

David A. Aaker

**E.T. Grether Professor Emeritus of Marketing and Public Policy at Haas School of Business,
University of California, Berkeley**

Berkeley, CA, US

Hailed as the "father of modern branding"

About

Marketing Professor Emeritus David Aaker is widely considered the father of modern branding. His pioneering work focused on defining brand equity and detailed ways to build and manage brands and portfolios. He has published more than 100 articles and 18 books on the theory and practice of marketing, including eight on branding that have sold more than 1 million copies and were translated into 18 languages. Aaker's first brand book, *Managing Brand Equity* (1991), gained attention because it defined brand equity at a time when there was no accepted definition. His second book, the bestselling *Building Strong Brands* (1995), developed his brand identity model, The Aaker Model, which is used by hundreds of firms to build and strategically manage brands. Other influential books followed on brand leadership, portfolio strategy, and relevance. His latest book, "Creating Signature Stories," was published in 2017. Aaker serves as Vice Chair at Prophet, a global marketing and branding consultancy. In 2015, he was inducted into the American Marketing Association Hall of Fame for his lifetime achievements in marketing.

Areas of Expertise

Storytelling, Branding, Brand and Brand Building, Brand Portfolio Strategy, Global Brand Management

Selected External Service & Affiliations

Board of Directors, Food Bank of Contra Costa and Solano County, Serves on the following editorial boards : Journal of Strategic Marketing, Marketing Management, The Journal of Brand Management, Strategy & Leadership, and The Russian Management Journal, Board of Directors, California Casualty Insurance Company

Positions Held

At Haas since 1968

1994 ? present, E.T. Grether Professor of Marketing Strategy (Emeritus since 2000) 1999 ? present, Vice Chairman, Prophet 1981 ? 1994, J. Gary Shansby Professor of Marketing Strategy 1970 ? 1981, Professor, Haas School of Business 1982 ? 1986, Chair, Marketing Group

Education

Stanford University
PhD Business Administration

Stanford University
MS Statistics

Massachusetts Institute of Technology
BS Management

Honors & Awards

Innovative Contributions to Marketing, Marketing Management Association
2005

American Marketing Association's Marketing Hall of Fame Inductee for outstanding contributions to the field of marketing
2015

MIT Buck Weaver Award for contributions to the advancement of theory and practice in marketing science
2004

Vijay Mahajan Award for career contributions to marketing strategy
2000

Paul D. Converse Award for outstanding contributions to the development of the science of marketing
1996

Fellow, World Economic Forum at Davos
1999-2000

Pacific Telesis Award for best article in the California Management Review
1995

Award for best article contributed to the Journal of Marketing
1985, 1987

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