

VITA  
**ABBIE GRIFFIN**

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**ACADEMIC EXPERIENCE**

UNIVERSITY OF UTAH Salt Lake City, UT  
Royal L. Garff Presidential Chair in Marketing, David Eccles School of Business (July, 2006 to present). Research interests in measuring and improving new product development processes, obtaining customer inputs to new product development, decreasing time to commercialize products, and management of technology. Teach MBA business-to-business marketing and the MBA marketing core.

UNIVERSITY OF ILLINOIS, URBANA-CHAMPAIGN Champaign, IL  
Professor of Business Administration, Marketing Group (August, 1997 to July, 2006). Co-Director Technology & Management Program (1997 – 1999). Taught MBA business-to-business marketing, MBA new product development and the MBA marketing core.

MASSACHUSETTS INSTITUTE OF TECHNOLOGY Cambridge, MA  
Visiting Professor (January 2005 – August 2005).

UNIVERSITY OF CHICAGO, GRADUATE SCHOOL OF BUSINESS Chicago, IL  
Associate Professor of Marketing and Production Management (July, 1993 to August, 1997).  
Assistant Professor of Marketing and Production Management (July, 1989 to June, 1993).  
Taught business-to-business marketing, operations management and product development.

MASSACHUSETTS INSTITUTE OF TECHNOLOGY Cambridge, MA  
Ph.D. in Management from the Sloan School of Management awarded in June, 1989.  
Emphasis on the Management of Technology Innovation and Marketing (Special interest in commercializing new products and technologies). Thesis titled "Functionally Integrated New Product Development." Thesis advisor: Prof. John R. Hauser.

HARVARD GRADUATE SCHOOL OF BUSINESS Cambridge, MA  
Master in Business Administration received in June, 1981. Emphasized Management of Technology and Marketing.

PURDUE UNIVERSITY West Lafayette, IN  
Bachelor of Science in Chemical Engineering, 1974. Emphasis in polymer science.

## PROFESSIONAL ASSOCIATIONS AND POSITIONS

- American Marketing Association: Utah Chapter Board of Directors (2011 – present)
- Editor, *Journal of Product Innovation Management* (1998 – 2003)
- Product Development & Management Association (PDMA)
  - \* Chair, Best Practices in Product Development Research Projects (1995)
  - \* Committee, Comparative Performance Assessment Study (2003-2004)
  - \* Director (1998 – 2003)
  - \* Treasurer (1994 – 1998)
  - \* Co-Chair, Product Development Teams Dialogue Conference (1995)
  - \* Vice President, Research (1992 and 1993)
  - \* Co-Chair, Product Development Success/Failure Measures Task Force
- Institute for the Study of Business Markets (ISBM), The Pennsylvania State University; Program Director: New Product Development (1995 to present); Fellow (2004 to present)
- Marketing Science Institute: New Products/Innovation Research Generation Steering Group
- INFORMS:
  - ❖ Marketing Strategy Committee (1993-1996)
  - ❖ Practice Committee (2002 – present)
  - ❖ International Society for Marketing Science, Advisory Board (2003 – present)

## COMMUNITY SERVICE

The Quilt Auction Guild of The Deseret Foundation: Member, Board of Directors (2011 – present)

The YMCA of Greater Salt Lake: Member, Board of Directors (2009 – present)

## PROFESSIONAL SERVICES

Editor: *Journal of Product Innovation Management* (1998-present), and the Special Issue on “Really New Products,” with Barry Bayus and Donald Lehmann, (March, 1998).

Editorial Boards: *Journal of Product Innovation Management* (1990-1998, 2004 - present), *Journal of Engineering and Technology Management* (1992-1998), *Marketing Science* (1992-1994; 2002 - 2009), *Journal of Marketing Management* (2003 – 2009), *Journal of Marketing* (2003 – present), *Journal of Marketing Research* (2009 – present), and Special Issue on Product Development (February, 1997).

Review Panels: National Science Foundation, Innovation and Organizational Change Panel: 2001, 2002; American Association of University Women, Professional Fellowship Reviewer (2009 – present)

European Institute for the Advancement of the Study of Management: Organizing Committee Member, International Product Development Conference (2005 – present)

Thesis Advisor: Linda Kester, Delft Technical University (2007 - present, Co-Promoter with Prof. dr. Eric Jan Hultink); Erik Veldhuizen, Delft Technical University (2008, Co-Promoter with Prof. dr. Eric Jan Hultink); University of Illinois: Regina McNally (June 2002), Debra Zahay (August 2000); Erik Jan Hultink, Delft Technical University, with highest honors, (April 1997, Co-Promoter with Prof.dr. W.M. Oppedijk van Veen).

Thesis Committees: University of Utah: Ngyen Ho-Dac, ongoing; Jenny Mish, 2008; Nyenrode University: Martijn Laar, ongoing; University of Illinois: Holli Burgon, 2009; Linday Tuncay, 2006; Jelena Runser-Spanjol, 2003; University of Illinois at Chicago: Gary Schirr, 2008; Michigan State University: Rosanna Garcia, 2002; University of Chicago: Patricia West, 1994.

Certification: New Product Development Professional (1998, renewed 2003, 2008, 2011), also Certified Trainer for the New Product Development Professional Exam (2001).

## AWARDS AND HONORS

- 2009 David Eccles School of Business Masters Teaching Excellence Award
- 2009 Named Crawford Fellow by the Product Development & Management Association
- 2008 Named "Top 50 Researcher" in the field of Technology and Innovation Management by the International Association of Management of Technology
- 2007 Thomas P. Hustad Best Paper Award for Outstanding Professional Contribution, for "Twenty Years of the Journal of Product Innovation Management: History, Participants and Knowledge Stock and Flows" (with Wim Biemans and Rudy Moenaert)
- 2007 "Voice of the Customer" named one of the top 20 articles published in the field of Marketing Science in the last 25 years
- 2006 Best Paper, Innovation Track, American Marketing Association Winter Educator's conference, for "Voices from the Field: How Exceptional Electronic Industrial Innovators Innovate" (with Raymond L. Price, Matthew M. Maloney, Bruce Vojak, and Edward W. Sim)
- 2006 University of Illinois, Urbana-Champaign College of Business Alumni Association Teaching Award for Graduate Teaching
- 2006 Fellow: Academy of Entrepreneurial Leadership, University of Illinois, Urbana-Champaign
- 2005 Effectively Managing Product Visionaries, 7<sup>th</sup> Annual Allan D. Shocker Lecture on Product Development, University of Minnesota, Minneapolis, MN, March 8.
- 2004 Institute for the Study of Business Markets, ISBM Fellow (Inaugural).
- 2004 New Product Development Honorable Mention Publication Award, from the New Jersey Policy Research Organization Foundation and the Stillman School of Business at Seton Hall University, for *The PDMA ToolBook for New Product Development*, Paul Belliveau, Abbie Griffin and Stephen Somermeyer, editors.
- 2004 Emerald Golden Page Award in Marketing for Usability of Research Results, *Journal of Product Innovation Management*
- 2003 Christer Karlsson Best Paper Award, runner up, European Institute for the Advancement of Management International Product Development Conference, for "Market Information Processing for High-Tech Products: An Empirical Investigation," (with Erik Veldhuizen and Erik Jan Hultink), Brussels, Belgium, June 11, 2003.
- 2003 Emerald Golden Page Award in Marketing for Usability of Research Results, *Journal of Product Innovation Management*
- 2002 Emerald Golden Page Award in Marketing for Usability of Research Results, *Journal of Product Innovation Management*
- 2001 Emerald Golden Page Award in Marketing for Practical Implications and Originality, *Journal of Product Innovation Management*
- 2000 Purdue University Outstanding Chemical Engineering Graduate Award
- 1997 Marketing Science Institute Best Paper Award for 1995 for "Modeling and Measuring Product Development Cycle Time," Marketing Science Institute Report # 95-117, November, 1995.
- 1996-1997 Bozell, Jacobs, Kenyon & Eckhardt Scholar, University of Chicago, GSB
- 1994 Frank M. Bass Dissertation Paper Award for 1994 for "The Voice of the Customer"
- 1993-1994 FMC Scholar, University of Chicago, GSB

