

Lopo L. Rego

Associate Professor of Marketing at Indiana University, Kelley School of Business
Bloomington, IN, US

Lopo L. Rego specializes in the marketing - finance interface.

Industry Expertise

Education/Learning

Areas of Expertise

Empirical Generalizations, Customer Satisfaction, Shareholder Value Creation, Marketing-Finance Interface, Strategic Marketing, Strategic Brand Management, Brand Equity

Secondary Titles

Director of the Marketing Doctoral Program, Weimer Faculty Fellowship

Education

University of Michigan Business School
Ph.D. Marketing

Universidade Nova de Lisboa
M.B.A. Marketing and Strategy

Universidade Nova de Lisboa
B.S. Economics

Accomplishments

Gary C. Fethke Research Fellowship
2008 - 2011

University of Iowa - School of Management Marketing Faculty of the Year
2007 - 2009

Dean's Teaching Award
2008

Marketing Science Institute Research Award
2007

**University of Iowa Instructional Improvement Award
2007**

[Please click here to view the full profile.](#)

This profile was created by [Expertfile.](#)