

7/22/2020

**RESUME****Name:** GLEN L. URBAN**Title:** Professor of Management  
Sloan School of Management  
Massachusetts Institute of Technology**Date of Birth:** April 15, 1940**Citizenship:** American**Education:**

<b>School</b>	<b>Degree</b>	<b>Date</b>
University of Wisconsin	B.S.M.E	1963
University of Wisconsin	M.B.A.	1964
Northwestern University	Ph.D.	1966

**Principle Field of Interest:**

Marketing and Management Science

**History of M.I.T. Appointments:**

<b>Rank</b>	<b>Beginning Date</b>	<b>Ending Date</b>
Assistant Professor	1966	1970
Associate Professor	1970	1977
Tenure Granted	1973	----
Full Professor	1977	----
Deputy Dean	1987	1991
Dai-Ichi Kangyo Bank Professor of Management	1987	1994
Co-Director of the International Center for Research on the Management of Technology (ICRMOT)	1992	1993
Dean	1993	1998

Dave Austin Chair Professor of Marketing	1998	----
Co-Founder and Chairman of Digital Business Center	1999	2014
Professor Emeritus	2019	-----

### **Current Professional and Honorary Organization Memberships:**

INFORMS – fellow of INFORMS and Marketing Science Section

American Marketing Association

Reviewer for Management Science, Marketing Science, Journal of Marketing Research, Operations Research, Journal of Marketing, MIT Sloan Management Review

### **Awards:**

Finalist 2018 and 2019 ISMS “ Long Term Impact Award” for Website Morphing Marketing Science (Spring 2009)

Named Fellow in INFORMS (September 2010)

Finalist in the INFORMS John DC Little Best Paper Competition 2010 for “Web Morphing” Marketing Science (Spring 2009)

Named Fellow in the Marketing Science Association – ISMS with in INFORMS (June 2009)

Finalist in 2006 Berry-AMA Book Prize for the Best Book in Marketing in 2006 for Don’t Just Relate – Advocate (Prentice Hall, 2005)

1999 winner of the American Marketing Association and The Wharton School of the University of Pennsylvania Charles Coolidge Parlin Award for recognition of a body of work in marketing research.

1996 winner of Journal of Marketing best paper of the year (“Premarket Forecasting of Really-New Products”, Journal of Marketing, Vol. 60 (January 1996), 47-60, with Bruce D. Weinberg and John R. Hauser).

1996 winner of the American Marketing Association Paul D. Converse Award for outstanding contributions to the development of the science of marketing.

1992 finalist in The Institute for Management Science John D.C. Little Prize for Best Paper Published in Marketing Science, ("Dynamic Effects of the Order of Entry on Market Share, Trial Penetration, and Repeat Purchases for Frequently Purchased Consumer Goods," with Gurumurthy Kalyanaram).

Runner up in 1990 TIMS College for Marketing Prize for the best paper in Management Science or Marketing Science ("Prelaunch Forecasting of New Autos," with John Hauser and John Roberts).

Runner up in 1989 TIMS College on Marketing Prize for the best paper in Management Science or Marketing Science ("Modeling Multiattribute Utility, Risk, and Belief Dynamics for New Consumer Durable Choice" with John Roberts).

The 1988 O'Dell Award for the best paper published in the Journal of Marketing Research in 1983 as judged in 1988 ("Pre-Test-Market Models: Validation and Managerial Implications" with Gerald M. Katz).

Winner of TIMS College on Marketing Prize for the best paper in Management Science and Marketing Science in 1986 ("Market Share Rewards to Pioneering Brands: An Empirical Analysis and Strategic Implications" with Theresa Carter, Steven Gaskin and Zofia Mucha).

Runner up in 1984 TIMS College on Marketing best paper prize ("Testing Competitive Market Structures: A Methodology Based on Product Deletion" with P.J. Johnson and John Hauser).

1983 O'Dell Award for the best paper published in The Journal of Marketing Research in 1978 as judged in 1983 ("Pretest Market Evaluation of New Packaged Goods: A Model and Measurement Methodology" with A.J. Silk).