1993

John D.C. Little Best Paper Award for 1993 for "The Voice of the Customer"  
(with John R. Hauser)

## **AWARDS AND HONORS (continued)**

1992	Honorable Mention, Marketing Science Institute Proposal Competition on the New Product Development Process, including a research grant
1988-1989	American Association of University Women American Fellow
1988	Honorable Mention, Marketing Science Institute and Industrial Research Institute Proposal Competition for Research on the Marketing/R&D Interface, including a research grant.
1981	Space Foundation Group Prize for Harvard Business School Creative Marketing Strategy Project "Materials Processing in Space"
1975-1976	W.K. Lewis Fellow, MIT, Department of Chemical Engineering
1973	Dow Fellow, Case Western Reserve University Summer Honors Research Program, Polymer Science
1973	Elected to Tau Beta Pi and Alpha Chi Sigma, Purdue University

## **RESEARCH GRANTS**

2009	Product Development & Management Association – Effective Portfolio Decision-Making (with Linda Kester and Erik Jan Hultink)
2008	Marketing Science Institute – Effective Portfolio Decision-Making (with Linda Kester and Erik Jan Hultink)
2008	Institute for the Study of Business Markets – Effective Portfolio Decision-Making (with Linda Kester and Erik Jan Hultink)
2005	Institute for the Study of Business Markets – Information Use in New Product Development Processes (with Debra Zahay)
2004	Marketing Science Institute – Organizationally Coping with Product Visionaries
2004	Institute for the Study of Business Markets – Organizationally Coping with Product Visionaries
2004	Teradata Center for Customer Relationship Management at Duke University (with Regina C. McNally and Thomas Hult) – CRM Implementation
1999	Institute for the Study of Business Markets (with Jeffrey Schmidt and Mitzi Montoya-Weiss – Making NPD Gate Decisions
1998	APICs (with Rachel Yang)
1996-1997	Product Development & Management Association (with Edward F. McDonough)
1995-1996	National Center for Manufacturing Strategies
1993-1994	Abbott Laboratories, Engelhard Corporation, Marketing Science Institute – New Product Development Cycle Time
1992-1993	Ameritech, Baxter IV Systems, Bellcore, Hewlett-Packard, Johnson & Johnson, Tennant Company –New Product Development Cycle Time

## **PUBLICATIONS IN REFEREED JOURNALS**

(numbers in parentheses are total citations as of December 2008 for my most-cited articles)

Katrin Eiling, Fred Langerak and Abbie Griffin, "A Stage-Wise Approach to Investigating Performance Effects of Cycle Time Reduction," forthcoming, *Journal of Product Innovation Management*.

Pinar Cankurtaran, Fred Langerak, and Abbie Griffin, "Consequences of New Product Development Speed: A Meta-Analysis," forthcoming, *Journal of Product Innovation Management*.

Hebda, John M., Bruce A. Vojak, Abbie Griffin and Raymond L. Price (2012), "Motivating and Demotivating Technical Visionaries in Large Corporations: A Comparison of Perspectives," *R&D Management*, 42:2, 101-119.

Linda Kester, Abbie Griffin, Erik Jan Hultink, and Kristina Lauche (2011), "Modeling Portfolio Decision-Making Processes," *Journal of Product Innovation Management*, 28:5 (September), 641-661.

Debra Zahay, Abbie Griffin and Elisa Fredericks (2011) "Information Use in NPD: An Initial Exploratory Empirical Test in the Chemical Industry," *Journal of Product Innovation Management*, 28, 485-502.

Erik Jan Hultink, Katrin Talke, Abbie Griffin and Erik Veldhuizen (2011) "Market Information Processing in New Product Development: The Importance of Process Interdependency and Data Quality," *IEEE Transactions on Engineering Management*, 58:2, 199-211.

Abbie Griffin (2011), "Legitimizing Academic Research in Design: Lessons from Research on New Product Development and Innovation," *Journal of Product Innovation Management*, 28, 428-433.

Wim Biemans, Abbie Griffin and Rudy Moenaert (2010), "In Search of the Classics: A Study of the Impact of JPIM Papers from 1984-2003," *Journal of Product Innovation Management*, 27:4, 461-484 (lead article).

Gary L. Lilien, Rajdeep Grewal, Doug Bowman, Min Ding, Abbie Griffin, V. Kumar, Das Narayandas, Renana Peres, Raji Srinivasan and Qiong Wang (2010), "Calculating, Creating, and Claiming Value in Business Markets: Status and Research Agenda," *Marketing Letters* 21:3, 287-299.

Debra Zahay and Abbie Griffin (2010), "Marketing Strategy Selection, Marketing Metrics and Firm Performance," *Journal of Business and Industrial Marketing*, 25:2, 84-93 (lead article).

Fred Langerak, Erik Jan Hultink and Abbie Griffin (2010), "Balancing Development Costs and Sales to Optimize the Development Time of Product Line Additions," *Journal of Product Innovation Management*, 27:3, 336-348.

## **PUBLICATIONS IN REFEREED JOURNALS (continued)**

Regina C. McNally and Abbie Griffin (2010), "Mandatory Adoption of Customer Relationship Management Software: The Role of Customer Support in an Attitude—Intention Model," *International Journal of Business Innovation and Research* special issue on "Customer Relationship Management and Information Technology Applications," 4:1-2, 30-47.

Raymond L. Price, Abbie Griffin, Bruce A. Vojak, Nathan Hoffman and Holli Burgon (2009) "Innovation Politics: How Serial Innovators Gain Organizational Acceptance for Breakthrough New Products," *International Journal of Technology Marketing*, 4:2-3, 165-184.

Abbie Griffin, Raymond L. Price, Matthew M. Maloney, Bruce Vojak and Edward W. Sim (2009), "Voices from the Field: How Exceptional Electronic Industrial Innovators Innovate," *Journal of Product Innovation Management*, 26:2 (March), 222-240.

Gloria Barczak, Abbie Griffin and Kenneth B. Kahn (2009), "PERSPECTIVE: Trends and Drivers of Success in NPD Practices: Results of the 2003 PDMA Best Practices Study," *Journal of Product Innovation Management*, 25:1 (January), 3-23 (lead article).

Fred Langerak, Erik Jan Hultink and Abbie Griffin (2008), "Exploring Mediating and Moderating Influences on the Links Among Cycle Time, Proficiency in Entry Timing, and New Product Profitability," *Journal of Product Innovation Management*, 25:4, 370-385.

