



Katherine N. Lemon

Katherine N. Lemon holds the Accenture Professorship and is a professor of marketing at Boston College's Carroll School of Management. Professor Lemon's main areas of research expertise are customer management, customer equity, and the dynamics of customer-firm relationships. She has published over 50 articles in journals and books including the *Journal of Marketing*, *Journal of Marketing Research*, *Marketing Science*, *Management Science*, and the *Journal of Service Research*. She has received several best article awards for her research, including the Sheth Foundation/*Journal of Marketing* Award in 2009. Professor Lemon is the editor of the *Journal of Service Research*. She also serves on the editorial boards of the *Journal of Marketing*, *Journal of Marketing Research*, *Journal of the Academy of Marketing Science*, and the *Journal of Interactive Marketing*. She is also an academic trustee for the Marketing Science Institute. She received her Ph.D. from University of California, Berkeley. Prior to her academic career, Lemon held senior level marketing positions in the high technology and health care industries.