Jacquelyn S. Thomas, Ph.D.
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Academic Appointments

2008- Present — SOUTHERN METHODIST UNIVERSITY, Dallas, TX
Edwin L. Cox School of Business
Associate Professor of Marketing
2010-2011 Outstanding MBA Teaching Award
2010-2011 Eugene T. Byrne Endowed Faculty Innovation Teaching Award

2002-2008 — NORTHWESTERN UNIVERSITY, Evanston, IL
Integrated Marketing Communications Department
Medill School
Associate Professor of Integrated Marketing Communications
Tenured Spring 2005
Maternity Leave Spring 2006
IMC 2002-2003 Teacher of the Year Award
IMC 2003-2004 Teacher of the Year Award

2000-2002 — EMORY UNIVERSITY, Atlanta, GA
Goizueta Business School
Assistant Professor of Marketing
Maternity Leave Spring 2002

1997-2000 — STANFORD UNIVERSITY, Stanford, CA
Graduate School of Business
Assistant Professor of Marketing,
Maternity Leave Fall 1999

Education

NORTHWESTERN UNIVERSITY, Evanston, IL December, 1997
J. L. Kellogg Graduate School of Management.
Doctor of Philosophy, Marketing.
Minor: Econometrics.
Awards: University Scholar, 1993-1997

NORTHWESTERN UNIVERSITY, Evanston, IL December, 1995
J. L. Kellogg Graduate School of Management.
Master of Science, Marketing.

NORTHWESTERN UNIVERSITY, Evanston, IL June, 1991
Bachelor of Arts, Mathematics. Phi Beta Kappa, GPA: 3.75/4.0

Research Interest

- Customer Relationship Management Strategies
- Customer Equity Analysis and Marketing Metrics
- Multi-Channel Retailing
- Database and Direct Marketing
- Social Media and Marketing
- Return on Marketing Investment

Academic Honors and Research Grants

Best Paper Award for the *Journal of Interactive Marketing* for the paper entitled "Investigating Cross-Buying and Customer Loyalty." (2009)

Best Paper in Track for Summer AMA (2009)

Awards Committee Chairperson for the *Journal of Marketing* MSI/Paul H. Root Award and the Harold H. Maynard Award. (2007)

Best Paper in the Sales and Relationship Marketing Track for Winter AMA 2008 for the paper "An Empirical Investigation into the Link between CRM and Firm Performance" (with Martin Reimann and Oliver Schilke)

Journal of Marketing Editorial Board (2006-present)

Journal of Relationship Marketing, Advisory Board *(2006-present)*

Marketing Science Institute /H. Paul Root Award, 2006, for the article "Balancing Acquisition and Retention Resources to Maximize Customer Profitability" *Journal of Marketing*, 69 (January), 63-79 (With Werner Reinartz and V. Kumar). The award recognizes the *Journal of Marketing* article that made the greatest contribution to the advancement of the practice of marketing in that year.

AMA-Sheth Foundation Doctoral Consortium Faculty (2005-2009)

Contributed to the development of a social media engagement metric which MotiveQuest LLC. Applied to received a federal trademark for in 2007

Northwestern University Medill Faculty Research Grant, 2005 ($8000)

Integrated Marketing Communications Teacher of the Year Award, 2002-2003 and 2003-2004

Transportation Research Board of the National Academy of Sciences Graduate Research Award Program on Public-Sector Aviation Issues, 1995

RESEARCH

Books

Blattberg, Robert C., Gary Getz, and Jacquelyn S. Thomas, (2001), *Customer Equity, Building and Managing Relationships as Valuable Assets,* Boston, Massachusetts, Harvard Business School Press.
(Translated in Chinese, Japanese, Korean, and Polish)

Book Chapters

Blattberg, Robert, and Jacquelyn Thomas, (2001) Valuing, Analyzing, and Managing the Marketing Function Using Customer Equity Principles. In Kellogg on Marketing, Dawn Iacobucci, editor, New York, John Wiley & Sons, Inc.

