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Christine Moorman is the T. Austin Finch, Sr. Professor of Business Administration at the Fuqua School of Business, Duke University. Her research examines the nature and effects of learning and knowledge utilization about marketing by consumers, managers, organizations, and financial markets. Her research has been published in the *Journal of Marketing Research*, *Journal of Marketing*, *Journal of Consumer Research*, and *Marketing Science* and supported by grants from the National Science Foundation and the Marketing Science Institute. Christine is the Editor-in-Chief of the *Journal of Marketing* and founder of The CMO Survey (www.cmosurvey.org) which is dedicated to improving the value of marketing in firms and in society and author of *Strategy from the Outside In: Profiting from Customer Value* (winner of the 2011 Berry Book Prize; with George Day) and *Strategic Market Management* (with David Aaker).