

**CURRICULUM VITAE
DAVID WEINSTEIN**

Van Leer Professor of Industrial Marketing
INSEAD
Boulevard de Constance
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France

Born on May 1, 1943
Israeli/French Citizen

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Military Service

1961-1964: Sergeant, Israeli Defence Forces

Education

1967: B.A. Mathematical Statistics and Economics,
Hebrew University of Jerusalem
1972: PhD, Marketing and Management Information Systems,
Columbia University, New York City

Academic Fellowships and Awards

1967-1968: Columbia Business School Alumni Award
1968-1971: Columbia Doctoral Study Award
1969: American Marketing Association Doctoral Consortium Fellow
1971-1972: Consumer Research Institute: Post Doctoral Fellowship
1971: Elected to Beta Gamma Sigma Honorary Society
2003-4 Florida International University, Chapman Graduate School of Business, Global
MBA Best Professor Award
2004-5 Florida International University, Chapman Graduate School of Business,
International MBA Best Professor Award
2005-6 Florida International University, Chapman Graduate School of Business,
International MBA Best Professor Award
2005-6 Florida International University, Chapman Graduate School of Business,
International MB Best Course Award

Academic Positions

1968-1971 Faculty Assistant, Columbia University
1971-1972 Post Doctoral Research Fellow, Consumer Research Institute
1972-1998 Assistant Professor, Associate Professor and Professor of Marketing, INSEAD
1976-1977 Co-ordinator of Marketing Department, INSEAD
1977-1978 Visiting Scholar, Harvard Business School
1977-1984 Program Director of European Marketing Program, INSEAD
1977-1982 Associate Professor of Marketing, INSEAD
1981-1982 Co-ordinator of Marketing Department, INSEAD
1982-1984 Visiting Professor, Stanford University
1985-1986 Co-ordinator of Marketing Department, INSEAD

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| 1986-1987 | Visiting Scholar, Tel Aviv University |
| 1989-Todate | Program Director of Advanced Industrial Marketing Strategies, INSEAD |
| 1993-1994 | Henry Sweetbaum Distinguished Visiting Professor, The Wharton School, The University of Pennsylvania |
| 1994-1999 | Academic Co-director, Industrial Marketing Strategy, Aresty Institute, The Wharton School, University of Pennsylvania |
| 2003-2005 | Ryder Eminent Visiting Scholar, The Chapman Graduate School of Business, Florida International University |
| 2005-2007 | Barsky-Greenstein Visiting Professor, The Chapman Graduate School of Business, Florida International University |
| 2004-2007 | Program Director, Strategic Market Orientation, Florida International University |
| 1998-2004 | Van Leer Professor of Industrial Marketing, INSEAD |

Pedagogical Material Published Case Studies in European Case Clearing House

Henkel-Trifft & Instructor's Notes

Re-published in:

- Davis, Robert T., Harper W. Boyd Jr., and Frederick E. Webster Jr.,
Marketing Management Casebook, Richard D. Irwin Publishers, 1976, 1980
- Kerin, Roger A., and Robert A. Pearson, Strategic Marketing Problems,
Allyn & Bacon Publishers, 1983

Marex Teleshop & Instructor's Notes

Re-published in:

- Boyd, Harper W. Jr., and Robert Davis, Marketing Management Casebook,
Richard D. Irwin Publishers, 1976
- Lundstrum, William J., and William G. Zikmund, Best Cases in Marketing,
West Publishing Co., 1978
- Berhardt, Kenneth L., and Thomas C. Kinnear, Cases In Marketing,
Business Publications, Irwin Dorsey, 1978, 1980

Gustav Luebke KG & Instructor's Notes

Re-published in:

- Davis, Robert T., Harper W. Boyd Jr. And Frederick E. Webster Jr.,
Marketing Management Casebook, Richard D. Irwin Publishers, 1980
- Kerin, Roger A., and Robert A. Peterson, Strategic Marketing Problems,
Allyn & Bacon Publishers, 1981

Kolbe Coloured Chemicals Division (A), (B), (C) (with Reinhard Angelmar)

Published in:

- Davidson, William H. and Jose De La Torre, Managing the Global Corporation,
McGraw- Hill, 1989
- Darlypmle Douglas J. and Leonard J. Parsons, Marketing Management: Strategy and Cases,
John Wiley Publishers, 1990

Other Cases and Technical Notes in European Case Clearing House

- Nitzan Ltd., with Walter J. Salmon
- Zimmermann GmbH
- Sales Potential Evaluation of Industrial Products in France
- Pure Drugs (Role Playing Version)
- Advertising's Role in Society (Role Playing Version)
- Sales Force Composite Forecasting
- Volvo Ireland
- Volvo Grand Prix
- ABN Planet
- ABN North America
- AMRO Handelsbank
- ABN-AMRO: The Tulipstad District
- Banco Popular Español
- Credico Autobudget
- Indosuez Private Banking
- Recticel
- Diamant Boart
- Victoire Assurance
- Intel Inside
- Van Leer: The Total Case
- Norsk Hydro: Precision Agriculture
- Competition in the CRM Software Industry 2003
- Nissan Motors Ltd.: The Hakone Pilot