Blattberg, Robert C., and Jacquelyn S. Thomas (1998), the Fundamentals of Customer Equity Management. In Handbook of Customer Bonding: Basics, Concepts, and Experiences, M. Bruhn and C. Homburg (Eds.), Wiesbaden, Germany, Gabler Publishing.

Refereed Journal Publications

Thomas, Jacquelyn S., (2012) Expert Comment on "When to Drop an Unprofitable Customer," forthcoming *Harvard Business Review,* April, 2501-2504.

Dekimpe, Marnik, Katrjin Gielens, Jagmohan Raju, and Jacquelyn S. Thomas, (2011), "Strategic Assortment Decisions in Information-Intensive and Turbulent Environments," *Journal of Retailing,* 87S (1), S17-S28.

Reimann, Martin, Oliver Schilke, and Jacquelyn Thomas, (2010)"Customer Relationship Management and Firm Performance: The Mediating Role of Business Strategy," *Journal of the Academy of Marketing Science,*38, 326-346.

Reimann, Martin, Oliver Schilke, and Jacquelyn Thomas,(2010) "Toward an Understanding of Industry Commoditization: Its Nature and Role in Evolving Marketing Competition," *International Journal of Research in Marketing,* 27, 188-197.

Schilke, Oliver, Martin Reimann, and Jacquelyn Thomas,(2009) "When Does International Marketing Standardization Matter to Firm Performance?" *Journal of International Marketing,* 17 (4), 24-46.

Reinartz, Werner, Jacquelyn S. Thomas and Ganael Bascoul, (2008) "Investigating Cross-Buying and Customer Loyalty," *Journal of Interactive Marketing,* 22(Winter), 5- 20.

Arora, Neerja, Xavier Drez, Anindya Ghose, James Hess, Raghuram Iyengar, Bing Jing, Yogesh Joshi, V. Kumar, Nicholas Lurie, Scott Neslin, S. Sajeesh, Meng Su, Nirladri Syam, Jacquelyn Thomas, and Z. John Zang, (2008) " Putting One-to-One Marketing to Work: Personalization, Customization and Choice," *Marketing Letters,* 19 (3-4), 305-321.

Neslin, Scott, Dhruv Grewal, Robert Leghorn, Venkatesh Shankar, Marije Terling, Jacquelyn Thomas, and Peter Verhoef, (2006), "Challenges and Opportunities in Multichannel Customer Management, *Journal of Service Research*. 9(2), 1-18.

Thomas, Jacquelyn S., and Ursula Sullivan, (2005), "Managing Marketing Communications with Multichannel Customers" *Journal of Marketing*, 69 (October), 239-251.

Werner Reinartz, Jacquelyn S. Thomas, and V. Kumar, (2005) "Balancing Acquisition and Retention Resources to Maximize Customer Profitability" *Journal of Marketing*, 69 (January), 63-79.

Thomas, Jacquelyn, Werner Reinartz, and V. Kumar, (2004) "Getting the Most Out of All Your Customers*," Harvard Business Review*, July/August, 116-123.

Thomas, Reinartz and Kumar (2004), "Holen Sie Mehr Aus Ihren Kunden Heraus", *Harvard Business Manager,* 26 (November), p. 79-89.

Thomas, Jacquelyn, Robert Blattberg and Ed Fox, (2004) "Recapturing Lost Customers," *Journal of Marketing Research*, 41 (February), 31-45. 2004.

John Hogan, Don Lehman, Marina Merino, Raj Srivastva, Jacquelyn Thomas, and Peter Verhoef, (2002), "Linking Customer Assets to Shareholder Value," *Journal of Service Research*, August, 26-38.

Thomas, Jacquelyn, (2001) "A Methodology For Linking Customer Acquisition to Customer Retention," *Journal of Marketing Research*, 38 (May), 262-268.

Thomas, Jacquelyn S., (1997), "Econometric Analysis of Customer Retention in an Aviation Trade Organization," *Transportation Research Record*, no. 1567, 33-40.

