br>Seminarium<br>Santiago, Chile               |
| May 2008       | Marketing<br>Stockholm School of Economics in Riga<br>Riga, Latvia                     |
| March 2008     | Strategic Marketing Management<br>Mate<br>Belgrade, Serbia                             |
| March 2008     | Strategic Marketing Management<br>Mate<br>Zagreb, Croatia                              |

**Management Training Positions (continued):**

|               |   |
|---------------|---|
| February 2008 | Strategic (Marketing) Management<br>Brady Corporation<br>Chicago, USA                                   |
| February 2008 | Strategic Marketing<br>Rimi<br>Riga, Latvia   |
| November 2007 | Services Marketing<br>Latvijas Past<br>Riga, Latvia   |
| November 2007 | Marketing in the Automotive Industry<br>Domenikss Mercedes-Benz<br>Riga, Latvia                         |
| November 2007 | Marketing<br>Oracle<br>Riga, Latvia   |
| October 2007  | Marketing<br>Zagreb School of Economics and Management<br>Zagreb, Croatia                               |
| October 2007  | Marketing<br>University of Michigan<br>Ann Arbor, USA   |
| October 2007  | Understanding Consumer Value<br>University of Michigan<br>Ann Arbor, USA                                |
| July 2007     | Marketing<br>Oracle<br>Riga, Latvia   |
| July 2007     | Strategic Services Marketing Management<br>Intras<br>Santo Domingo, Dominican Republic                  |
| June 2007     | Strategic Services Marketing Management<br>Seminarium<br>Santiago, Chile                                |
| May 2007      | Marketing<br>Stockholm School of Economics in Riga<br>Riga, Latvia                                      |
| May 2007      | Strategic Services Marketing Management<br>International Academy of Business<br>Almaty, Kazakhstan      |
| February 2007 | Assessing Business Opportunities<br>Brady Corporation<br>Ann Arbor, USA                                 |
| December 2006 | Strategic Services Marketing Management<br>Zagreb School of Economics and Management<br>Zagreb, Croatia |
| November 2006 | Strategic Services Marketing Management<br>Stockholm School of Economics in Riga<br>Riga, Latvia        |
| November 2006 | Strategic Services Marketing Management<br>Konzepte & Conceptos<br>Mexico City, Mexico                  |

**Management Training Positions (continued):**

|                         |  |
|-------------------------|--|
| July 2006               | Marketing<br>ProConcept<br>Belgrade, Serbia                                      |
| May 2006                | Marketing<br>Zagreb School of Economics and Management<br>Zagreb, Croatia        |
| January 2006            | Marketing at ESSEX<br>ESSEX Industries<br>Saint Louis, USA                       |
| November 2005           | Workshop Leader<br>Alliance for Building Capacity<br>Saint Louis, USA            |
| May 2004                | Training Developer<br>Edward Jones<br>Saint Louis, USA                           |
| April 2004              | Workshop Leader<br>Alliance for Building Capacity<br>Saint Louis, USA            |
| May 1998                | Euro Module Leader<br>A.C. & Partners<br>Tashkent, Uzbekistan                    |
| March 1998              | Module Tutor<br>Surrey Marketing College<br>Cambridge, England                   |
| May 1997 to August 1998 | Module Tutor<br>Cambridge Marketing College<br>Cambridge, England                |
| February 1996           | Training Advisor<br>Dniepropetrovsk State University<br>Dniepropetrovsk, Ukraine |
| May 1992 to July 1992   | Management Trainer<br>Stomil-Olsztyn S.A. Tyre Company<br>Olsztyn, Poland        |

**Membership of Associations:**

|                      |   |
|----------------------|---|
| July 2000 to Present | Society for Marketing Advances<br>USA       |
| July 1996 to Present | Chartered Institute of Marketing<br>England |

**Professional Positions:**

|                            |  |
|----------------------------|--|
| July 2011 to December 2017 | Chief Global Strategist<br>anaZana Corporation<br>San Diego, USA |
| May 1990 to September 1990 | Engineer<br>Kubota Metal Corporation<br>Orillia, Canada          |
| May 1989 to September 1989 | Junior Engineer<br>Fahramet Steel Castings<br>Orillia, Canada    |



**Service to Profession:**

|                                |   |
|--------------------------------|---|
| November 2013 to October 2014  | President<br>Society for Marketing Advances<br>USA                          |
| November 2012 to November 2013 | President Elect<br>Society for Marketing Advances<br>USA                    |
| January 2012 to November 2012  | Secretary<br>Society for Marketing Advances<br>USA                          |
| January 2011 to December 2011  | Vice-President Membership Services<br>Society for Marketing Advances<br>USA |

