

## Access to Experts

### **David J. Reibstein**

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Dr. David J. Reibstein is the William S. Woodside Professor and Professor of Marketing at The Wharton School, University of Pennsylvania. Dave was also the Executive Director of the Marketing Science Institute.

Prior to his appointment at Wharton, Dave was Assistant Professor of Marketing at the Harvard Business School, and a Visiting Professor of Marketing at INSEAD at Fontainebleau, France and at Stanford University.

Dave has authored or coauthored numerous books and has authored numerous articles appearing in major marketing journals, including the *Journal of Marketing Research*, *Marketing Science*, *Harvard Business Review*, *Journal of Advertising Research*, *Journal of Marketing*, and *Journal of Consumer Research*. Dave's primary research interests are in marketing ROI, competitive marketing strategy, market segmentation, marketing models and understanding brand choice behavior.

Dave was the recipient of Purdue University's Distinguished Alumni Award.

Dave has run (started and finished) 3 marathons, and has coached (to occasional victory) kids' basketball, baseball, and soccer.

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