Abbie Griffin, Edward W. Sim, Ray Price, and Bruce Vojak (2007), "Exploring Differences between Inventors, Champions, Implementers And Serial Innovators In Developing New Products In Large, Mature Firms," *Creativity and Innovation Management*, 16:4 (December), 422-436.

Regina C. McNally and Abbie Griffin (2007), "A Measure and Initial Test of Practitioners' Perceptions of Relationship Marketing in Inter-Organizational Exchanges," *Journal of Academy of Management Science*, 35:3.

Matthew Marvel, Abbie Griffin, John M. Hebda and Bruce A. Vojak (2007), "Studying Highly Valued Technical Professional Motivation Using a Corporate Entrepreneurship Framework: Voices from the Field," *Entrepreneurship Theory & Practice*, 31:5 (September).

John M. Hebda, Abbie Griffin, Bruce A. Vojak, and Raymond L. Price (2007), "The Motivation of Technical Visionaries in Large American Companies," *IEEE Transactions on Engineering Management*, 54:3 (August), 433-444.

Wim Biemans, Abbie Griffin, and Rudy Moenaert (2007), "Twenty Years of the Journal of Product Innovation Management: History, Participants and Knowledge Stock and Flows," *Journal of Product Innovation Management*, 24:3 (May), (Lead article and 2007 Thomas P. Hustad Best Paper Award for Outstanding Professional Contribution) 193-213.

John Hauser, Gerard Tellis and Abbie Griffin (2006), "Research on Innovation: A Review and Agenda for Marketing Science," *Marketing Science*, 25:6 (November-December) 687-717.



## **PUBLICATIONS IN REFEREED JOURNALS** (continued)

Erik Veldhuizen, Erik Jan Hultink and Abbie Griffin (2006), "Modeling Market Information Processing in New Product Development: An Empirical Analysis," *Journal of Engineering and Technology Management*, 23, 353-373.

Bruce Vojak, Abbie Griffin, Raymond L. Price and Konstantin Perlov (2006), "Characteristics of Technical Visionaries as Perceived by American and British Industrial Physicists," *R&D Management*, 36:1, 17-24.

Jeffrey B. Schmidt, Roger J. Calantone, Abbie Griffin and Mitzy Montoya-Weiss (2005), "Do Certified Mail Third-Wave Follow-ups Really Boost Response Rates for Industrial Surveys?," *Marketing Letters*, 16:2, 129-142.

Regina C. McNally and Abbie Griffin (2005), "An Exploratory Study of the Effect of Relationship Marketing Institutionalization and Professional and Organizational Commitment in Business-to-Business Exchanges," *Journal of Business-to-Business Marketing*, 12:4, 1-14 (lead article).

Debra Zahay, Abbie Griffin and Elisa Fredericks (2004), "Sources, Uses and Forms of Data in the New Product Development Process," *Industrial Marketing Management*, 33 (October), 657-666.

Debra Zahay, James Peltier, Don E. Schultz and Abbie Griffin (2004), "The Role of Transactional Versus Relational Data in IMC Programs: Bringing Customer Data Together," *Journal of Advertising Research*, 44:1 (March), 3-10, (lead article).

Debra Zahay and Abbie Griffin, "Customer Learning Processes, Strategy Selection, And Performance In Business-To-Business Service Firms," *Decision Sciences*, 35:2, 169-203, Spring 2004.

Regina C. McNally and Abbie Griffin, "Firm and Individual Choice Drivers in Make-or-Buy Decisions: A Diminishing Role for Transaction Cost Economics?," *Journal of Supply Chain Management*, 40:1, 4-17, Winter 2004 (lead article).

Zahay, Debra, and Abbie Griffin, "Information Antecedents of Personalization and Customization in Business-to-Business Service Markets," *Journal of Database Marketing*, 10:3, 255-271, 2003.

Debruyne, Marion, Rudy Moenaert, Abbie Griffin, Susan Hart, Erik Jan Hultink, and Henry Robben, "The Impact of New Product Launch Strategies on Competitive Reaction in Industrial Markets," *Journal of Product Innovation Management*, 19:2, 159-170, March, 2002.

Griffin, Abbie, "Product Development Cycle Time for Business-to-Business Products," *Industrial Marketing Management*, 31:2, 291-304, March 2002.

Hultink, Erik Jan, Susan J. Hart, Henry S.J. Robben and Abbie Griffin, "Launch Decisions and New Product Success: An Empirical Comparison of Consumer and Industrial Products," *Journal of Product Innovation Management*, 17:1, 5-23, January 2000.

McDonough, Edward F. III, Kenneth B. Kahn, and Abbie Griffin, "Managing Communication in Global Product Development Teams," *IEEE Transactions on Engineering Management*, 46:4, 375-386, November 1999 (lead article).

**PUBLICATIONS IN REFEREED JOURNALS** (continued)

Hultink, Erik Jan, Susan J. Hart, Henry S.J. Robben and Abbie Griffin, "New Consumer Product Launch: Strategies and Performance," *Journal of Strategic Marketing*, 7:3, 153-174, September, 1999 (lead article).

Stephen Markham and Abbie Griffin, "The Breakfast of Champions: Associations Between Champions and Product Development Environments, Practices and Performance," *Journal of Product Innovation Management*, 15:5, 436- 454, September, 1998. Reprinted in *The Management of Innovation*, Volume 2, John Storey, Editor, Edward Elgar Publishing Limited, Cheltenham, UK, 135-153, 2004.

Erik Jan Hultink, Abbie Griffin, Henry S.J. Robben and Susan J. Hart, "In Search of Generic Launch Strategies for New Products," *International Journal of Research in Marketing*, 15, 269-285, 1998.

Griffin, Abbie, "PDMA Research on New Product Development Practices: Updating Trends and Benchmarking Best Practices," *Journal of Product Innovation Management*, 14:6, 429-458, November, 1997 (lead article). (292 citations)

Hultink, Erik Jan, Abbie Griffin, Susan Hart and Henry S.J. Robben, "Industrial New Product Launch Strategies and Product Development Performance," *Journal of Product Innovation Management*, 14:4, 243-257, June, 1997 (lead article).

Griffin, Abbie, "Modeling and Measuring Product Development Cycle Time," *Journal of Engineering•Technology Management*, 14:1, 1-24, March, 1997 (lead article).

Griffin, Abbie, "The Effect of Project and Process Characteristics on Product Development Cycle Time," *Journal of Marketing Research*, XXXIV, 24-35, February, 1997. (148 citations)

Griffin, Abbie, and Albert L. Page, "The PDMA Success Measurement Project: Recommended Measures for Product Development Success and Failure," *Journal of Product Innovation Management*, 13:5, 478-496, November, 1996 (lead article). (159 citations)

Griffin, Abbie, and John R. Hauser, "Integrating R&D and Marketing: A Review and Analysis of the Literature," *Journal of Product Innovation Management*, 13:3, 191-215, May, 1996 (lead article). (223 citations)

Griffin, Abbie, Gregory Gleason, Rick Preiss, and Dave Schevenaugh, "Best Practices for Customer Satisfaction in Manufacturing Firms," *Sloan Management Review*, 87-98, Winter, 1995. Also published as "Die Besten Methoden zu mehr Kundenzufriedenheit," *Harvard Business Manager*, 65-78, Jahrgang, 1995.

