

Kim Saxton

Clinical Professor of Marketing at Indiana University, Kelley School of Business

Indianapolis, IN, US

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Biography

Kim Saxton is a marketing strategy professor who believes marketers should make data-driven decisions to improve their effectiveness. She earned a B.S. in marketing from MIT, reinforced by an MBA and Ph.D. in marketing from Indiana University. Saxton has 30 years of experience in competitive intelligence, market research and marketing. She has provided insights to the decision-making of a variety of Fortune 500 firms. Today, companies engage her to help them improve their data-driven decision-making, especially in digital marketing approaches. Saxton has published broadly on new data analysis techniques, advertising effectiveness and growth trajectories for startups.

Industry Expertise

Market Research, Direct Marketing, Education/Learning, Consumer Services

Areas of Expertise

Marketing for New Ventures, Competitive Intelligence Systems, Marketing Automation, Content Marketing, Customer Segmentation and Advertising Strategies to Segments, Data-Driven Marketing, Branding and Corporate Reputation, Digital Marketing, Database Marketing, Marketing Strategy

Secondary Titles

Director, IMAGE (Innovative Marketing and AdvertisinG Enterprise), Emerging Programs Faculty Coordinator

Education

Indiana University

Ph.D.

Indiana University

MBA

MIT Sloan School of Business

B.S.

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