

CURRICULUM VITA

Dr. Peter C. Wilton

February, 2003

EDUCATION

- 1979 Doctor of Philosophy in Management
 Krannert Graduate School of Management
 Purdue University, West Lafayette, IN, 47907
- Marketing Specialization, Psychometrics Minor
- Dissertation: *"Choice Dynamics: A Cross-Sectional Analysis of Maturation in Perceptual and Preferential Structures as a Function of Information"*, Edgar A. Pessemier, Chairman.
- 1973 Bachelor of Commerce in Marketing (1st Class Honors) **University of New South Wales**, Sydney, Australia
- Dissertation: *"An Exploratory Study of Consumer Information Processing Styles"*

ACADEMIC EMPLOYMENT

- Lecturer of Marketing, **University of California, Berkeley**, CA. January - June, 1991;
January 1992 - Present.
- Visiting Professor, **Stanford Business School, Stanford University**, CA. February 2000
– May, 2001
- Sir Donald Hibberd Lecturer, **Graduate School of Management, University of Melbourne**, Melbourne, Australia. July - December, 1991.
- Senior Associate, **Graduate School of Management, University of Melbourne**, Melbourne, Australia. July - December, 1990.
- Assistant Professor of Business Administration, **University of California, Berkeley**, CA.
July 1979 - February 1987.
- Visiting Associate Professor of Marketing, Fuqua School of Business, **Duke University**,

Durham, NC. Invited, September 1985 - May 1986.

Visiting Fellow, School of Social and Industrial Administration, **Griffith University**,
Nathan,
Queensland, Australia. July - August, 1982.

Visiting Assistant Professor of Management, **Purdue University**, West Lafayette, IN.
Invited, January - May, 1979.

Research Assistant, **Purdue University**.
. Professor Edgar A. Pessemier, June - August, 1977.
. Professor Frank M. Bass, January - May, 1977.

Graduate Instructor of Management, **Purdue University**, West Lafayette, IN. August -
December, 1976.

TEACHING AND RESEARCH INTERESTS

Marketing & Corporate Strategy, Global Strategy & International Management, Service Strategy, Customer Loyalty Management, New Product Management, E-Business Strategies, Sales Force Productivity, Competitive Strategy for High-Technology Organizations, Competitive Strategy for Financial Service Institutions.

PROFESSIONAL EXPERIENCE

CEO, **ORBIS Associates**, 2465½ Union Street, San Francisco, CA. U.S.A.,
July, 1990 - Present

Private management practice offering strategic market planning assistance, senior line management service and executive training to an international client base, including **North America** (*Genentech, Sun Microsystems, Siebel Systems, Symantec, Owens-Corning, Rockwell International, Hewlett Packard, AT&T Wireless, Pacific Bell, Apple Computer, Freightliner, AMTRAK, J.I. Case, Clopay, Union Bank*), **Asia-Pacific** {*Johnson & Johnson (Asia-Pacific), Mazda Corporation (Japan), Kirin Brewery (Japan), Takeda Pharmaceuticals (Japan), Nitto Kasei (Japan), Hagihara Industries (Japan), IBM (Taiwan), Standard Foods (Taiwan), The Industrial Technology Research Institute (Taiwan), United Overseas Bank (Singapore), Service Quality Centre (Singapore), Royal Selangor (Malaysia), Soedarpo Corporation (Indonesia)*}, **Australia** {*Coca Cola, Qantas, Telstra, Macquarie Bank, National Australia Bank, Commonwealth Bank,, Queensland Treasury Corporation, Queensland Rail, Incitec, Orica, Queensland Investment Corp. (QIC), Stanwell Power Corporation, Deloitte Touche Tohmatsu,*}, **Europe** (*Nokia, Ericsson, Saint Gobain, British Airways, Philips Semiconductor*), and **Central and South America** {*Coca Cola*

(Mexico), Banca Serfin (Mexico), ING Bank, Previnter (Argentina), ProExport, Peldar (Colombia)}.

As a specialist focus, Dr. Wilton actively assists organizations to develop more effective business development and customer relationship management strategies through the integration of world class customer management capabilities into traditional core organizational processes and cultures.

Executive Director, **The Video Paint Brush Co., Pty Ltd**, Sydney, Australia: (October 1989 - July, 1990)

Total corporate restructuring and general management of a late-growth, communications service company. Responsibilities included development and implementation of strategic marketing and business plans; capital base restructuring; design and implementation of cost-rationalization, MIS, productivity, technology-transfer and human resource training programs; restructuring of business units, reporting relationships, staff incentive and capital expenditure programs; and implementation of strategic partnering arrangements.