White Papers

Thomas, Jacquelyn S., Sage Wodarz, Reigh Robitaille, (2008) "The Art and Science of Marketing Measurement," *Journal of Financial Transformations, Retail Financial Services,* 23, 43-50.

Black, Alexander J., and Jacquelyn S. Thomas (2004), "Customer Intelligence is the Catalyst for Competitive Differentiation," www.csc.com/solutions/customerrelationshipmanagement/

Research in Progress

"Investigating the Relationship Between the Content of Online Word of Mouth, Advertising and Firm Performance "co-authored with Shyam Gopinath and Lakshman Krishnamurthi. Under Revision for Marketing Science.

"Customer Winback" co-authored with Doreen Pick, Manfred Krafft, and Sebastian Tillmans. Under Revision for the Journal of Marketing.

"An Empirical Investigation Comparing the Impact of Catalogs versus Search Engine Advertising on Customer-Firm Relationships" co- authored with Peggy Tseng. Under Review at the Journal of Marketing Research.

"Customer Response to Email Marketing: Comparing Buys, Near Buys, and Non-Response," co-authored with Peggy-Tseng. This research is sponsored by the Wharton Customer Analytics Initiative.

"Investigating the Role of Assortment and Quality in Channel Choice," with Sandy Jap and Rick Briesch.

Published Cases

"Dell Computer: Inspiron Product Development" by Jacquelyn Thomas and Michael Rosenstein, Stanford University Case no: M293, 1998.

Selected Presentations and Conferences

Participant in Texas A&M University Thought Leadership Conference on "Innovations in Retailing," Winter 2010.

Invited plenary speaker and session moderator for the AMA Sheth Foundation Doctoral Consortium, Spring 2008 at the University of Missouri

Invited faculty to conference on Customer Experience Management in Retailing, Babson College, Spring 2008

Invited speaker to CRM Symposium at the Institute for Marketing of the University of Muenster, Fall 2007, Customer Engagement, Expanding our Concept of Customer Loyalty."

Invited faculty to Choice Conference at the Wharton School of the University of Pennsylvania, Spring 2007, "E-Customization and Social Media."

Invited faculty speaker a the AMA Sheth Foundation Doctoral Consortium, Spring 2007, "Communication Channels: Understanding the Influence of Social Media."

Point of Purchase Advertising Institute (POPAI), Summers 2005- 2007, "Consumer Behavior and Marketing at Retail."

Executive Education for Zhejiang University, Spring 2007, "Customer Relationship Management."

CSC Consulting Inc., "Analyzing Customer Behavior in a Multi-Channel Retail Environments," and 2005 "Customer Intelligence Diagnostic Survey," Fall 2005

Invited speaker to the AMA Sheth Foundation Doctoral Consortium, Summer 2005, "Multi-Channel Retailing and The Customer's Channel Choices Over Time."

3M, Communications Leadership Development Program, Spring, Fall, and Winter 2005, "Measuring the Effects of Marketing Communications,"

CSC Consulting Inc., November 2004, " Getting the Most Value From Your Customer Relationships," and "2004 Customer Intelligence Diagnostic Survey."

Marketing Science Institute Conference on *Does Marketing Measure Up?* Summer 2004, "Allocating Acquisition and Retention Resources to Maximize Customer Profitability."

J C Penny, Spring 2004, "Customer Migration: An Empirical Investigation Across Multiple Channels."

American Marketing Association, Winter 2004, Plenary Session Panelist, "The Value of Customers."

Cardinal Health, Winter 2004, "Advancing Customer Management Practices at Cardinal Health."

Selected Presentations and Conferences (Continued)

SourceLink Symposium, September 2003, "Effective Marketing to Current Customers."

Marketing Science Conference, June 2003, " Allocating Acquisition and Retention Resources to Maximize Customer Profitability."