Griffin, Abbie and Albert Page, "An Interim Report on Measuring Product Development Success and Failure," *Journal of Product Innovation Management*, 10:4, 291-308, September, 1993. (165 citations)

Griffin, Abbie, and John R. Hauser, "The Voice of the Customer," *Marketing Science*, 12:1, 1-27, Winter, 1993 (lead article). (298 citations)

#### **PUBLICATIONS IN REFEREED JOURNALS (continued)**

Griffin, Abbie, "Metrics for Measuring Product Development Cycles Times," *Journal of Product Innovation Management*, 10:2, 112-125, March, 1993. (114 citations)

Griffin, Abbie, "Evaluating QFD's Use in U.S. Firms as a Process for Developing Products," *Journal of Product Innovation Management*, 9:3, 171-187, September, 1992 (lead article).

Griffin, Abbie, and John R., Hauser, "Patterns of Communication Among Marketing, Engineering and Manufacturing -- A Comparison between Two New Product Teams," *Management Science*, 38:3, 360-373, March 1992. (179 citations)

Griffin, Abbie, "Semiconductor Technology Flow Through Formal Technology Transfer," *IEEE Transactions on Engineering Management*, May, 1989.

#### **CITATIONS**

2010 citations totaled 177. The top 8 articles, each of which had over 100 citations, total 1,578 citations through December, 2008 in the Social Science Citation Index.

#### **BOOKS, REFEREED BOOK CHAPTERS AND REFEREED PROCEEDINGS**

Griffin, Abbie, Raymond L. Price and Bruce Vojak, *SERIAL INNOVATORS: How Individuals Create and Deliver Breakthrough Innovations in Existing Organizations*, Palo Alto, CA: Stanford University Press, forthcoming, April, 2012

Griffin, Abbie, "Qualitative Research Methods for Investigating Business-to-Business Marketing Questions," Chapter 35 in *Handbook of Business-to-Business Marketing*, Gary Lilien and Rajdeep Grewal, editors, Elgar Publishing, forthcoming, 2011, pages 659-679.

Griffin, Abbie, "Leadership Roles in Product Development," in *Wiley International Encyclopedia of Marketing, Volume 5: Product and Innovation Management*, Barry Bayus, editor, pages 121-124, 2011.

Hauser, John, Abbie Griffin, Robert L. Klein, Gerald M. Katz, and Steven P. Gaskin, "Quality Function Deployment (QFD), in *Wiley International Encyclopedia of Marketing, Volume 5: Product and Innovation Management*, Barry Bayus, editor, pages 213-217, 2011.

Gaskin, Steven P., Abbie Griffin, John R. Hauser, Gerald M. Katz, and Robert L. Klein, "Voice of the Customer," in *Wiley International Encyclopedia of Marketing, Volume 5: Product and Innovation Management*, Barry Bayus, editor, pages 263-267, 2011.

Biemans, Wim, Abbie Griffin and Rudy Moenaert, "In Search of the Classics: A Study of the Impact of JPIM Papers from 1984-2003," Product Development & Management Association Research Conference Proceedings, Orlando, FL, September 29-30, 2007.

### **BOOKS, REFEREED BOOK CHAPTERS AND REFEREED PROCEEDINGS (continued)**

Hoffman, Nathan, Abbie Griffin, Raymond L. Price, and Bruce Vojak, "How Serial Innovators Navigate the Fuzzy Front End of Innovation," Product Development & Management Association Research Conference Proceedings, Orlando, FL, September 29-30, 2007.

Griffin, Abbie, and Stephen Somermeyer, editors, *The PDMA ToolBook3 for New Product Development*, John Wiley & Sons, September, 2007.

Griffin, Abbie, Nathan Hoffman, Raymond L. Price, and Bruce Vojak, "The Processes by Which Serial Innovators Innovate," EIASM International Product Development Conference Proceedings, Porto, Portugal, June 10-12, 2007.

Edward W. Sim, Abbie Griffin, Raymond L. Price and Bruce Vojak, "Differences Between Inventors, Champions, Implementers and Serial Innovators in Developing New Products in

Large, Mature Firms," Proceedings of the Product Development & Management Association Research Conference, Atlanta, GA, October 21-22, 2006.

Edward W. Sim, Abbie Griffin, Raymond L. Price and Bruce Vojak, "Differences Between Inventors, Champions, Implementers and Serial Innovators in Developing New Products in Large, Mature Firms," Proceedings of the European Institute for the Advancement of Study of Management International Product Development Conference, Milan, Italy, June 2006.

Abbie Griffin, Raymond L. Price, Matthew M. Maloney, Bruce Vojak and Edward W. Sim "Voices from the Field: How Exceptional Electronic Industrial Innovators Innovate," American Marketing Association Conference Proceedings, St. Petersburg, FL, February 2006. Winner of Best Paper Award for the Innovation Track.

Regina C McNally and Abbie Griffin, "The Role of Customer Relationship Management Software in Customer Satisfaction: Examining Service Employee-Customer-Technology Relationships," American Marketing Association Conference Proceedings, St. Petersburg, FL, February 2006.

Abbie Griffin, Raymond L. Price, Matthew M. Maloney, Bruce Vojak and Edward W. Sim "Voices from the Field: How Exceptional Electronic Industrial Innovators Innovate," Product Development & Management Association International Research Conference, San Diego, CA, October 2005.

Marvel, Matthew, Abbie Griffin, John M. Hebda and Bruce A. Vojak, "Studying Highly Valued Technical Professional Motivation Using a Corporate Entrepreneurship Framework: Voices from the Field," Proceedings of Bridging The Gap: Entrepreneurship In Theory And Practice, Singapore Management University 2005 EDGE Conference, Singapore, July 11-13, 2005.

Griffin, Abbie and Cele C. Otnes, editors, *16th Paul D. Converse Symposium*, American Marketing Association Publications, Chicago, IL, February, 2005.

Biemans, Wim, Abbie Griffin and Rudy Moenaert, "Twenty Years of the Journal of Product Innovation Management: History, Participants and Knowledge Stock and Flows," Proceedings of the PDMA International Research Conference, Chicago, IL, October 23-24, 2004.

**BOOKS, REFEREED BOOK CHAPTERS AND REFEREED PROCEEDINGS (continued)**

Kahn, Kenneth B., Abbie Griffin, and George Castellion, editors, *The PDMA Handbook of New Product Development*, Second Edition, John Wiley & Sons, October, 2004.

Belliveau, Paul, Abbie Griffin, and Stephen Somermeyer, editors, *The PDMA ToolBook2 for New Product Development*, John Wiley & Sons, October, 2004.

Veldhuizen, Erik, Erik Jan Hultink, and Abbie Griffin, "Exploring Antecedents And Consequences Of Market Information Processing For More Innovative Products," European Institute for the Advancement of Management International Product Development Conference Proceedings, Dublin, Ireland, June 20-21, 2004.

Schmidt, Jeffrey B., Roger J. Calantone, Abbie Griffin, and Mitzi M. Montoya-Weiss, "Do Certified Mail Third-Wave Follow-Ups Really Boost Survey Response Rates?" 2004 AMA Winter Educators' Conference Proceedings William L. Cron and George S. Low (eds.), 333-40, February 2004.

Griffin, Abbie, "Marketing's Role in New Product Development and Product Management Decisions," Chapter 9 in Douglas Hoffman, editor, *Marketing Management: Best Practices*, Thomson Learning., August 1999, 3rd Edition, January 2004.

