

# Biography

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## Richard Ettenson, Executive Marketing Advisor, Board Member



**Richard Ettenson, PhD**, is an expert marketing advisor and board member at Adaptive Technologies, Inc. (ATi). His senior leadership and advisement contributes to the overall success of delivering performance-improving solutions to ATi's clients. His areas of expertise include global marketing strategy and global brand management.

As a recognized expert in marketing strategies and tactics, Richard has been published extensively and has produced over 80 articles, book chapters, and international conference presentations. These include articles in prestigious thought leadership outlets such as *Harvard Business Review*, *MIT Sloan Management Review*, *Financial Times*, *The Wall Street Journal*, *Ad Age*, as well as publications in top-tier academic journals such as *Journal of Marketing*, *International Marketing Review*, *Journal of Business and Journal of Business Venturing*. An entrepreneur who founded a market research firm and three other start-ups (one of which he served as CEO), he regularly consults within the industry and has served on editorial boards of the *International Marketing Review*, *Journal of Retailing*, and *Journal of Consumer Marketing*.

As well as working with ATi, Dr. Ettenson is Professor and Keickhefer Fellow of Global Marketing and Brand Strategy, Global Business Faculty at the Thunderbird School of Global Management. Professor Ettenson has extensive corporate learning experience and has delivered executive programs on five continents to senior managers from a wide range of world class enterprises, including among others, American Express, McDonalds, Intel, Honeywell, DHL, Bayer, LG Electronics, Dow Chemical, BP, Delta Airlines, Acer, Best Western, Briggs & Stratton, Brasil Telecom, and the Danone Group.

Professor Ettenson has also served as a Senior Technical Advisor in the United Nations Development Program (for Marketing) in China and has been an Invited Research Scholar at the following institutions: The Institute for Economics and Forecasting, Russian Academy of Sciences, Moscow; School of Management, Warsaw University, Poland; Institute for Economics and Market Research, Hungarian Academy of Sciences, Budapest; and the School of International Business, Nanjing University, China.

Prior to joining Thunderbird in 1999, Professor Ettenson served on the faculties of The Graduate School of Business at the University of Chicago, The University of Maryland, College Park, and Georgetown University. He also served as an Associate Professor and Head of the Marketing Area in The School of Business at Bond University in Australia. Professor Ettenson is a dual citizen of Australia and the U.S.



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