Chief Operating Officer, **Myer Pacific Corporation, Pty Ltd**, San Francisco, U.S.A. & Melbourne, Australia: (March, 1987 - September, 1989)

Strategic development and management of a portfolio of M&A and new venture investments for a privately-held, pro-active, growth-oriented investment vehicle. Responsibilities included development of investment and capital strategies; identification and screening of cross-border M&A and new venture investment candidates; transaction and financial structuring; capital sourcing; acquisition and investment negotiation and completion; and development and implementation of corporate and operating strategies to maximize revenue and capital growth.

Senior Product Manager, **Colgate-Palmolive (Australia) Pty Ltd**, Sydney, Australia: (July, 1973 - August, 1975)

Responsible for corporate market share, brand revenues and profitability for a multi-brand, nationally-advertised, consumer products groups accounting for approximately one-third of national purchases. Activities included marketing planning, coordination of product and marketing research, revenue analysis, determination and allocation of advertising expenditures, new-product development, in-field test marketing and national new-product introduction.

AWARDS AND HONORS

Australian Overseas Fellowship in Management, 1975-79
Market Research Society of Australia prize, 1974
Albert Haring Doctoral Consortium Fellow, Indiana University, 1979
Beta Gamma Sigma (U.S. National Honor Society for business students)

See also **OTHER PROFESSIONAL RECOGNITION**

GRANTS

"Strategic Explanation of New Venture Performance Through Acquisition", Marketing Science Institute, 1986

"Research for the Effective Use of Scientific and Technical Information in Federal Decision-Making", National Science Foundation, September, 1984

"Organizing Scientific and Technical Information for Effective Policymaking", National Science Foundation, May 1984

"Research for the Effective Utilization of Technology Assessment Information", National Science Foundation, November 1981 - September 1985

Doctoral Dissertation Grants:

- . Marketing Science Institute, 1978
- . Purdue University Institute for Interdisciplinary Engineering Studies, 1978

PUBLICATIONS AND PAPERS

Information Utilization and Effects in Technology Adoption

"Technology Diffusion Through Effective Public Policy Communication", R&D Enterprise, Vol. 1, No. 4, July/August 1998

"Task, Expectancy and Information Assessment Effects in Information Utilization Processes", Journal of Consumer Research, 12, March 1986.

"Information Utilization: A Validation Study", Proceedings, Annual Conference of the Association for Consumer Research, Las Vegas, NV, October, 1985.

"Adoption of New Technologies in Laboratory and Field Settings: Some Psychological Processes", Proceedings, Symposium on "The Consumer-Technology Interface", Annual Conference of the American Psychological Association, Division 23, Los Angeles, CA, August 1985.

"The Impact of Information on Policymakers' Judgments of New Technology", Proceedings, Annual Conference of the Association for Consumer Research, Washington, DC, October 1984.

"Response to Innovation: The Mediating Effects of Technology Assessment", Working

Paper No. M-2, Center for Research in Management, University of California, Berkeley, CA, November 1983.

"Managerial Learning of Technological Innovation", Proceedings, International Conference of the European Society for Opinion and Marketing Research, San Francisco, CA, April 1983.

"Forecasting the Ultimate Acceptance of an Innovation: The Effects of Information", Journal of Consumer Research, 8 (September 1981), 162-171. Abstract published in Journal of Marketing, Summer 1982.

"Pretesting the Acceptance of Innovations", Working Paper No. 696, Institute for Research in the Behavioral, Economic and Management Sciences, Purdue University, West Lafayette, IN, April 1979.

"The Effects of Information on Perceptions and Preferences for New Choice Objects", Working Paper No. 685, Institute for Research in the Behavioral, Economic and Management Sciences, Purdue University, West Lafayette, IN, February 1979.

"The Demand Characteristics for Electric Vehicles", Proceedings, 30th Annual Conference, International Congress on Transportation Electronics (VTS-IEEE), Dearborn, MI, September 1980.

"Maturation in Perception and Preference as a Function of Information", Proceedings, Special Session on "Perceptual and Preference Structures Over Time", 87th Annual Conference of the American Psychological Association, Division 23, New York, NY, September 1979.

Calibration and Combination of Multiple Information Sources

Sunil
"An Alternative Approach to Combining Economic Forecasts: Empirical Results" (with Sunil Gupta), Journal of Business & Economic Statistics, June 1988

"Combination of Forecasts: An Extension" (with Sunil Gupta), Management Science, Vol 33, No. 3, pp. 356-372, March 1987.