**Speaking Positions:**

|                |  |
|----------------|--|
| December 2013  | Globalisation and Cultural Competency<br>WeberShandwick<br>Chicago, USA  |
| July 2012      | Winning and Keeping Customers<br>Ecolab<br>Saint Paul, USA   |
| March 2011     | Competition, Competitive Advantage, and Logistics<br>Supply Chain Management Advisory Panel<br>Ann Arbor, USA    |
| February 2011  | Assessing Market Size: The 4 Bs<br>Stockholm School of Economics in Riga<br>Riga, Latvia                         |
| April 2010     | Competition, Consumer Value, and China<br>Chinese Entrepreneur Network, University of Michigan<br>Ann Arbor, USA |
| February 2010  | Globalisation<br>Stockholm School of Economics in Riga<br>Riga, Latvia   |
| January 2010   | Pricing Your Offering<br>Skandalaris Center for Entrepreneurial Studies<br>Saint Louis, USA                      |
| January 2010   | Competition in the 3 <sup>rd</sup> Sector<br>Skandalaris Center for Entrepreneurial Studies<br>Saint Louis, USA  |
| September 2009 | The Future of Marketing (with Philip Kotler)<br>MATE<br>Belgrade, Serbia   |
| September 2009 | The Future of Marketing (with Philip Kotler)<br>Zagreb School of Economics and Management<br>Zagreb, Croatia     |
| March 2007     | Marketing and Innovation<br>Nikola Tesla Ericsson<br>Zagreb, Croatia   |
| January 2007   | Pricing Your Offering<br>Skandalaris Center for Entrepreneurial Studies<br>Saint Louis, USA                      |

**Speaking Positions (continued):**

|               |   |
|---------------|---|
| January 2007  | Competition in the 3 <sup>rd</sup> Sector<br>Skandalaris Center for Entrepreneurial Studies<br>Saint Louis, USA |
| March 2006    | Brand Building<br>Solutia<br>Saint Louis, USA   |
| December 2005 | Cross Cultural Consumption<br>Stockholm School of Economics in Riga Executive Board<br>Riga, Latvia             |
| October 2005  | Strange Brew: Competition, Consumers, and Quality<br>Anheuser-Busch<br>Saint Louis, USA                         |
| August 2005   | Marketing to Different Cultures<br>Home Builders Association of Saint Louis<br>Saint Louis, USA                 |
| January 2005  | Services: The Key to Growth at Quilogy<br>Quilogy<br>Saint Charles, USA   |
| October 2004  | Competition, Consumer Value, and Marketing<br>U.S. State Department<br>Saratov, Russia                          |
| January 2004  | Competition, Value, and Innovation<br>Quilogy<br>Saint Charles, USA   |
| November 2003 | Consumer Value<br>HR Department, Washington University in Saint Louis<br>Saint Louis, USA                       |

**University Service:****Administrative Positions:**

|                                 |   |
|---------------------------------|---|
| November 2022 to December 2022  | Core MBA Marketing Management Course Coordinator<br>University of Michigan<br>Ann Arbor, USA        |
| January 2018 to Present         | Co-Director, Yaffe Digital Media Initiative<br>University of Michigan<br>Ann Arbor, USA             |
| September 2014 to December 2015 | Founding Dean<br>Luxembourg School of Business<br>Luxembourg City, Luxembourg                       |
| September 2013 to 2017          | Academic Director, Weekend MBA and Evening MBA Programs<br>University of Michigan<br>Ann Arbor, USA |
| November 2011 to December 2011  | Core MBA Marketing Management Course Coordinator<br>University of Michigan<br>Ann Arbor, USA        |
| December 2006 to December 2008  | Director of Educational Outreach<br>The William Davidson Institute<br>Ann Arbor, U.S.A.             |
| July 2006 to Present            | Academic Advisor, MBA Marketing<br>Zagreb School of Economics and Management<br>Zagreb, Croatia     |

**Administrative Positions (continued):**

|                               |  |
|-------------------------------|--|
| June 2006 to August 2008      | Academic Advisor<br>Barcelona Management Institute<br>Barcelona, Spain   |
| September 2003 to June 2006   | Coordinator, MBA International Business Concentration<br>Washington University in Saint Louis<br>Saint Louis, USA      |
| September 2002 to June 2006   | Faculty Advisor, International Business Outlook Conference<br>Washington University in Saint Louis<br>Saint Louis, USA |
| September 2002 to June 2006   | Director, Global Management Studies<br>Washington University in Saint Louis<br>Saint Louis, USA                        |
| August 2002 to May 2003       | Manager, Undergraduate International Internship<br>Washington University in Saint Louis<br>Saint Louis, USA            |
| January 1996 to December 1996 | Assistant Director, International Relations<br>École Supérieure de Commerce de Rennes<br>Rennes, France                |

**Coaching:**

|                              |  |
|------------------------------|--|
| September 2001 to March 2004 | Head Coach<br>Washington University in Saint Louis Ice Hockey Team<br>Saint Louis, USA |
|------------------------------|--|