Veldhuizen, Erik, Erik Jan Hultink and Abbie Griffin, "Market Information Processing for High-Tech Products: An Empirical Investigation," Product Development & Management Association International Research Conference Proceedings, Boston, MA, October 4-8, 2003.

Zahay, Debra, Abbie Griffin and Elisa Fredericks, "Exploring Information Use in Detail in the New Product Development Process," Product Development & Management Association International Research Conference Proceedings, Boston, MA, October 4-8, 2003.

Veldhuizen, Erik, Erik Jan Hultink and Abbie Griffin, "Market Information Processing for High-Tech Products: An Empirical Investigation," European Institute for the Advancement of Management International Product Development Conference Proceedings, and Christer Karlsson Best Paper Award, runner up, Brussels, Belgium, June 10-11, 2003.

Griffin, Abbie, Paul Belliveau and Stephen Somermeyer, editors, *The PDMA ToolBook for New Product Development*, Wiley Publishing, March, 2002.

Griffin, Abbie, "Marketing's Role in New Product Development and Product Management Decisions," Chapter 8 in Douglas Hoffman, editor, *Marketing Management: Best Practices*, Thomson Learning, August 1999, 2<sup>nd</sup> Edition, August 2002.

Griffin, Abbie and James Hess, editors, *15th Paul D. Converse Symposium*, American Marketing Association Publications, Chicago, IL, December, 2000.

Hultink, Erik Jan, Henry Robben and Abbie Griffin, "Conceptual and Empirical Relationships Among Dimensions of New Product Performance," *Proceedings of the European Marketing Academy Conference*, Berlin, Germany, May 11-14, 1999.

### **BOOKS, REFEREED BOOK CHAPTERS AND REFEREED PROCEEDINGS (continued)**

Edward F. McDonough III and Abbie Griffin, "Creating Systemic Capability for Consistent High Performance New Product Development," in *New Product Development and Production Networks - Learning from Experiences in Different Industries and Countries*, Ulrich Jurgens, editor, Springer Verlag, 1999.

Griffin, Abbie, "Drivers Of New Product Development Success: Multivariate Results From PDMA's Best Practices Research," *Proceedings of the 5<sup>th</sup> International Product Development Conference*, European Institute for Advanced Studies in Management, Como, Italy, May, 1998

Griffin, Abbie, "You Are What You Measure: Comments on John Hauser and the Converse Award," *14th Paul D. Converse Symposium*, James D. Hess and Kent B. Monroe, editors, American Marketing Association Publications, 91-96, 1998.

Griffin, Abbie, "Measuring Product Development to Improve the Quality of the Process," Chapter 5 in *The Practice of Quality Management*, Phillip J. Lederer and Uday S. Karmarkar, editors, Boston: Kluwer Academic Publishers, 117-146, February, 1997.

Hultink, Erik Jan, Abbie Griffin, Susan Hart and Henry S.J. Robben, "Industrial New Product Launch Strategies and Product Development Performance," *Proceedings of the 20<sup>th</sup> International PDMA Conference: Right Products - Products Right*, PDMA, 32-49, October, 1996.

Rosenau, Milton C., Abbie Griffin, Ned Anschuetz and George Castellion, editors, *The PDMA Handbook of New Product Development*, John Wiley & Sons, October, 1996.

Griffin, Abbie, "Obtaining Customer Needs for Product Development," Chapter 11 in *The PDMA Handbook of New Product Development*, Milton C. Rosenau, Abbie Griffin, Ned Anschuetz and George Castellion, editors, John Wiley & Sons, Inc., 153-166, October, 1996.

Griffin, Abbie, "The Impact of Engineering Design Tools on New Product Development Efficiency and Effectiveness," *Proceedings of the 3<sup>rd</sup> International Product Development Conference*, European Institute for Advanced Studies in Management, Fountainbleu, France, April, 1996.

Griffin, Abbie, "Measuring Product Development Cycle Time Across Industries," *Proceedings of the 2<sup>nd</sup> International Product Development Conference*, European Institute for Advanced Studies in Management, Göteborg, Sweden, May, 1994.

## **UNPUBLISHED WORKING PAPERS**

Kester, Linda, Abbie Griffin and Erik Jan Hultink, "Unraveling Process Dynamics in Strategic NPD Portfolio Decision-Making"

## **MISCELLANEOUS PUBLICATIONS AND WORKING PAPER SERIES**

Griffin, Abbie, Nathan Hoffman, Raymond L. Price and Bruce Vojak, "How Serial Innovators Navigate the Fuzzy Front End Of New Product Development," Marketing Science Institute Report # 07-202, September, 2007  
(<http://www.msi.org/publications/publication.cfm?pub=1255>)

Hauser, John R., Gerard J. Tellis, and Abbie Griffin, "Research on Innovation: A Review and Agenda for Marketing," Marketing Science Institute Report # 05-200f, January, 2005.

Zahay, Debra, and Abbie Griffin, "Are Customer Information Systems Worth It? Results from B2B Services," Marketing Science Institute Report # 02-113, October, 2002

Griffin, Abbie, "Drivers of NPD Success: The 1997 PDMA Report," Product Development & Management Association, October, 1997.

Griffin, Abbie, "Modeling and Measuring Product Development Cycle Time," Marketing Science Institute Report # 95-117, November, 1995.

Griffin, Abbie, and John R. Hauser, "Integrating Mechanisms for Marketing and R&D," Marketing Science Institute Report # 94-116, October, 1994.

Griffin, Abbie, "Measuring Product Development Time to Improve the Development Process," Marketing Science Institute Report # 93-118, October, 1993.

Griffin, Abbie, and John R. Hauser, "The Voice of the Customer," Marketing Science Institute Report # 92-106, March, 1992.

Griffin, Abbie, "Evaluating Development Processes: QFD as an Example," Marketing Science Institute Report # 91-121, July, 1991.

Whisnant, Richard, R. Lucic, A. Griffin, K. Barbour, B. Beatty, and D. Rogers, "SRC Study of Technology Transfer in Japan," Semiconductor Research Corporation Publication #S880007, April 19, 1988.



## CONFERENCE PRESENTATIONS

“Antecedents and Consequences of Portfolio Decision-Making Effectiveness,” Linda Kester, Abbie Griffin, and Erik Jan Hultink, PDMA Academic Research Forum, Phoenix, AZ, October 29-30, 2011.

“An Empirical Test of the Antecedents and Consequences of Portfolio Decision-Making Effectiveness, Linda Kester, Abbie Griffin, and Erik Jan Hultink, 18<sup>th</sup> EIASM International Product Development and Management Conference, Delft, the Netherlands, June 4-7, 2011.

“Consequences of New Product Development Speed: A Meta-Analysis,” Cankurtaran Pinar, Fred Langerak, and Abbie Griffin, 18<sup>th</sup> EIASM International Product Development and Management Conference, Delft, the Netherlands, June 4-7, 2011.

“An empirical test of portfolio decision making effectiveness,” Linda Kester, Abbie Griffin, and Erik Jan Hultink, American Marketing Association Winter Educator’s Conference, San Antonio, TX, February 18-20, 2010.

“An empirical test of portfolio decision making effectiveness,” Linda Kester, Abbie Griffin, and Erik Jan Hultink, Marketing Science, Cologne, Germany, June 14-16, 2010.

