

## V. Kumar. Ph.D.

V. Kumar is the Richard and Susan Lenny Distinguished Chair Professor of Marketing, and Executive Director, Center for Excellence in Brand & Customer Management, J. Mack Robinson College of Business, Georgia State University. VK was previously the ING Chair Professor, and Executive Director, ING Center for Financial Services at the University of Connecticut. Dr. Kumar teaches a variety of courses including Database Marketing, E-Marketing, Customer Relationship Management, New Product Management, Marketing Models, International Marketing Strategy, International Marketing Research and Multivariate Methods in Business. VK has taught in the MBA Programs in Australia, France, Spain, Holland, and Hong Kong and has lectured on marketing related topics at various universities in the U.S., Europe, Australia, Brazil, Turkey, and Mexico and has also conducted numerous executive development seminars in the U.S., Europe and Australia. Dr. Kumar is a worldwide expert on marketing research methods and Customer Relationship Management Strategy. He has co-authored numerous texts on marketing research and customer relationship management. His most recent book titled "Managing Customers for Profit" was just released by *The Wharton School Publishing* and is being translated in to 6 different languages worldwide. Dr. Kumar also authored a book titled "Customer Lifetime Value: The Path to Profitability" which was released in September 2008. Dr. Kumar was recently cited as one of the *top five ranked scholars in marketing worldwide*. He has been recognized with two Lifetime Contributions Award for advancing the Theory and Practice of Marketing Strategy, and B2B Marketing. He was also recognized as a Marketing Guru by the IIT Kharagpur Alumni Association in 2006. He has published over 125 articles in leading academic journals including the Harvard Business Review, Journal of Marketing, Marketing Science, and Journal of Marketing Research. Dr. Kumar has extensive consulting experience working on marketing research projects for companies including IBM, HSBC, P&G, ING, Wells Fargo, ICICI, Pitney Bowes, Chick-fil-A, BP/AMOCO, and AOL. He received his Ph.D. in Marketing from the University of Texas at Austin, his Masters in Industrial Management (with Honors) and Bachelors in Engineering (with Honors) from the Indian Institute of Technology.