"A Systematic Approach to the Measurement and Control of Bias in Managerial Judgments", (with Sunil Gupta), 27th Annual International Conference, The Institute of Management Sciences, Gold Coast City, Australia, July 1986.

"Calibrating Subjective Judgments: A Decision Calculus for Non-Repetitive Events", (with Sunil Gupta), Annual Conference, ORSA/TIMS (Marketing Science), Dallas, TX, March 1986.

"A Decision Support System for Combining a Set of Expert Judgments" (with Sunil

Gupta),

Annual Conference. ORSA/TIMS (Marketing Science), Nashville, TN, March 1985.

"A Decision-Calculus Approach to the Aggregation of Expert Judgments" (with Sunil Gupta), 3rd International Symposium on Forecasting, International Institute of Forecasters, Philadelphia, PA, June 1983.

Conceptual and Methodological Issues in Consumer Satisfaction Research

"Building Customer Franchise: A Paradigm for Customer Partnering", Monash Mt Eliza Business Review, Vol. 1, No. 2, July 1998

"Consumer Satisfaction as a Process", (with David K. Tse and Franco Nicosia) Journal of Psychology & Marketing, Vol.7, No.3, Fall, 1990, pp. 177-192

"Models of Consumer Satisfaction: An Extension" (with David K. Tse), Journal of Marketing Research, May 1988, pp 204-212

"Emerging Paradigms for the Study of Consumer Satisfaction" (with Franco M. Nicosia), European Research, 14, 1, January 1986.

"Satisfaction as a Process: Origins and Dimensions" (with Franco M. Nicosia), Proceedings, Special Session on "Debatable Issues in Consumer Satisfaction and Complaining Behavior", Annual Conference of the Association for Consumer Research, Las Vegas, NV, October 1985.

"History and Future of Consumer Satisfaction Research" (with David K. Tse), Proceedings, Special Conference on "Historical Perspective in Consumer Research: National and International Perspectives", the Association for Consumer Research, Singapore, July 1985.

"Discovering that Satisfaction is Not Nirvana" (with Franco M. Nicosia), Proceedings, 11th Annual Research Seminar in Marketing, The Institute d'Administration des Enterprises and The French Foundation for Management Development, Puyricard-Aix-En-Provence, France, June 1984.

"A Model of Consumer Response to Communication and Product Experiences" (with David K. Tse), in A. Woodside and L. Percy (eds.), Advertising and Consumer Psychology, Lexington Books, 1982, Ch. 17.

Measurement Issues in Marketing Management and Research

"Understanding Food Store Preferences Among the Elderly Using Hybrid Conjoint

Measurement Models", (with Duangtip Tantiwong), Journal of Retailing, 61, 4, (Winter 1985).

"Improving Data Quality Among Difficult-to-Measure Populations: An Application to the Elderly Market" (with Duangtip Tantiwong), Working Paper No. M-3, Center for Research in Management, University of California, Berkeley, CA, November 1984,

"Perceptual Heterogeneity: The Implications for Product Strategy", (with David Aaker), Proceedings, Annual Conference of Marketing Educators, American Marketing Association, Chicago, IL, August 1984.

"Forecasting the Ultimate Acceptance of an Innovation: The Effects of Information", Journal of Consumer Research, 8 (September 1981), 162-171.

"Pretesting the Acceptance of Innovations", Working Paper No. 696, Institute for Research in the Behavioral, Economic and Management Sciences, Purdue University, West Lafayette, IN, April 1979.

"The Effects of Information on Perceptions and Preferences for New Choice Objects", Working Paper No. 685, Institute for Research in the Behavioral, Economic and Management Sciences, Purdue University, West Lafayette, IN, February 1979.

UNPUBLISHED CONFERENCE ADDRESSES

Dr. Wilton has delivered numerous keynote and featured addresses at conferences and professional society meetings throughout the United States, South America, and Asia Pacific.

