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John is a faculty member in the Marketing Department at the University of Georgia's Terry School where he teaches in the Masters in Marketing Research program. He also has a marketing research consulting practice where he is actively involved in design and analysis. John's experience with conjoint and discrete choice modeling spans a variety of industries including packaged foods, pharmaceuticals, telecommunications, and financial services. John's research has been presented at professional meetings both nationally and internationally, and published in a variety of academic and practitioner outlets including The Journal of Business & Economic Statistics, The Journal of Professional Pricing, and Marketing Research. John Received a Ph.D. in Management Science from the University of Georgia, and an M.S. in Statistics and B.S. in Chemistry, both from the University of Miami.