“An empirical test of portfolio decision making effectiveness,” Linda Kester, Abbie Griffin, and Erik Jan Hultink, EIASM International Product Development Conference, Murcia, Spain, June 10-12, 2010.

“Mandatory Adoption of Customer Relationship Management Software: Impact in Attitude-Intention Models,” (with Regina McNally), Marketing Science, University of Michigan, Lansing, MI, June 4-6, 2009.

“How Serial Innovators Gain an Understanding of Customer Needs,” Marketing Science, University of Michigan, Lansing, MI, June 4-6, 2009.

“How Serial Innovators Gain an Understanding of Customer Needs,” The Erin Anderson Invitational B2B Research Conference, The Wharton School, Philadelphia, PA October 16-19, 2008.

Conference Chair, Product Development & Management Association Research Forum, Orlando, FL, September 14-15, 2008.

“Published Research on Innovation,” Rensselaer Polytechnical Institute, Lally School of Management & Technology Mini-Conference on Marketing and Innovation, Troy, NY, May 1-3, 2008.

“In Search of the Classics: A Study of the Impact of JPIM Papers from 1984-2003,” (with Wim Biemans and Rudy Moenaert, Product Development & Management Association Research Conference, Orlando, FL, September 29-30, 2007.

“How Serial Innovators Navigate the Fuzzy Front End of Innovation,” (with Nathan Hoffman, Raymond L. Price, and Bruce Vojak), Product Development & Management Association Research Conference, Orlando, FL, September 29-30, 2007.

## **CONFERENCE PRESENTATIONS** (continued)

“The Serial Innovator Project: A Process Perspective on Innovation Interfaces,” 17<sup>th</sup> European Doctoral Summer School in Technology Management, University of Twente, the Netherlands, August 17-24, 2007.

“The Processes by Which Serial Innovators Innovate,” (with Lieutenant Nathan Hoffmann, Raymond L. Price, and Bruce A. Vojak), EIASM International Product Development Conference, Porto, Portugal, June 10-12, 2007.

“Differences Between Inventors, Champions, Implementers and Serial Innovators in Developing New Products in Large, Mature Firms” (with Edward W. Sim, Raymond L. Price and Bruce Vojak), Product Development & Management Association Research Conference, Atlanta, GA, October 21-22, 2006.

“Differences Between Inventors, Champions, Implementers and Serial Innovators in Developing New Products in Large, Mature Firms” (with Edward W. Sim, Raymond L. Price and Bruce Vojak), European Institute for the Advancement of Study of Management International Product Development Conference, Milan, Italy, June 2006.

“Voices from the Field: How Exceptional Electronic Industrial Innovators Innovate” (with Raymond L. Price, Matthew M. Maloney, Bruce Vojak and Edward W. Sim), American Marketing Association Winter Educators Conference, St. Petersburg, FL, February 2006. Winner of Best Paper Award for the Innovation Track.

“The Role of Customer Relationship Management Software in Customer Satisfaction: Examining Service Employee-Customer-Technology Relationships” (with Regina C. McNally), American Marketing Association Winter Educators Conference, St. Petersburg, FL, February 2006.

“Voices from the Field: How Exceptional Electronic Industrial Innovators Innovate” (with Raymond L. Price, Matthew M. Maloney, Bruce Vojak and Edward W. Sim), Product Development & Management Association International Research Conference, San Diego, CA, October 2005.

“Studying Highly Valued Technical Professional Motivation Using a Corporate Entrepreneurship Framework: Voices from the Field” (with Matthew Marvel, John M. Hebda and Bruce A. Vojak), Bridging The Gap: Entrepreneurship In Theory And Practice, Singapore Management University 2005 EDGE Conference, Singapore, July 11-13, 2005.

“How Exceptional Electronics Industrial Innovators Innovate,” (with Raymond Prices and Bruce Vojak), Innovation Research Network Conference, Boston College, Boston, MA, May 7, 2005.

“Twenty Years of the Journal of Product Innovation Management: History, Participants and Knowledge Stock and Flows,” (with Wim Biemans, and Rudy Moenaert), PDMA International Research Conference, Chicago, IL, October 23-24, 2004.

## **CONFERENCE PRESENTATIONS** (continued)

## **CONFERENCE PRESENTATIONS** (continued)

“Product and Technical Visionaries as Sources of Customer Insight,” Marketing Science Institute Conference on Integrating Customer Insights into Company Actions, Austin, TX, September 21-23, 2004.

“Product Visionaries: Key to Innovation?,” Marketing Science Institute Hot Thoughts on Innovation: Insights at the Intersection of Marketing & Technology, Boston, MA, August 6, 2004.

“New Product Management and Innovation,” Invited Session Chair, ISBM New Priorities and Challenges for Business-to-Business Marketers, Harvard Business School, Boston, MA August 5-6, 2004.

Veldhuizen, Erik, Erik Jan Hultink, and Abbie Griffin, “Exploring Antecedents And Consequences Of Market Information Processing For More Innovative Products,” European Institute for the Advancement of Management International Product Development Conference Proceedings, Dublin, Ireland, June 20-21, 2004.

“Recap: PDMA’s 1990 and 1995 Best Practices Studies,” PDMA/IIR Comparative Performance Assessment Conference, New Orleans, LA, March 17-19, 2004. Also, Conference Co-Chair.

“Do Certified Mail Third-Wave Follow-Ups Really Boost Survey Response Rates?,” (with Jeffrey B. Schmidt, Roger Calantone and Mitzi Montoya-Weiss), Winter AMA, Tucson, AZ, February 7, 2004.

“Managing the Promotion and Tenure Process,” in “Effective Strategies For Early Faculty Career Management,” Special Session Organized by K. Sivakumar, Winter AMA, Tucson, AZ, February 7, 2004.

“The Differential Value of Customer Transactional versus Relational Data,” Direct Marketing Educator’s Conference (with Debra Zahay), October 12, 2003. Co-winner, Best Paper Award.

“Market Information Processing for Really New Products: Does Market Information Matter?,” Product Development & Management Association International Research Conference (with Erik Veldhuizen and Erik Jan Hultink), Boston, MA, October 4-8, 2003.

“Exploring Information Use in Detail in the New Product Development Process,” Product Development & Management Association International Research Conference (with Debra Zahay and Elisa Fredericks, Boston, MA, October 4-8, 2003.

“The Effects of the Institutionalization of Relationship marketing in Inter-Organizational Business-to-Business Exchanges,” Marketing Science (with Regina McNally), and Session Chair for the Special Session on the Diffusion of Marketing Science and Marketing Models into Practice. University of Maryland, College Park, MD, June 13-16, 2003.

“Market Information Processing for High-Tech Products: An Empirical Investigation,” European Institute for the Advancement of Management International Product Development Conference

(with Erik Veldhuizen and Erik Jan Hultink), and Christer Karlsson Best Paper Award, runner up, Brussels, Belgium, June 10-11, 2003.

#### **CONFERENCE PRESENTATIONS** (continued)

“Transaction Cost Analysis in Make-or-buy Decisions: A Diminishing Role” (with Regina McNally), 4<sup>th</sup> Annual North American Research and Teaching Symposium on Purchasing and Supply Chain Management, Tempe, AZ, March 20-22, 2003.

“Successful, Significant New Products,” ISBM Annual Member Meeting, Orlando, FL, February 13-14, 2003.