**Examinations:**

|                       |   |
|-----------------------|---|
| July 2021             | Gislaine Teixeira Doctoral Dissertation Defence<br>Fundação Getulio Vargas<br>São Paulo, Brazil             |
| April 2005 to Present | Bachelor of Science in Business Theses<br>Stockholm School of Economics in Riga<br>Riga, Latvia             |
| April 2005 to Present | Executive Master of Business Administration Theses<br>Stockholm School of Economics in Riga<br>Riga, Latvia |

**Membership of Committees:**

|                              |  |
|------------------------------|--|
| January 2023 to April 2023   | Teaching Excellence and Innovation Committee<br>University of Michigan<br>Ann Arbor, USA |
| January 2023 to April 2023   | Pre-Doctoral Programme Committee<br>University of Michigan<br>Ann Arbor, USA             |
| January 2021 to April 2021   | Ross Commencement Organising Committee<br>University of Michigan<br>Ann Arbor, USA       |
| September 2011 to April 2020 | Weekend MBA Committee<br>University of Michigan<br>Ann Arbor, USA                        |
| September 2019 to Present    | One-Year Master Degrees Advisory Committee<br>University of Michigan<br>Ann Arbor, USA   |

**Membership of Committees (continued):**

|                               |   |
|-------------------------------|---|
| September 2019 to June 2020   | Executive Committee, CREES<br>University of Michigan<br>Ann Arbor, USA                                |
| October 2018                  | Fulbright Scholarship<br>University of Michigan<br>Ann Arbor, USA                                     |
| September 2017 to August 2019 | MBA Advisory Committee<br>University of Michigan<br>Ann Arbor, USA                                    |
| September 2016                | Hybrid MBA Committee<br>University of Michigan<br>Ann Arbor, USA                                      |
| March 2015                    | CREES Scholarship and Admissions<br>University of Michigan<br>Ann Arbor, USA                          |
| September 2013 to June 2015   | Executive Committee, CREES<br>University of Michigan<br>Ann Arbor, USA                                |
| Autumn 2012                   | One-Year Graduate Degree Committee<br>University of Michigan<br>Ann Arbor, USA                        |
| Summer 2012                   | MBA of the Future Committee<br>University of Michigan<br>Ann Arbor, USA                               |
| Summer 2012                   | The Innovative Classroom Committee<br>University of Michigan<br>Ann Arbor, USA                        |
| October 2011                  | Fulbright Scholarship<br>University of Michigan<br>Ann Arbor, USA                                     |
| September 2010 to August 2012 | Community Values Committee<br>University of Michigan<br>Ann Arbor, USA                                |
| January 2010                  | CREES Scholarship and Admissions<br>University of Michigan<br>Ann Arbor, USA                          |
| October 2009                  | Fulbright Scholarship<br>University of Michigan<br>Ann Arbor, USA                                     |
| October 2008                  | Fulbright Scholarship<br>University of Michigan<br>Ann Arbor, USA                                     |
| April 2005                    | Annik Rodriguez Scholarship<br>Washington University in Saint Louis<br>Saint Louis, USA               |
| April 2002                    | Thurtene Carnival 2002 Façade Productions<br>Washington University in Saint Louis<br>Saint Louis, USA |
| March 2002                    | Annik Rodriguez Scholarship<br>Washington University in Saint Louis<br>Saint Louis, USA               |

**Membership of Committees (continued):**

|                                |   |
|--------------------------------|---|
| January 1998 to July 1998      | Program Validation<br>Vrije Universiteit Brussel<br>Brussels, Belgium         |
| November 1997 to October 1998  | Management Studies Syndicate<br>University of Cambridge<br>Cambridge, England |
| July 1997 to September 1997    | M.Sc. Development<br>Anglia Polytechnic University<br>Danbury, England        |
| June 1997                      | Program Validation<br>Holborn College<br>London, England                      |
| March 1994 to June 1994        | MBA Development<br>École Supérieure de Commerce de Rennes<br>Rennes, France   |
| February 1994 to December 1996 | Academic Board<br>École Supérieure de Commerce de Rennes<br>Rennes, France    |

**Community Outreach:**

|           |  |
|-----------|--|
| July 2016 | LEAD<br>University of Michigan<br>Ann Arbor, USA   |
| July 2014 | LEAD<br>University of Michigan<br>Ann Arbor, USA   |
| July 2013 | LEAD<br>University of Michigan<br>Ann Arbor, USA   |
| July 2012 | LEAD<br>University of Michigan<br>Ann Arbor, USA   |
| July 2010 | LEAD<br>University of Michigan<br>Ann Arbor, USA   |
| July 2009 | LEAD<br>University of Michigan<br>Ann Arbor, USA   |
| July 2008 | LEAD<br>University of Michigan<br>Ann Arbor, USA   |
| June 2010 | MReach<br>University of Michigan<br>Ann Arbor, USA |
| June 2008 | MReach<br>University of Michigan<br>Ann Arbor, USA |