1983 Finalist in the TIMS College on Practice of Management Science ("Reducing the Risk of Failure and Improving the Profitability with the ASSESSOR Pretest Model" with G.M. Katz and A.J. Silk).

### **Publications List:**

#### **Books:**

From Little's Law to Marketing Science (Cambridge, Ma., MIT Press, 2016) Co Editor with John R. Hauser

Don't Just Relate – Advocate: A Blueprint for Profits in an Age of Customer Power (Englewood Cliffs, N.J., Prentice Hall, August 2005)

Digital Marketing Strategy, (Englewood Cliffs, NJ: Prentice Hall, 2004)

Strategies for eBusiness Success, ed. with Erik Brynjolfsson, (San Francisco, Ca. Jossey-Bass, 2001)

Design and Marketing of New Products, (Englewood Cliffs, NJ: Prentice Hall, 1980; second edition, 1993), with J.R. Hauser.

Advanced Marketing Strategy: Phenomena, Analysis and Decisions, (Englewood Cliffs, N.J., Prentice Hall 1991) with Steven H. Star.

Essentials of New Product Development, (Englewood Cliffs, NJ: Prentice Hall, 1987), with J.R. Hauser and N. Dholakia.

Applications of Management Science in Marketing, (Englewood Cliffs, NJ: Prentice Hall, 1970), edited with D.B. Montgomery.

Management Science in Marketing, (Englewood Cliffs, NJ: Prentice Hall, 1969), with D.B. Montgomery.

### **Journal Articles:**

“Is Deep Learning a Game Changer for Marketing Analytics” MIT Sloan Management Review with Artem Timoshenko, Paramveer Dhillon, and John Hauser (Winter 2020), pp. 71-76.

“The Power of Consumer Stories in Digital Marketing” MIT Sloan Management Review (Summer 2017), with Renee Richardson Gosline and Jeffrey Lee, pp 30-37.

“The Case for Benevolent Mobile Apps” MIT Sloan Management Review (Winter 2015), with Fareena Sultan, pp 30 – 37.

“Website Morphing 2.0: Switching Costs, Partial Exposure, Random Exit, and When to Morph” Management Science (June 2014) with John Hauser and Gui Liberali, pp 1594 -616.

“Ad Morphing” Marketing Science (January – February, 2014) with Gui Liberali, Erin MacDonald, Robert Bordley, and John Hauser, pp 27-46.

“Competitive Information, Trust, Brand Consideration and Sales: Two Field Experiments”, International Journal of Research in Marketing (Volume 30, 2013), pp. 101-13, with Gui Liberali and John Hauser

“Kotler on Strategic Marketing”, Legends in Marketing – Phil Kotler (Volume 5), Co-editor with Al Silk, John Roberts and Yoram Wind (Sage, Los Angeles 2012)

“John D. C. Little” with John Hauser in Profiles in Operations Research, Arjang Assad and Saul Gass editors (Springer New York, 2011), pp. 659-76.

“Web Morphing: How the Internet Will Work Next” Sloan Management Review (Spring 2009), with J. Hauser, G. Liberali, M. Braun, and F. Sultan), pp. 53 – 61,

“Online Trust: State of Art, New Frontiers, and Research Potential” (May 2009) Journal of Interactive Marketing with Cinda Amyx and Antonio Lorenzon, vol. 23, no.2, 179-90.

“Web Morphing” Marketing Science (March/April 2009) with J. Hauser, G. Liberali, and M. Braun, vol.28, no.2, 202-28.

“Tools and frameworks for digital business ecosystems” in Coralla, A., Passiante, G., and Prencipe, A. (eds) The Digital Business Ecosystem ( EE Publishing, Cheltenham, UK, 2007). pp. 198- 216 authored with Brynjolfsson, E., Quimby, J., Van Alstyne, M., and Verrill, D.

