

Access to Experts



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Denise Dahlhoff is the Senior Researcher for consumer research at The Conference Board, working in the Economy, Strategy & Finance and Marketing & Communications Centers. Previously, she was the Research Director of the Wharton School's Baker Retailing Center and also held positions with Wharton Executive Education, Nielsen's Marketing Analytics team, and global pricing consultancy Simon, Kucher & Partners.

Denise's experience includes quantitative and qualitative marketing-related research for academic and consulting projects, and she has written publications on retail, consumer, and marketing topics for business and academic audiences. Denise has collaborated with PwC on its annual Global Consumer Insights Survey for the past few years and with the NPD Group on a study on shopping patterns by different generations of consumers. Her academic work includes her [dissertation](#) on marketing-related motives of M&As in the food industry and [co-authored research](#) on the intangible value of different kinds of branding strategies, which won the Marketing Science Institute's Robert D. Buzzell MSI Best Paper Award.

Denise is a Senior Fellow at the Wharton School's Lauder Institute for Management and International Studies, and she has taught marketing courses at the University of Pennsylvania, Cornell University, and the Indian School of Business. She holds a Ph.D. in marketing from the University of Jena, Germany; a diploma in business administration from the University of Mainz, Germany; and a Master of Liberal Arts and a Master of Philosophy in Liberal Arts, both from the University of Pennsylvania.

Denise's volunteer roles have included being an adviser to the designers in the Philadelphia Fashion Incubator, advisory committee member of Tongue & Groove Spontaneous Theater, consultant with Penn Pro-Bono Alumni Consulting (PennPAC), and interviewer with the Penn Alumni Interview Program.