

Access to Experts



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David Schmittlein is the John C Head III Dean and Professor of Marketing at MIT Sloan School of Management. His focus has been to broaden MIT Sloan's global visibility, work with the faculty to create new high-quality management education programs, develop enhanced educational opportunities for current students, and develop and disseminate business knowledge that has impact and will stand the test of time.

Prior to his appointment at MIT Sloan, Schmittlein was the Ira A. Lipman Professor and Professor of Marketing at The Wharton School of the University of Pennsylvania from 1980 until 2007. He also served as interim dean during July 2007 and as deputy dean from 2000 to 2007. In addition, he chaired the editorial board for Wharton School of Publishing.

A noted author, Schmittlein has written over 40 publications, most in leading journals in marketing, management, economics, statistics, and he is often cited in the press, including *Advertising Age*, *Business Week*, *Fortune*, *The Economist*, and *Wall Street Journal*.

Schmittlein serves on the International Advisory Board for Groupe HEC, the Governing Board of Indian School of Business, the International Advisory Board of Lingnan (University) College of Sun Yat-sen University, and the Advisory Board for the School of Economics and Management of Tsinghua University. He is a member of the board of trustees of The Conference Board.

Schmittlein has served on the World Economic Forum's Global Agenda Council for Marketing and Branding. He has been a visiting professor in the Faculty of Economics at Tokyo University, and a Distinguished Scholar in Residence at Washington University's John M. Olin School of Business.

Schmittlein received a PhD and MPhil in business from Columbia University and a BA in Mathematics (magna cum laude) from Brown University.

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