

L.B. Upshaw

Lecturer (Continuing) at Haas School of Business, University of California, Berkeley
Berkeley, CA, US

Marketing consultant and trainer, author, educator, and recognized authority on strategic marketing

About

L.B. Upshaw is a marketing consultant and trainer, author, educator, and recognized authority on strategic marketing. He is principal of the Upshaw Marketing consultancy, and a long-time member of the MBA marketing faculty at Berkeley Haas. He helps corporate clients build marketing plans, designs and leads marketing training, assesses equity research, guides managers and senior executives on building comprehensive internal and external marketing programs, and conducts strategic planning workshops for organizations across a wide breadth of industries. In his teaching, Upshaw has guided many hundreds of Berkeley MBA students through the intricacies of corporate and product/service marketing. He has been a recipient of the Berkeley Haas Earl F. Cheit Award for Teaching Excellence. He has also served as the Faculty Director for multiple executive training programs for Berkeley Executive Education, where he is a highly rated member of the teaching faculty. Upshaw has written numerous articles for such publications, such as Advertising Age, Brandweek, The Peking University Business Review (PRC), brandchannel.com, The Journal of Brand Management (UK), MarketingProfs, Advertising Express (India), and The Journal of Integrated Marketing Communications. He has authored or lead-authored three books on marketing strategy: "Building Brand Identity: A Strategy for Success in a Hostile Marketplace" (John Wiley & Sons), which has been listed by Amazon.com as one of the 10 most popular books on brand building; "The Masterbrand Mandate: The Management Strategy That Unifies Companies and Multiplies Value" (also from Wiley), co-authored with Earl Taylor, which was awarded the WPP Worldwide Atticus Grand Prix Award; and "Truth: The New Rules for Marketing in a Skeptical World" (Amacom), described by marketing scholar Philip Kotler as a "blueprint for winning marketing performance in an age of transparency." Prior to establishing Upshaw Marketing, L.B. was Executive Vice President for Client Brand Marketing at Ketchum Advertising USA, and EVP/Chief Operating Officer of its largest office.

Areas of Expertise

Marketing Credibility and Integrity, Corporate Internal Marketing, Brand Building in Competitive Markets, Brand/Marketing Training

Selected External Service & Affiliations

Principal, Upshaw Marketing, Advisory Board, Gliding Eagle Wine, Advisory Board, UC Berkeley Extension Program, Advisory Board, BrandChannel.com, Advisory Board, THUNDER FACTORY Marketing, Advisory Board, Presidio School of Management, Advisory Board, Benchmark Metrics, Inc., Advisory Board, CMO Council Brand Protection Committee, Selected past and present clients: Bayer Corporation, BEA Systems, Bio-Rad Laboratories, BlackRock/iShares, Blue Cross of California, Coverity Software, DTS Digital Cinema, Health Net Inc., Kaiser Permanente, PayPal/eBay, Plantronics, R.H. Donnelley, SBC/AT&T, Sony Corporation, SunPower Corp., TriNet HR Corp., Visa International, Wind River Systems and 3Com Corp., among many others.

Positions Held

At Haas since 2001

2008 ? present, Lecturer (continuing), Haas School of Business 2013 ? present: Member, Professional Faculty Advisory Committee on Teaching (PFACT) 1996 ? present: Principal, Upshaw Marketing 2014, Faculty Director, University of Hong Kong ?Innovative Management in Global Business? program, Berkeley Executive Education 2011 ? 2012, Faculty Director, Berkeley-Nanyang Advanced Management Program (Marketing) 2012, Faculty Director, Shanghai University Leadership Development Program 2001 ? 2008, Lecturer, Haas School of Business 2007 ? 2008, Program Director, Berkeley Executive Leadership Program 1999 ? 2001, Senior Consultant to Bridge Strategy management consultants 1997 ? 1999, Senior Consultant, Interbrand Group 1994 ? 1996, Executive Vice President/Client Brand Marketing, Ketchum Advertising Worldwide 1988 ? 1994, Executive Vice President/Chief Operating Officer, Ketchum Advertising, San Francisco

Education

Northwestern University
MSA

Northwestern University
BSA

Honors & Awards

Cheit Award for Excellence in Teaching
Evening & Weekend MBA Program 2005

"Club 6" Faculty Member

Awarded to faculty members who achieve a mean teaching score of at least six on a seven-point scale Evening & Weekend MBA Program 2007 - present

WPP Worldwide Atticus Grand Prix Award for "The Masterbrand Mandate"
2001

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