“Customer Advocacy: The Start of a New Paradigm in Marketing?” in Seth and Sisodia (eds) Does Marketing Need Reform? (Armonk, N.Y. Sharpe Inc.) p.119-26, 2006

“Are the Drivers and Role of Online Trust the Same for all Web Sites and Customers?: A Large Scale Exploratory Empirical Study”, Journal of Marketing Vol 69 (October, 2005) pp. 133-52 with Iakov Bart, Venky Shankar, and Fareena Sultan

“Customer Advocacy: A New Era in Marketing” Journal of Public Policy and Marketing (Spring, 2005)

“The Era of Customer Advocacy” MIT Sloan Management Review (Winter 2004), 77-82

“Listening In’ to Find and Explore new Combinations of Customer Needs”, with John Hauser, Journal of Marketing, v. 68 (April 2004), 72-87.

“Consumer Power and the Internet” (with Gagnon, et. al) in (eds Thomas Kochan and Dick Schmalensee) Management: Inventing and Delivering Its Future (Cambridge Ma. MIT Press 2003), pp. 127-160.

“Online Trust: a Stakeholder Perspective, Concepts, Implications, and Future Directions” (with Venkatesh Shankar and Fareena Sultan), Strategic Information Systems vol 11 (2002), pp. 325-344.

“An Autobiographical Essay: When I stop Learning, I will Leave”, Journal of Marketing vol. 42, No. 1 (October 2002), pp. 118-24

“Placing Trust at the Center of Your Internet Strategy” (with Fareena Sultan and William Qualls), Sloan Management Review (Fall 2000), pp. 39-48

“Validation and Lessons From the Field -- Applications of Information Acceleration”, Journal of Marketing Research, Vol. 34 (February 1997) with John R. Hauser, William J. Qualls, Bruce Weinberg, Jonathon Bohlmann and Roberta Chicos.

"The Roles of Marketing, Product Quality and Price Competition in the Growth and Composition of the U.S. Anti-Ulcer Drug Industry," The Economics of New Goods, Timothy Bresnahan and Robert J. Gordan, eds., Chicago: University of Chicago Press for the National Bureau of Economic Research, (1997) with Ernst R. Berndt, Linda T. Bui, David H. Reiley.

“Premarket Forecasting of Really-New Products”, Journal of Marketing, Vol. 60 (January 1996), 47-60, with Bruce D. Weinberg and John R. Hauser.

"Information, Marketing, and Pricing in the U.S. Antiulcer Drug Market", AEA Papers and Proceedings, Vol. 85, 2, 100-105, (May 1995), with Ernst R. Berndt, Linda Bui, and David R. Reiley.

"Order of Market Entry: Established Empirical Generalizations, Emerging Empirical Generalizations, and Future Research", Marketing Science, Vol. 14, No. 3, (1995), G212-G221, with William T. Robinson and Gurusurthy Kalyanaram.

"First-Mover Advantages from Pioneering New Markets: A Survey of Empirical Evidence," Review of Industrial Organization, Vol. 9, 1-23 (1994), with William T. Robinson, and Gurusurthy Kalyanaram.

"How Consumers Allocate Their Time When Searching for Information," Journal of Marketing Research, Vol. 30, 4, (Nov 1993), 452-456 with John Hauser and Bruce Weinberg.

"Premarket Forecasting for New Consumer Durable Goods: Modeling Categorization, Elimination, and Consideration Phenomena," Journal of Marketing, Vol. 57 (April 1993), 47-63, with John S. Hulland, and Bruce D. Weinberg.

"Pretest Market Forecasting," in J. Eliashberg and G.L. Lilien eds. Handbook in OR and MS, Vol. 5, Elsevier Science Publishers (1993) pp 315-348.

"Dynamic Effects of the Order of Entry on Market Share, Trial Penetration, and Repeat Purchases for Frequently Purchased Consumer Goods," Marketing Science Vol. 11, No. 3, (Summer 1992), 235-250, with Gurumurthy Kalyanaram.

"Prelaunch Forecasting of New Automobiles", Management Science, Vol. 36, No. 4, (April 1990), pp. 401-421, with John Roberts and John Hauser.

"Modeling Multiattribute Utility, Risk, and Belief Dynamics For New Consumer Durable Brand Choice," Management Science, Vol. 34, No. 2, (February 1988), pp. 167-185, with J. Roberts.