“Modeling When to Measure New Product Development Success,” Marketing Science Conference, University of Alberta, Edmonton, Canada, June 27-30, 2002.

“Integrating Customer Information into the New Product Development Process,” (with Debra Zahay and Jeffrey Schmidt), Marketing Science Conference, University of Alberta, Edmonton, Canada, June 27-30, 2002.

“Shepherding Papers through the Review Process,” Midwest Marketing Camp, University of Illinois, Urbana-Champaign, Champaign, IL, June 7-9, 2002.

PDMA’s ToolBox for New Product Development, Conference Co-Chair, Chicago, IL. April 24-26, 2002.

“Best Practices in New Product Development,” Product Development & Management Association, Western NY Chapter, Rochester, NY, April 9, 2002.

“Best Practices in New Product Development,” Product Development & Management Association, Texas Chapter, Houston, TX, March 21, 2002.

“Best Practices in New Product Development,” Product Development & Management Association, Minnesota Chapter, Minneapolis, MN, March 4, 2002.

“Best Practices in New Product Development,” Product Development & Management Association, Southern California Chapter, Los Angeles, CA, January 22, 2002.

“Modeling When to Measure New Product Development Success,” and Session Chair, Product Development and Product Innovation I, Marketing Science Conference 2001, Johannes Gutenberg-University of Mainz, Wiesbaden, Germany, July 5-8, 2001

“A Market Information Model for the Development of New Intelligent Products,” (with Erik Veldhuizen and Erik Jan Hultink), The 8<sup>th</sup> International Product Development Conference, European Institute for Advanced Studies in Management, Enschede, The Netherlands, June 11-12, 2001.

“Trends in New Product Development,” New Product Development and Innovation Research Workshop, Loughborough University, Loughborough, UK, March 23, 2001.

“State of the Art: Research on New Product Development,” Strathclyde Product and Service Innovation Workshop,” Glasgow, Scotland, March 20-22, 2001.

### **CONFERENCE PRESENTATIONS** (continued)

“State of the Art: Research on New Product Development,” “Cues for Publishing,” and “New Product Development Gate Decisions: Establishing Norms and Best Practices,” Copenhagen Business School, Copenhagen, Denmark, February 5-7, 2001.

“Linking Portfolio to Strategy, Over Time: Tool Enabled, but People Dependent,” IIR and PDMA Conference on Portfolio Management for New Product Development, Fort Lauderdale, FL, January 24-26, 2001.

“Issues in Product Development Research,” Product Development & Management Association 2000 International Conference, New Orleans, LA, October 11-15, 2000.

“The Future of Marketing,” 2000 AMA-Sheth Foundation Doctoral Consortium, The University of Western Ontario, London, Ontario, Canada, August 1-5, 2000.

“Modeling When to Measure New Product Success,” 2000 Marketing Science Conference, University of California at Los Angeles, Los Angeles, CA June 23-25, 2000.

“Innovating Through Product Visionaries,” Marketing Science Institute Conference on Creativity and New Product Development, Denver, CO, June 2-3, 2000.

“Customization Versus Privacy,” Marketing Science Institute Conference on The World According to E: E-Commerce and E-Customers, Coral Gables, FL, December 2-3, 1999.

“Marketing and Innovation,” 1999 AMA-Sheth Foundation Doctoral Consortium, University of Southern California, Los Angeles, CA, August 3-7, 1999.

“Mapping Marketing Research Activities,” 1999 Marketing Science Conference, Syracuse, NY, May 20-23, 1999.

“Conceptual and Empirical relationships Among Dimensions of New Product Performance” (with Erik Jan Hultink and Henry Robben), European Marketing Academy Conference, Berlin, Germany, May 11-14, 1999.

“Managing the Fuzzy Front End of New Product Development for Success,” Institute for the Study of Business Markets Consortium on New Product Development, Philadelphia, PA, May 12, 1999.

“Toward a Market of One,” PDMA Conference on the Voice of the Customer, San Francisco, CA, March 22, 1999.

“Product Development Best Practices Research: An Insider’s Guide,” PDMA International Conference, Atlanta, GA, October 4-7, 1998.

“Plenary Session – Creativity and Marketing Innovation,” 1998 AMA-Sheth Foundation Doctoral Consortium, Terry College of Business Administration, The University of Georgia, Athens, GA, August 11-15, 1998.

“Drivers of New Product Development Success,” 1998 INFORMS Marketing Science Conference, INSEAD, Fontainebleau, France, July 10-13, 1998.

#### **CONFERENCE PRESENTATIONS** (continued)

“Organizing, Motivating and Implementing Great New Product Processes and Programs,” The 15th Anniversary ISBM Members Meeting, The Institute for the Study of Business Markets, Pennsylvania State University, State College, PA, June 15-17, 1998.

“Drivers Of New Product Development Success: Multivariate Results From PDMA’s Best Practices Research,” The 5th International Product Development Conference, European Institute for Advanced Studies in Management, Como, Italy, May, 1998.

“Drivers of NPD Success,” PDMA International Conference, Monterey, CA, October 19-22, 1997.

“Matching the Right Organizational Practices to a Firm’s Innovation Strategy” (with Edward F. McDonough III), PDMA International Research Conference, Monterey, CA, October 19-22, 1997.

“Researcher-Practitioner Alliances in the 21<sup>st</sup> Century: Developing NPD Infrastructure Theory and Putting it into Practice with New Pig Corporation” (with Edward F. McDonough III), The 1997 R&D Management Conference, Managing R&D into the 21<sup>st</sup> Century; Theory and Practice, the Tools of the Trade, Manchester, England, July 18-21, 1997.

“Should Customers be Involved in the Fuzzy Front End?,” PDMA Frontier Dialogue on the Fuzzy Front End of New Product Development, Interlaken, CT, May 14-16, 1997.

“Creating Systemic NPD Capability” (with Edward F. McDonough III), International Conference on New Product Development and Production Networks - Learning from Experiences in Different Industries and Countries, Berlin, Germany, March 1997.

“The Marketing/R&D Interface” (with John R. Hauser), Marketing Science Institute Conference on Interfunctional Interfaces: The Management of Corporate Fault Zones, Menlo Park, CA, December 4-5, 1996.

“What We Don’t Know About Product Development,” Right Products - Products Right, 20<sup>th</sup> Annual PDMA International Conference, Orlando Florida, October 13-16, 1996.

“Mechanisms for Integrating Marketing and R&D,” MacQuarie University Graduate School of Management Research Seminar Series, Sydney, Australia, September 18, 1996.

“Using Processes and Teams to Shorten Development Time,” Concept to Customer: Accelerating Product Development, Queensland Manufacturing Institute, Brisbane, Australia, September 16-18, 1996.

"Recommended Measures for Product Development Success and Failure," The Institute for the Study of Business Markets Annual Meeting, The Pennsylvania State University, June 4-6, 1996.

"Mechanisms for Integrating Across R&D, Marketing and Manufacturing for Product Development," INFORMS, Washington, DC, May 5-8, 1996.

#### **CONFERENCE PRESENTATIONS** (continued)

#### **CONFERENCE PRESENTATIONS** (continued)

"You are What You Measure: Comments on John Hauser and the Converse Award," Fourteenth Paul D. Converse Marketing Symposium, American Marketing Association, Allerton Park and Conference Center, University of Illinois, May 6-8, 1996.

