

# **Douglas Bowman**

**Professor of Marketing at Emory University, Goizueta Business School**

Atlanta, GA, US

Bowman is an accomplished researcher in marketing, award-winning educator, and proven consultant.

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## **Biography**

Professor Bowman is an accomplished researcher in the quantitative aspects of marketing with a substantive focus in the areas of marketing strategy and customer relationship management. His research has been published in journals that include the Journal of Marketing Research, Marketing Science, and the International Journal of Research in Marketing, articles based on his research have appeared in a number of newspapers and business magazines including the Economist, and he has appeared on television such as CNN and MS-NBC to discuss topics related to marketing strategies and tactics and consumer trends, to name a few. His research into the evolution of customer preferences in a new market won the AMA's Green Award for the paper published in JMR deemed to have the greatest potential to contribute significantly to the practice of marketing research and research in marketing. Bowman is on the editorial boards of a number of the leading marketing journals; is president-elect of the INFORMS Society for Marketing Science, past-president of AMA's Market Insights Council; chaired Emory's University Research Council; and, has chaired major research conferences including the INFORMS Marketing Science Conference (twice) and the AMA's Advanced Research Techniques Forum. Bowman's recent teaching includes courses in product and brand management, and the analysis of marketing data. His teaching has been recognized in multiple ways including the Adler Prize, which honors teaching quality, course innovation and relevance to real-world problem solving in all Goizueta Business School programs over a 3-year period, the Emory Williams Teaching Award, Emory University's highest teaching honor, and three-times the Outstanding Evening MBA Elective Instructor. While at Purdue University, he was the business school's Outstanding Undergraduate Teacher four years in a row. He has served as Area Coordinator for Marketing, Senior Associate Dean for External Relations, Senior Associate Dean for Working Professionals MBA Programs, and was founding co-director of the Emory Marketing Analytics Center. He has executive education and consulting experience in areas related to marketing analytics and research, product and brand management, consumer behavior, new product development, and marketing strategy, and he has served as an expert witness in litigation. Outside of Emory, he enjoys running, fitness, and scoring a goal or two for his ice hockey team.

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## **Industry Expertise**

Market Research, Research, Education/Learning, Business Services, Advertising/Marketing

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## **Areas of Expertise**

Marketing Strategy, Customer Behavior, Brand Management, Product Management

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## **Affiliations**

Emory University Marketing Analytics Center : Co-Director

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## **Education**

**The Wharton School, University of Pennsylvania**  
PhD Marketing

**University of Pennsylvania**  
MA Business Economics

**Ivey School of Business, University of Western Ontario**  
MBA

**University of Waterloo**  
BASc Electrical Engineering

**Chartered Professional Accountants, Ontario**  
CPA, CMA

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