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.

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Publications by Denise Dahlhoff, PhD

Key Business Issues

- Part 1: How Consumers Define Sustainability and View Organizations’ Sustainability Efforts
  05 February, 2020

Publication

- C-Suite Challenge™ 2020: Collaborating to Compete

Research Report

- Part 2: How Sustainability Features Influence Consumers' Choices
  05 February, 2020