



For Immediate Release
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AMA Announces Rust as the 2012 Distinguished Marketing Educator



CHICAGO, IL – November 29, 2011 — The American Marketing Association (AMA) announces Roland T. Rust as the recipient of the 2012 AMA/Irwin/McGraw-Hill Distinguished Marketing Educator Award. The award honors living marketing educators for distinguished service and outstanding contributions in marketing education. Rust will be presented with his award at the upcoming AMA Winter Marketing Educators' Conference on Saturday, February 18 in St. Petersburg, FL.

Rust is Distinguished University Professor and David Bruce Smith Chair in Marketing at the Robert H. Smith School of Business at the University of Maryland, where he is founder and Executive Director of two research centers: the Center for Excellence in Service and the Center for Complexity in Business. He is also Visiting Chair in Marketing Science at Erasmus University (Netherlands), International Research Fellow of Oxford University's Center for Corporate Reputation (UK) and International Fellow at the CTF Service Research Center at Karlstad University (Sweden). He was chair of the Department of Marketing at Maryland for eight years, during which he presided over a dramatic improvement in the marketing faculty—in his last year as chair the department ranked number one in the world in number of publications in the top four marketing journals.

His lifetime achievement honors include Fellow of the INFORMS Society for Marketing Science, AMA's Career Contributions to the Services Discipline Award, AMA's Churchill Award for Lifetime Achievement in Marketing Research, the Distinguished Marketing Educator Award from the Academy of Marketing Science, AMA's Mahajan Award for Career Contribution to Marketing Strategy, the Outstanding Contributions to Research in Advertising award from the American Academy of Advertising, Fellow of the American Statistical Association, the Elsevier Distinguished Marketing Scholar Award from SMA, and two distinguished doctoral alumnus awards from the University of North Carolina at Chapel Hill. He has been awarded an honorary doctorate (Doctor Honoris Causa) from the University of Neuchatel (Switzerland).

He has won best article awards for articles in *Journal of Marketing* (four times), *Journal of Marketing Research* (twice), *Marketing Science*, *Journal of Service Research*, *Journal of Advertising*, and *Journal of Retailing*, plus MSI's Robert D. Buzzell Best Paper Award (twice), as well as the Berry-AMA Book Prize for the best book in marketing. He has served as Editor of the *Journal of Marketing*, and Area Editor for the *Journal of Marketing Research* and *Marketing Science*. He is the founder and Chair of the annual Frontiers in Service Conference, and was founding Editor of the *Journal of Service Research*. He is an Academic Trustee of the Marketing Science Institute and is Vice President for External Relations for the European Marketing Academy.

He has consulted with many leading companies worldwide, including such companies as American Airlines, AT&T, Comcast, Dow Chemical, DuPont, Eli Lilly, FedEx, Hershey, Hewlett-Packard, IBM, Lockheed Martin, Microsoft, NASA, NCR, Nortel, Procter & Gamble, Sears, Sony, Unilever, and USAA. A national class distance runner in his collegiate days, he has been inducted into the DePauw University Athletic Hall of Fame.

Upon receiving the 28th annual AMA/Irwin/McGraw-Hill Distinguished Marketing Educator Award, Rust

will join marketing luminaries, such as George Day, Paul Green, Philip Kotler, Don Lehmann, Jagdish Sheth, and Valarie Zeithaml, in being honored with this distinguished industry award.

Marketing educators who made sustained contributions to marketing over extended periods of time were eligible for the award. Nominees were evaluated on six criteria: general creativity and innovativeness; administrative contributions; teaching and mentoring; public service; research contributions; and service to the marketing profession. Nineteen nominations were reviewed by a five-member committee, which consists of individuals within the current and past AMA leadership, a past award recipient, and a member at large.

2012 AMA/Irwin/McGraw-Hill Distinguished Marketing Educator Award Committee

Leigh M. McAlister, University of Texas at Austin (Chair)

Tom J. Brown, Oklahoma State University

J. Jeffrey Inman, University of Pittsburgh

Barton A. Weitz, University of Florida

William L. Wilkie, University of Notre Dame

About the American Marketing Association

The American Marketing Association is the largest marketing association in North America. It is a professional association for individuals involved in the practice, teaching and study of marketing worldwide. Through relevant information, comprehensive education and targeted networking, the AMA assists marketers in deepening their marketing expertise, elevating their careers and ultimately, achieving better results. American Marketing Association members are connected to a network of marketing professionals more than 20,000 strong. For more information on the American Marketing Association, please visit www.MarketingPower.com.

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