

# Secretary-Treasurer



## **George S. Day**

Geoffrey T. Boisi Professor; Professor of Marketing  
Co-Director, Mack Center for Technological Innovation  
Director, Emerging Technologies Management Research Program  
The Wharton School  
University of Pennsylvania  
Term Expires: 06.30.12

George S. Day is the Geoffrey T. Boisi Professor, Professor of Marketing and co-Director of the Mack Center for Technological Innovation at the Wharton School of the University of Pennsylvania. Prior to joining the Wharton School, he was Executive Director of the Marketing Science Institute, an industry-supported research consortium.

He has been a consultant to numerous corporations such as AT&T, Eastman Kodak, General Electric, IBM, Metropolitan Life, Marriott, Whirlpool Corporation, Molson Companies, Unilever, E.I. DuPont de Nemours, W.L.Gore and Associates, Boeing, LG Corp. and Medtronic. He is chairman elect of the American Marketing Association and a director of TL Contact Inc., and the Biosciences Research and Education Foundation. His primary areas of activity are marketing, the management of emerging technologies, organic growth strategies, and organizational change and competitive strategies in global markets.

Dr. Day presently serves on five editorial boards and has authored fifteen books in the areas of marketing and strategic management. His most recent books are *Peripheral Vision: Detecting the Weak Signals that Can Make or Break Your Company* (with Paul Schoemaker) published in 2006, *Wharton on Managing Emerging Technologies* (with Paul Schoemaker) published in 2000, and *The Market Driven Organization*, published in 1999.

He has won ten best article awards, and two of these articles were among the top 25 most influential articles in marketing science in the past 25 years. He was honored with the Charles Coolidge Parlin Award in 1994, the Paul D. Converse Award in 1996, the Sheth Foundation award in 2003, and the Mahajan Award for career contributions to strategy in 2001. He was selected as the outstanding marketing educator for 1999 by the Academy of Marketing Science, and in 2003 he received the AMA/Irwin/McGraw-Hill Distinguished Marketing Educator Award.