Industrial Marketing Decision Support Systems

- ADVISOR-EUROPE: Industrial Marketing Budget Determination
- Intel Inside: Measuring the Value of Brand Equity
- ABN-AMRO, The Tulipstad District: Simulating the business model of a retail banking network
- INDUSTRAT Benchmarking Data Base: support research based on INDUSTRAT data
- Intel Inside: a Conjoint Analysis for assessing Brand Equity

Pedagogical Simulations

- With Jean-Claude Larréché, INDUSTRAT: The Strategic Industrial Marketing Simulation (this simulation is an on going project, in its 10th version now. Used as a base for Industrial and Business to Business Marketing and Market Orientation courses at MBA and executive education level at INSEAD and under licence to instructors in leading business schools around the world). Among them Stanford University, The Wharton School of the University of Pennsylvania, The Sloan School of the Massachusetts Institute of Technology.

Books

-With Jean-Claude Larreche, INDUSTRAT: The Strategic Industrial Marketing Simulation, Prentice-Hall 1988

Research Publications

-With John U. Farley and John A. Howard, 'An Investigation of stability in Attitude Structure Towards a Product Class', Fred C. Allvine, Ed., Marketing in Motion, Relevance in Marketing, American Marketing Association, Fall 1971.

-With John U. Farley and John A. Howard, 'The Relationship of Liking and Choice to Attribute of an Alternative and their Saliency', Multivariate Behavioural Research, January 1974.

-With John U. Farley, 'Marketing Segmentation and Parameter Inequalities in a Buyer Behavioural Model', Journal of Business, October 1975.

-'Marketing and Communication of Family Planning Programs in Developing Countries', D. Izraeli and F. Maisner, Eds., Marketing Systems for Developing Countries, John Wiley and Sons Publishers, 1976.

-With John U. Farley and James M. Hulbert, 'Price Setting and Volume Planning by Two European Industrial Companies: A Study and Comparison of Decision Processes', Journal of Marketing, Winter 1980.

-'Sales Forecasting for Industrial Products', in Spyros Makridakis and Steven Wheelwright, Handbook of Forecasting, John Wiley and Sons Publishers, 1982.

-With Marcel L. Corstjens, 'Optimal Strategic Business Portfolio Analysis', Management Science, Marketing Planning Models, Vol. 8, 1982.

-With Gary Lilien, 'An International Comparison of Determinants of Industrial Marketing Expenditures', Journal of Marketing, September 1983.

Papers presented in Conference

-With John U. Farley and John A. Howard, 'An Investigation of Stability in Attitude Structure Towards a Product Class', American Marketing Association Educators' Conference, Minneapolis, Minn. Fall 1971.

-'Enlarging the Role of Communication in Family Planning Programs', International Marketing Federation Conference, Tel Aviv, 1974.

-With Spyros Makridakis and Anders Edstrom, 'Guidelines for Evaluation of Family Planning Communication Programs', UNESCO Expert Meeting, Davao City, Philippines, 1974.

-With John U. Farley and James M. Hulbert, 'Marketing Planning Systems in European Multimarket Industrial Companies', Association of International Business, Fontainebleau, 1975.

-'Sales Force Composite Forecasting', TIMS International Conference, Athens, July, 1977.

-'ADVISOR Europe: A Comparison of Industrial Marketing Budgeting', MIT-ESSEC Marketing Science Conference, 1979.

-With David Soberman and Javier Silva, 'How do your B2B Customers Perceive you Site', MSI B2B E-Commerce Conference, Austin 2001

Research in Progress

-With Katrina Benz and David Soberman, "Features and Functions for Business-to-Business Websites: An Exploratory Study of What Users Want" (working paper)

-With Noel Capon and Robin Athey, "Strategic Account Management: What Works and Why?"

Other Executive Programs Direction

INSEAD, 1977-1986 The European Marketing Program

INSEAD Company Specific Programs: Numerous companies (details furnished on request)

Other Professional Activities Activities

-Consulting, Program direction of more than 100 in-company programs for Executives with various companies. Recent clients are and bodies Intel Corporation, Nissan Motors Ltd. Wacker Chemicals and Syngenta

-Currently advising, on a pro bono basis, Douglas Gardens, The Miami Hospital and Home for the Aged

Editorial Boards

Journal of Marketing

Ad hoc refereeing for various marketing and international business journals and conferences

INSEAD Internal Service while at INSEAD

MBA Committee

Executive Education Committee

Faculty Evaluation Committee

Various subcommittees and task forces

Memberships of Professional Associations

American Marketing Association

Other Memberships

-Westview Golf Country Club, Miami, Florida, Equity Member

-Fontainebleau Golf Club, Fontainebleau France