



Dr. Warren J. Keegan

Fellow, Academy of International Business

Education

- Doctor of Business Administration, Harvard University (1967)
- Master of Business Administration, Harvard University (1961)
- MS, Economics, Kansas State University (1959)
- BS, Economics, Kansas State University (1958)

Academic Appointments—Full Time, Current and Former

- Distinguished Professor Emeritus, Visiting Professor of Marketing and International Business, Pace University, Lubin School of Business.
- MarkPlus Global Institute, Singapore, Chairman. Responsible for professional post graduate education program of the Institute.
- New York University, Graduate School of Business Administration, Visiting Professor of Marketing. Taught in MBA, PhD and Undergraduate programs.
- The George Washington University, School of Government and Business Administration, Professor of Business Administration. Taught in MBA, Doctoral, and Executive programs.
- Baruch College, City University of New York, Associate Professor of Marketing; Professor. Taught in MBA and PhD programs.
- Columbia University, Graduate School of Business, Assistant Professor; Associate Professor. Taught in MBA, PhD and Executive programs.
- Harvard Business School, Research Associate, Multinational Enterprise Research Project. Project Director: Professor Raymond Vernon.
- University College, Dar es Salaam, Tanzania, Lecturer in Public Administration.
- Sloan School of Management, MIT, Research Assistant.

- IMD, formerly IMEDE, (Institute pour l'Etude des Methode de Direction de l'Enterprise), Lausanne, Switzerland. Research Associate. Assisted Professor David S. R. Leighton in teaching in IMEDE Executive Program and on consulting assignments. Wrote 14 cases, published in D.S.R. Leighton, International Marketing, McGraw Hill.

Other Academic Appointments—Visiting, Current and Former

- Cranfield University School of Management (UK), Visiting University Professor
- CEIBS (China European International Business School), Shanghai, Professor of Marketing and International Business.
- ESSEC, Cergy-Pontoise, France. Visiting Professor of Marketing and International Business.
- The Wharton School of the University of Pennsylvania, Visiting Professor, Aresty Institute of Executive Education.
- Columbia Business School, Adjunct Professor of International Business, Executive Degree Program for Managers.
- Stockholm School of Economics, Visiting Professor.
- Emmanuel College, Cambridge (UK), Visiting Professor, International Marketing Program.
- University of Hawaii, Advanced Management Program, Professor.
- INSEAD, Fontainebleau, France, Visiting Professor of Marketing, Director European Marketing Program.

Business Experience

Keegan & Company LLC (current)

Litigation consulting and expert testimony in state and federal courts and before administrative agencies.

Warren Keegan Associates, Inc. (current)

Consultant to senior management in the areas of strategic management, global business and marketing strategy. Confidential strategic advisor to CEOs. Author of trade and academic texts on strategic management, marketing, and international business.

MarkPlus Global Institute, Singapore, Chairman

Responsible for professional post graduate education program of the Institute.

Douglas A. Edwards, Inc., Chairman

Leadership responsibility for formulating and implementing business strategy that positioned firm as a unique provider of corporate real estate services in the New York market.

Arthur D. Little

Staff consultant and faculty member of ADL Institute.

Boston Consulting Group

Client assignments in corporate strategy development and implementation. Worked closely with founding partners Bruce Henderson, Jim Abegglen, Si Tillis and Art Contas.

Government of Tanzania, MIT Fellow in Africa

Assistant Secretary, Ministry of Development Planning and Executive Secretary, Economic Development Commission. Member of team which prepared a national Five Year Economic and Social Development Plan.

General Motors Corporation

Marketing Staff, Pontiac Motor Division. Reported to national sales manager.

Professional Association & Editorial Activities

Academy of International Business

Fellow of the Academy (a lifetime appointment), former officer, active Board Member, and National Program Chairman. Chairman of the Membership Committee of the AIB Fellows.

American Marketing Association

Former Officer, active in national program planning.

Editorial Advisory Board

Board Member, Cranfield School of Management and Financial Times Management Monograph Series.

General Advisory Board

Board Member, *International Business and Investing in Russia*, The Haworth Press.

Marketing Science Institute

Former Co-chairman of research workshops on Global Product Management.

Editorial Advisory and Review Boards (former and current)

- Journal of International Marketing

- Journal of Marketing
- Journal of Segmentation in Marketing
- Journal of International Business Studies
- The Global Economic Quarterly
- Columbia Journal of World Business
- Journal of Business
- Journal of Asia-Pacific Business
- Journal of Marketing Practice
- Applied Marketing Science
- Detroit Journal of Multinational Business
- International Journal of Medical Marketing
- The Academy of Marketing Science Journal

Selected Publications

Keegan, Warren J. and Mark C. Green. *Global Marketing, Fifth Edition*. Englewood Cliffs, NJ.: Pearson Prentice Hall, 2008.

Keegan, Warren J. and Mark Green, *Global Marketing, Fourth Edition*, Chinese Simplified Translation, China Renmin University Press, Hong Kong, Pearson Education Asia Ltd, 2005.

Keegan, Warren J. *Global Marketing Management, Seventh Edition*, Portuguese Translation, Prentice Hall, 2005.

