

At-large Board Member



Don Lehmann

Professor of Business
Columbia Business School
Term Expires: 06.30.10

Don Lehmann is George E. Warren Professor of Business at the Columbia University Graduate School of Business. He has a B.S. degree in mathematics from Union College, Schenectady, New York, and an M.S.I.A. and Ph.D. from the Krannert School of Purdue University.

His research interests include modeling individual and group choice and decision making, empirical generalizations and meta-analysis, the introduction and adoption of new products and innovations, and measuring the value of marketing assets such as brands and customers. He has taught courses in marketing, management, and statistics at Columbia, and has also taught at Cornell, Dartmouth, New York University, and the University of Pennsylvania. He has published in and served on the editorial boards of *Journal of Consumer Research*, *Journal of Marketing*, *Journal of Marketing Research*, *Management Science*, and *Marketing Science*, and was founding editor of *Marketing Letters*. In addition to numerous journal articles, he has published several works including: *Market Research and Analysis*, *Analysis for Marketing Planning*, *Product Management*, *Meta Analysis in Marketing*, and *Managing Customers as Investments*. Professor Lehmann has served as Executive Director of the Marketing Science Institute and as President of the Association for Consumer Research.