"The Impact of Engineering Design Tools on New Product Development Efficiency and Effectiveness," EIASM Third International Conference on New Approaches to Development and Engineering, Paris, France, April 14-15, 1996.

"In Search of Generic Launch Strategies," (with Erik Jan Hultink, Henry Robben and Susan Hart) EIASM Third International Conference on New Approaches to Development and Engineering, Paris, France, April 14-15, 1996.

"Creating Consistent High Performance Product Development Using Novel Market Research Tools and Techniques," (with Edward F. McDonough III) American Marketing Association Winter Educator's Conference, Hilton Head, South Carolina, February 4-6, 1996.

"Best Practices in Product Development," Product Development and Management Association International Conference, Minneapolis, MN October 10-14, 1995.

"Measuring and Modeling Product Development Cycle Times Across Industries," Organizational Innovation for Effective New Product Development, Marketing Science Institute, Boston, MA September 14-15, 1995.

"New Product Teams: Frontier Dialogue Conference," Conference Co-Chair, Winston-Salem, NC, July 12-14, 1995.

"Prescribing Product Development Success Measures," and Session Chair for New Product Design Session, 1995 INFORMS Marketing Science Conference, University of New South Wales, Sydney, Australia, July 2-5, 1995.

"Modeling and Measuring Product Development Cycle Time Across Industries," Innovation in New Product Development: Best Practices in Research, Modeling and Applications, The Wharton School, May 25-26, 1995.

"Developing Products and Services: So How Do You Know How Well You've Done?," Improving the New Product Development Process: Lessons From Experts, University of Houston, Department of Marketing Entrepreneurship, Houston, TX May 10-11, 1995.

"Benchmarking Modes of Technology Transfer in the Semiconductor Industry," Technology Transfer Society, E-4 Spring Meeting, Arlington, VA April 26, 1995.

"Semi-Conductor Technology Flow Through Formal Transfer Mechanisms," INFORMS Los Angeles Spring 1995 Meeting, April 23-26, 1995.

"Developing Products and Services: So How Do You Know How Well You've Done?" American Productivity & Quality Center, International Benchmarking Clearinghouse, Member and Common Interest Group Meetings, Clearwater/Tampa, FL, January 24, 1995.

#### **CONFERENCE PRESENTATIONS** (continued)

"Using Product Development to Change the Way You Communicate with Suppliers," The Institute for the Studies of Business Markets 11th Annual Members Meeting, State College, PA, June 7-9, 1994.

"Metrics for Measuring Product Development Cycle Time," EIASM Second International Conference on New Approaches to Development and Engineering, Göteborg, Sweden, May 30-31, 1994.

"Launch Strategies for Consumer Electronics Firms," EIASM Second International Conference on New Approaches to Development and Engineering, Göteborg, Sweden, May 30-31, 1994.

"Effects of Development Process Factors on Development Production and Design Success," ORSA/TIMS 35th Joint National Meeting, Chicago, IL May 16-19, 1993.

"Measuring Product Development to Improve the Quality of the Process," Field Studies in Quality Management Conference, Simon School, University of Rochester, Rochester, NY, March 26-27, 1993.

"Metrics for Measuring Product Development Cycle Times," ORSA/TIMS Marketing Science Conference, Washington University, St. Louis, MO, March 12-13, 1993.

"Metrics for Measuring Product Development Cycle Time," University of Florida's Winter Research Retreat, Gainesville, FL, February 26-27, 1993.

"The Voice of the Customer," and Session Chair, "Recent Developments in Industrial Market Research," Product Development & Management Association 17th Annual International Conference, Chicago, IL, October 13-17, 1992.

"Obtaining Customer Needs for New Product Development Using the Voice of the Customer," ORSA/TIMS Marketing Science Conference, London Business School, July 12-15, 1992.

"Metrics for Measuring New Product Development," Conference for Making Statistics in More Effective in Business Schools, University of Tennessee, Knoxville, TN, June 26, 1992.

"Managing the Technology/Marketing Interface: A Research Review," Product Development and Management Association Conference, Managing the Technology/Marketing Interface for Successful New Products - 1992, Baltimore, MD, June 4, 1992.



"Benchmarking New Product Development," International Industrial Engineering Conference, Chicago, IL, May 17-20, 1992.

"Benchmarking Product Development Cycle Times Before Reducing Them," Analytical Instruments Association Spring Meeting, San Diego, CA, April 13, 1992.

"Taking Stock of Your Speed to Market and New Product Process Before You Make Improvements," PDMA and Institute for International Research joint Conference on Speeding New Products to Market: Best Practices, Chicago, IL, March 23-24, 1992.

#### **CONFERENCE PRESENTATIONS** (continued)

"Management's Role in Lead Time Reduction," The 15th Product Development & Management Association International Conference, Boston, MA October 17, 1991.

"Implementing Quality Function Deployment Successfully in American Companies," ORSA/TIMS 1990 Marketing Science Conference, Champaign, IL, March 23, 1990.

"New Product Development: A Quantitative Analysis of Interfunctional Communication," (with John R. Hauser) ORSA/TIMS 1990 Marketing Science Conference, Champaign, IL, March 24, 1990.

"Introduction and Overview: Speeding New Products to Market - Highway to Success or Collision Course?," also Session Chairman, same Session, Product Development & Management Association, 13th Annual Conference, Stamford, CT, Nov. 8-9, 1989.

"Contributions of Quality Function Deployment to Improving the New Product Development Process," Marketing Science Institute Conference on Improving the New Product Development Process, Cambridge, MA, October 26-27, 1989.

"Integrated Product Development; New Methodological Developments," (with John R. Hauser) ORSA/TIMS Marketing Science Conference, Duke University, Raleigh, NC, March 14-17, 1989.

## PROFESSIONAL EXPERIENCE

### **Navistar, International Truck and Engine**

Chicago, IL

Director. (1998 – 2009) Bring a marketing and new product development perspective to the Board of Directors for the corporate governance of this \$ 12 billion producer of trucks and diesel engines. Member of the Audit and Finance committees.

Marketing Consultant. (2009 – 2010) Aid the firm in developing more effective marketing programs.

### **Booz, Allen, and Hamilton**

New York, NY

Associate. (1984-1985) Consulted in marketing, strategic planning, and technology management to health care and chemical firms which required people experienced in both business and technical areas.

### **Corning Glass Works**

Corning, NY

Sales Development Specialist, Process Systems. (1983-1984) Developed and implemented an OEM marketing strategy for the Air Preheater heat exchanger. Sold glass chemical processing equipment.

Program Coordinator, BIOSystems. (1982-1983) Supervised the business development function. Managed two research groups engaged in enzyme and fermentation applications. Supervised market research and financial analysis functions and coordinated the support of all other Corning functions with project responsibility for the Nutrisearch joint venture.

Senior Market Analyst, BIOSystems. (1981-1982) Provided market and technology forecasts and financial analysis for whey- and food-related endeavors. Received capital appropriations to start a joint venture with the Kroger Company, build a whey processing plant and acquire related patented technology.

Summer Intern, BIOSystems. (Summer, 1980) Performed industrial market research leading to a marketing and operating strategy for Corning's immobilized enzyme processing technology.

### **Polaroid Corporation**

Cambridge, MA

Engineer, Applied Technology. (1977-1979) Performed product and process development on Polaroid's developer fluids. Also provided manufacturing and scale-up support to the plant.