**Recruiting:**

|               |  |
|---------------|--|
| November 1996 | World of Learning Education Fair<br>Istanbul, Turkey |
|---------------|--|

**Recruiting (continued):**

March 1996 Asian Education Fair  
Lahore and Karachi, Pakistan

**Student Associations:**

March 2014 to April 2017 Advisor, MBA B2B Club  
University of Michigan  
Ann Arbor, USA

September 2007 to April 2008 Advisor, European Business Club  
University of Michigan  
Ann Arbor, USA

April 2004 to Present Advisor, OlinAid  
Washington University in Saint Louis  
Saint Louis, USA

October 2002 to Present Advisor, Olin International Business Association Faculty  
Washington University in Saint Louis  
Saint Louis, USA

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

**Student Competitions:**

February 2023 Judge, MMC Super Bowl Advertising Competition  
University of Michigan  
Ann Arbor, USA

March 2019 Judge, Leadership Crisis Challenge  
University of Michigan  
Ann Arbor, USA

January 2016 Judge, Leadership Crisis Challenge  
University of Michigan  
Ann Arbor, USA

January 2015 Judge, Leadership Crisis Challenge  
University of Michigan  
Ann Arbor, USA

November 2013 Judge, ConAgra Case Competition  
University of Michigan  
Ann Arbor, USA

January 2012 Judge, Leadership Crisis Challenge  
University of Michigan  
Ann Arbor, USA

January 2011 Judge, Leadership Crisis Challenge  
University of Michigan  
Ann Arbor, USA

December 2009 Developer, Leadership Crisis Challenge  
University of Michigan  
Ann Arbor, USA

September 2009 Judge, Leadership Crisis Challenge  
University of Michigan  
Ann Arbor, USA

January 2009 Judge, Leadership Crisis Challenge  
University of Michigan  
Ann Arbor, USA

**Student Competitions (continued):**

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

**Student Mentoring:**

|                                 |   |
|---------------------------------|---|
| September 1993 to December 1996 | Mentor<br>École Supérieure de Commerce de Rennes<br>Rennes, France                      |
| August 2001 to April 2006       | Residence Faculty Associate<br>Washington University in Saint Louis<br>Saint Louis, USA |
| September 1991 to April 1993    | Residence Proctor<br>University of New Brunswick<br>Fredericton, Canada                 |

**Student Speakers:**

|                         |  |
|-------------------------|--|
| January 2014 to Present | MBA Commencement Speaker Selection Committee<br>University of Michigan<br>Ann Arbor, USA |
|-------------------------|--|

**Supervision:**

|                           |   |
|---------------------------|---|
| June 2019 to Present      | Advanced Research Projects<br>Greenhills School<br>Ann Arbor, USA                               |
| May 2009 to June 2012     | Brett Crawford (Doctoral Dissertation)<br>Copenhagen Business School<br>Copenhagen, Denmark     |
| September 2007 to Present | Masters Theses, CREES<br>University of Michigan<br>Ann Arbor, USA                               |
| April 2005 to Present     | Bachelor of Science in Business Theses<br>Stockholm School of Economics in Riga<br>Riga, Latvia |

**Supervision (continued):**

April 2005 to Present

Executive Master of Business Administration Theses  
Stockholm School of Economics in Riga  
Riga, Latvia**Media Appearances****Magazines:**

“Culture Still Matters: A Candid Conversation on Business Relationships.” *WDI News/Events*, Monday 11 October 2021. <https://wdi.umich.edu/news/culture-still-matters-a-candid-conversation/>

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

Interviewed in: *LegalNews*, Ann Arbor, USA, 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.

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

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

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

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

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

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

Cited in: Lee, Thomas. “Reborn. . .Outside the USA—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).

“The 12-Minute Classroom Rule at The University of Michigan.” <https://www.helixeducation.com/podcast/>

**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, USA, June 2018.



**Television (continued):**

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, USA, April 2004.

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

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

**Websites:**

“John Branch: Teaching MBA Skills to the Working Executive.” <https://www.sseriga.edu/john-branch-teaching-mba-skills-working-executive>

“The 12-Minute Classroom Rule at the University of Michigan.” <https://www.helixeducation.com/resources/enrollment-growth-university/12-minute-classroom-rule-university-michigan/>

“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, USA

**Volunteering:**

August 2001 to August 2003

Service First  
Saint Louis, USA

August 2001

Easter Seals Relay  
Saint Louis, USA

June 2001 to July 2003

Habitat for Humanity  
Saint Louis, USA

December 1993 to January 1994

Médecins sans Frontières (Hungary and Ukraine)  
Paris, France