Recent Invited Addresses include:

- **"Capturing the Potential of e-Marketing"**, Marketing Communications Executives International Forum Japan, July, 2001
- **"Making the Transition from an Industrial Society to a Network Society"**, UTILICON 2001 Conference, Melbourne, Australia, July, 2001
- **"Mastering Tomorrow's Customer Management Capability"**, Third National Steadfast Insurance Conference, Auckland, New Zealand, March, 2001
- **"Strategic Visioning for Market Leadership"**, Property Council of Australia Congress, Sydney, Australia, February, 2001
- **"Optimizing the e-Business Opportunity: Where to From Here"**, Ashridge Faculty Colloquium, Ashridge, UK, Jan. 01
- **"E-Commerce, Customer Loyalty, and the Art of Competition"**, Annual Conference of the Finance & Treasury Association, Brisbane, Australia, November, 2000
- **"Web Futures"**, Property & Capital Markets Congress 2000: New Horizons, sponsored by Arthur Andersen and the Property Council of Australia, Darwin, Australia, July, 2000
- **"Building Dynamic Learning Relationships with Customers"**, Pan Pacific Direct

- Marketing Conference, Sydney, Australia, May, 2000
- **“Mastering the e-Business Marketplace”**, Executive Management Conference, for AMP, Coolum, March 2000
- **“Building the Net-Ready Organization”**, Global CIO Conference, for Lend Lease Coporation, Hong Kong, February, 2000
- **“Preparing for a Turbulent Future: The Signposts Are Up for the Food Processing Industry”**, Cassandra Food Technology Conference, sponsored by CSIRO and Food Sciences Australia, Sydney, Australia, December, 1999
- **“Managing Customer Relationships in a Digital World”**, Annual Advisers Conference, sponsored by Perpetual Advisers, Sydney, October, 1999
- **“Mastering Customer Loyalty in Cyberspace: Doing it Right”**, CyberDirect Personalized Internet Marketing Conference, sponsored by the Institute for International Research, New York, September, 1999
- **“A Day with Dr. Peter Wilton: Exploring the New e-Commerce Revolution”**, Senior Executive Forum, sponsored by Macquarie Graduate School of Management, Coolum, Australia, August, 1999
- **“Building Customer Loyalty: A Paradigm for Partnering with Customers”**, Differentiating Through Strategic Services Conference, sponsored by Monash Mt Eliza Business School, Sydney, August, 1999
- **“Competing with Customer Intimacy”**, CEO’s Briefing, sponsored by Monash Mt Eliza Business School, Melbourne, August, 1999
- **“Customer Management: The New Wave”**, 10th Annual Being Direct Conference, sponsored by Australia Post, Melbourne, August, 1999

OTHER PROFESSIONAL RECOGNITION

In addition to Grants and Awards, Dr. Wilton has been recognized in the “Who’s Who of Leading American Executives”, the “Who’s Who of Outstanding American Professionals”, and has been cited by **Business Week** magazine as one of the prominent business professors in the US.

He frequently appears in the media as an authority on strategic marketing, customer loyalty, and internet strategy issues.

Recent recognition includes:

“Award of Excellence for Outstanding Instructional Intervention”, International Society for Performance Improvement, 2000

“Best Paper Award”, Finance & Treasury Association, 2001

TEACHING ACTIVITIES

At the Haas School of Business Dr. Wilton teaches second-year MBA electives in Strategic Marketing Planning, and Global Marketing Strategy. At Stanford University, he has taught MBA electives in Business to Business Partnering, and World Class Service Strategy. In addition, Dr. Wilton regularly teaches on the Executive Development Programs of UC Berkeley, University of Chicago, Michigan Business School, The Pennsylvania State

University, the Australian Graduate School of Management, and elsewhere.

UNIVERSITY AND PUBLIC SERVICE

Reviewing Activities

- Research Product Evaluator, National Science Foundation
- Ad Hoc Reviewer,
Journal of Marketing
Management Science
International Journal of Forecasting
Journal of Marketing Research
California Management Review
Association for Consumer Research
- Reviewer, Prentice-Hall, Inc.; R.D. Irwin, Inc.

Officer and Elected Positions

- Director, Australian-American Chamber of Commerce, San Francisco, CA. 1991-93.
- Co-Chairperson and Series Coordinator, "Seminars in Marketing and Corporate Strategy", for the American Marketing Association, San Francisco Chapter, 1982. Conceived, developed and implemented a series of seminars presenting advanced frameworks and methods for strategic marketing analysis.
- Vice President, Education, American Marketing Association, San Francisco Chapter, 1982-83, 1983-84. Elected position. Responsible for design and coordination of all instructional programs and seminar activities. Nominated to slate of candidates for 1984 American Marketing Assoc. National Officer Elections.
- Secretary, American Association of Public Opinion Researchers, Pacific Chapter, (PAAPOR), San Francisco, 1985.

PROFESSIONAL AFFILIATIONS

American Marketing Association
The Institute of Management Sciences
Product Development and Management Association
Association for Consumer Research
American Association of Public Opinion Researchers