AMA Sheth Foundation Doctoral Consortium Panel Moderator, June 2002, Emory University

Marketing Science Conference, July, 2001, " Modeling the Customer-Firm Relationship"

Customer Relationship Management Conference, June 2001, Boston College, Invited Attendee

American Marketing Association, Marketing Research Special Interest Group, August 2000, "An Empirical Investigation Into The Impact Of Cross-Buying On Customer Retention And Customer Lifetime Value."

Bouygues Telecom Executive Meetings, September 1999 " Managing Customer Equity."
Marketing Science Conference, July 1998, "Avoiding Data Truncation Bias in Customer Lifetime Analysis."

American Nursery and Landscape Association's Management Clinic, February, 1998, "Managing the Value of Your Customers."

TEACHING EXPERIENCE

Graduate and Undergraduate Courses Taught

Southern Methodist University

Marketing Management (MBA core course)
Fundamentals of Marketing (Undergraduate core course)

Medill School, Northwestern University

Marketing Management (M.S. core course)

Database Analysis and Segmentation (M.S. core course)
New Media Message Delivery (M.S. elective)

Goizueta Business School, Emory University
Marketing Strategy (MBA and BBA elective)
Strategic Customer Management (Executive Education)

Stanford University Graduate School of Business
Marketing Strategy (MBA elective)
Marketing Management (MBA core course)

J. L. Kellogg Graduate School of Management
Sales Promotions and Retailer Behavior (MBA elective)

Executive Education and Corporate Training

2007	Zhejiang University Lecturer for Chinese Executives during study abroad trip to U.S.
2006	Sun Yat Sen University Lecturer for Chinese Executives during study abroad trip to the U.S.
2005	Kellogg School of Management Lecturer in Executive course on Integrated Marketing Communications
2005	Institute for Media and Entertainment Lecturer in semester long course on Media Marketing
2004-2006	CSC Consulting Inc. Featured speaker at executive briefings about customer intelligence.
2005-2006	3M Communications Leadership Development Program Speaker in 3 day training program that focuses on marketing communications.
2004	CDW Corporation Developed and taught a 3-day seminar to over 80% of the CDW marketing organization on the "Fundamentals of Marketing."
2001	Goizueta Business School, Emory University Strategic Customer Management Course "Analytical Tools of Customer Relationship Management"

Teaching Interest

- Marketing Strategy
- Customer Relationship Management
- Database Marketing
- Marketing Management

SERVICE AND PROFESSIONAL EXPERIENCE

Corporate Board Affiliations
MotiveQuest LLC., *Advisory Board Member* 2007-2009
CMO COUNCIL™, *Advisory Board Member*

Some Focal Industries of Past Projects
Banking
Health Care
Financial Services
Soft Drink Retailing
General Merchandise Catalog Retailer
Newspapers
Home Organization and Improvement Solution Retailer
Airline Membership Program
Grocery Retail
Computer Manufacturing and Retailing

Academic Service

Editorial Boards and Reviewing
Board Member, Journal of Marketing
Board Member, Journal of Relationship Marketing
Ad-Hoc Reviewer, Marketing Science
Ad-Hoc Reviewer, Journal of Marketing Research
Ad-Hoc Reviewer, International Journal of Research in Marketing
Ad-Hoc Reviewer Journal of Consumer Research
Ad-Hoc Reviewer California Management Review
Ad-Hoc Reviewer, Journal of Interactive Marketing

Service to SMU
Cox Executive Committee 2010-
MBA Curriculum Committee 2009-present
Graduate Policy Committee 2009-present

Professional Experience

2007-2008	Analysis Group, Inc. *Expert Witness*
2004-2006	CSC Consulting, Inc. *Academic Affiliate*
2001-2003	Integral Inc., Boston, MA *Academic Affiliate*
1991-1993	Merck & Co. Inc., Chicago, IL *Professional Representative*
1988-1991	Students Publishing Company, Evanston, IL *Advertising Representative for* 'The Daily Northwestern'

Summers 1989, and 1990	British Petroleum America, Cleveland, OH *Marketing Intern*