Global Marketing, Fourth Edition, with Mark C. Green, Upper Saddle River, NJ, Prentice Hall, Inc., 2004.

Offensive Marketing: An Action Guide to Gaining the Offensive in Business, First Edition, with Hugh Davidson. Elsevier, Butterworth Heinemann, 256 pages, 2004.

The New Landscape of Global Marketing: Winners and Losers in the 21st Century. Special World Marketing Association Edition, Singapore Nanyang Business Review, Vol. 2 No. 1 January–June 2003.

Global Marketing Management, Seventh Edition, Prentice Hall, Inc., part of Prentice-Hall series in marketing, Philip Kotler, Editor, 2002.

Global Income and Population 2002 Edition: 2002 and Projections to 2010 and 2020, Center for Global Business Strategy, Lubin School of Business, Pace University, New York, New York, 2002.

Marketing Plans That Work: Targeting Growth and Profitability, Second Edition, with McDonald, M. H. B, Butterworth-Heinemann, 2002.

Global Marketing Management: A European Perspective, with Bodo Schlegelmilch, Harlow, England: Pearson Education, 2001.

Global Marketing, Second Edition, with Mark C. Green, Prentice Hall, Inc., 2000.

Princípios de Marketing Global, with Mark C. Green, São Paulo, Brasil: Editora Saraiva, 1999.

Fundamentos de Mercadotecnia Internacional, with Mark C. Green (Primera edición ed.) Naucalpan de Juárez, Edo. de México: Prentice-Hall Hispanoamericana, S.A., 1998.

Principles of Global Marketing, with Mark C. Green, Upper Saddle River, New Jersey: Prentice Hall, Inc., 1997.

Global Marketing Management, Canadian Edition, with F.H. Rolf Seringhaus, Scarborough, Ontario: Prentice-Hall Canada Inc., 1996.

Marketing, Canadian Edition, with Sandra E. Moriarty, Thomas R. Duncan and Stanley J. Paliwoda, Scarborough, Ontario: Prentice-Hall Canada Inc., 1995.

Marketing, Second Edition, with Sandra Moriarty and Tom Duncan, Prentice Hall, Inc. 1995

The Global Observer, A Weekly Column in “International Business” a core content feature of The Prodigy On- Line Interactive Service, April 13, 1993 to June 30, 1994.

Marketing Sans Frontières, with Jean-Marc De Leersnyder, Paris: InterEditions, 1994.

Advertising Worldwide, with Marieke de Mooij, Prentice Hall, Ltd, 1991.

Judgments, Choices and Decisions: Effective Management Through Self-Knowledge, New York, John Wiley & Sons, 1984.

Keegan Type Indicator and Guide to Type, Warren Keegan Associates Press, 1983.

Case Studies in the Management of Economic Development, Oxford University Press. 1968.

Numerous articles in the Harvard Business Review, Journal of Marketing, Administrative Science Quarterly, Journal of International Business Studies, Columbia Journal of World Business, Executive, Long Range Planning, Planning Review, International Marketing Review, and other magazines and journals.

Directorships and Advisory Boards (Current and Former)

Independent Commissioner: PT Indofood Sukses Makmur (Jakarta), Director: The S. M. Stoller Corporation; The Cooper Companies, Inc.; Inter-Ad, Incorporated; American Thermal Corporation, Inc.

Member, International Advisory Board of École des Hautes Études Commerciales (HEC), Montreal and the Talaga Bestari Learning Center, Jakarta, Indonesia. Board of Governors, World Trade Council of Westchester, Director, Wainwright House, Rye, NY, Director, Harvard Club of Westchester, Director, Rye Historical Society, Member, Financial Advisory Board, City of Rye, NY.

Honors & Awards

- Distinguished Professor, Lubin School of Business, Pace University. This Presidential appointment is based on the recommendation of the graduate faculty and Dean of the Lubin School of Business and approved by the University Provost. The appointment is based on global academic reputation in strategic marketing and international business and exemplary performance and outstanding contributions to the University and School.
- Fellow of the Academy of International Business. One of 50 scholars in the world recognized for outstanding contributions and significant development of knowledge in the field of international business.
- Individual Eminent Person (IEP). Appointed by Asian Global Business Leaders Society (Other awardees include: Noel Tichy, Rosabeth Moss Kanter and Gary Wendt). Inducted February 2000.
- International Marketing Author of American Marketing Association Dictionary of Marketing Terms, First and Second Editions, American Marketing Association.
- Honorary member, Indonesian Marketing Association and Asian Marketing Federation.
- “Multinational Product Planning: Strategic Alternatives” (cited as one of the 150 books and articles that have had the most impact on the marketing discipline) in Larry M. Robinson and Roy D. Adler, Marketing Megaworks, New York: Praeger Publisher, 1987, pp. 86-87.
- First Prize in Pace University’s Annual Contest for Best Faculty Publication for *Judgments, Choices, and Decisions*, John Wiley & Sons.

Offices

Keegan & Company LLC
350 Theodore Fremd Avenue
Rye, NY 10580
914-967-9421
wkeegan@keeganandco.com

Pace University Graduate Center
1 Martine Avenue
White Plains, NY 10606
914-422-4310
wkeegan@pace.edu