

Paul Farris

Landmark Communications Professor (Retired)
University of Virginia Darden School of Business
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Education:

B.S., University of Missouri
MBA, University of Washington
DBA, Harvard University

Landmark Communications Professor Paul Farris taught at the Harvard Business School before his appointment at the **University of Virginia Darden School of Business**. He has worked in marketing management for UNILEVER, Germany and in account management for the LINTAS advertising agency.

Paul's general research focus is in the area of marketing productivity and measurement. His work has been published in 10 books and more than 70 articles, appearing in professional journals and publications such as *The Wall Street Journal*, *Harvard Business Review*, *Journal of Marketing*, *Marketing Science*, *Management Science*, *Decision Sciences*, *Journal of Interactive Marketing*, *Journal of Advertising Research*, *Journal of Retailing*, *Journal of the Academy of Marketing Science* and *Sloan Management Review*. Paul has co-authored award-winning articles on retailer power, marketing strategy and advertising testing. He has served as an academic trustee of the Marketing Science Institute and is a current or past member of the editorial boards for the *Journal of Marketing*, *the Journal of Retailing* and *the International Journal of Advertising*, *Marketing-Journal of Research and Management* and *the Journal of Advertising Research*.

His current research is on channel conflict and building coherent systems of marketing metrics. He is the co-author of three recent books, *Marketing Metrics: The Definitive Guide to Measuring Marketing Performance*, *Cutting Edge Marketing Analytics: Real World Cases and Data Sets for Hands-On Learning*, and *Getting Multi-Channel Distribution Right*. The first edition of *Marketing Metrics* was selected by *Strategy + Business*, as "Marketing Book of the Year."

Paul has consulted and taught executive education programs for many international companies. He has served on the board of directors for several companies including retailers, manufacturers of consumer products, construction materials and coatings, agricultural equipment and automotive component suppliers. Paul has also provided expert testimony in a number of marketing-related legal cases.

