



Marnik G. Dekimpe

Marnik G. Dekimpe (Ph.D., University of California, Los Angeles) is Research Professor of Marketing at Tilburg University (The Netherlands) and Professor of Marketing at KU Leuven (Belgium). He is also Distinguished Visiting Professor of Marketing and Tommie Goh Visiting Professor in Entrepreneurship and Business at the Lee Kong Chian School of Business at Singapore Management University.

He has won best-paper awards in *Marketing Science* (1995, 2001), the *Journal of Marketing Research* (1999), the *Journal of Marketing* (2010), the *International Journal of Research in Marketing* (1997, 2001, 2002, 2013), and *Technological Forecasting and Social Change* (2000). His work has also been published in journals such as *Management Science*, the *International Journal of Money and Finance*, the *Journal of Retailing*, *Organizational Behavior and Human Decision Processes*, and the *Journal of Econometrics*, among others.

In 2010-2012, he served as editor of the *International Journal of Research in Marketing*, the leading European marketing journal. He currently is an Associate Editor with the *Journal of Marketing Research*, and serves on the editorial boards of *Marketing Science*, the *Journal of Marketing*, the *International Journal of Research in Marketing*, the *Review of Marketing Science*, the *Journal of Interactive Marketing*, and *Marketing Letters*, among others. In 2007-2013, he was an academic trustee with the Marketing Science Institute. He is currently an academic trustee with AiMark.

His current research interests deal with recession marketing, the impact of product-harm crises, the drivers of private-label success, and the measurement of long-run marketing effects.

He has advised several key players in the CPG industry, especially on private-label and marketing-mix effectiveness issues. He also partners commercially with, as well as serves on the board of academic advisors of MarketShare, a strategic decision sciences firm serving nearly half the Fortune 500 companies.