"Lead User Analysis For the Development of New Industrial Products," Management Science, Vol. 34, No. 5, (May 1988), pp. 569-582, with E. von Hippel.

"Market Share Rewards to Pioneering Brands: An Empirical Analysis and Strategic Implications," Management Science, Vol. 32, No. 6, (June 1986), pp. 645-659, with T. Carter, S. Gaskin and Z. Mucha.

"The Value Priority Hypotheses for Purchases of Consumer Budget Plans," Journal of Consumer Research, 12 (March 1986), pp. 446-462, with J.R. Hauser.

"Testing Competitive Market Structure: A Methodology Based on Product Deletion Probabilities," Marketing Science, Vol. 3, No. 2, (Spring 1984), with P.L. Johnson and J.Hauser.

"Pretest Market Models: Validation and Managerial Implications," Journal of Marketing Research, Vol. XX, No. 3, (August 1983), pp. 221-234 with G.M. Katz.

"Reducing Risk of Failure and Improved Profitability of a New Consumer Product with the ASSESSOR Pretest Model," Interfaces, (December 1983), Vol. 13, No. 6, pp. 38-59, with G.M. Katz, T.E. Hatch, and A.J. Silk.

"Direct Assessment of Consumer Utility Functions: von Neumann-Morgenstern Utility Theory Applied to Marketing," Journal of Consumer Research, Vol. 5, No. 4 (March 1979), with J.R. Hauser.

"Pretest Market Evaluation of New Packaged Goods: A Model and Measurement Methodology," Journal of Marketing Research, Vol. 15, No. 2 (May 1978), with A.J. Silk.

"Management and Behavioral Science in New Products," in A.J. Silk and H. Davis, eds. Management and Behavioral Science in Marketing, (New York: Ronald Press 1978), pp. 181-88.

- "A Normative Methodology for Modeling Consumer Response to Innovation," Operations Research, Vol. 25, No. 4, (July/August, 1977), pp. 579-619, with J.R. Hauser.
- "Allocating Ad Budgets Geographically," Journal of Advertising Research, Vol. 15, No. 7, (December 1975), pp. 7-19.
- "PERCEPTOR: A Model for Product Positioning," Management Science, Vol. 21, No. 8, (April 1975), pp. 849-858.
- "Building Models for Decision Makers," Interfaces, Vol. 4, No. 3, (May 1974), pp. 1-12.
- "A Model for Managing a Family Planning System," Operations Research, Vol. 22, No. 2, (March/April 1974), pp. 205-234.
- "Using a Model as a Practical Management Tool for Family Planning Programs," American Journal of Public Health, Vol. 62, No. 11, (November 1972), pp. 1493-1500, with R. O'Connor.
- "Evolutionary Model Building in the Analysis of New Products," Journal of Marketing Research, Vol. 8, (February 1971), pp. 62-66, with R. Karash.
- "SPRINTER Mod III: A Model for the Analysis of Frequently Purchased Consumer Goods," Operations Research, Vol. 18, No. 5, (September/October 1970), pp. 805-854.
- "Marketing Information Systems: An Emerging View," Journal of Marketing Research, Vol. 7, (May 1970), with D.B. Montgomery,
- "Ideas on a Decision Information System for Family Planning," Industrial Management Review, (Spring 1969), pp. 45-61.
- "A Mathematical Approach to Product Line Decisions," Journal of Marketing Research, Vol. 6, (February 1969), pp. 40-47.
- "A New Products Analysis and Decision Model," Management Science, Vol. 14, No. 8, (April 1968), pp. 490-517.
- "SPRINTER: A Tool for a New Products Decision Makers," Industrial Management Review, Vol. 8, No. 2, (Spring 1967), pp. 43-54.

### **Subjects Taught:**

Design and Marketing New Products  
 Internet Marketing  
 Management Decisions Systems  
 Management Science Seminar  
 Management Science in Public Systems  
 Marketing Management  
 Marketing Issues in Public Systems  
 Marketing Models  
 Marketing High Tech Products  
 Marketing and Technology Interface

Marketing Strategy  
Quantitative Methods for Management  
Research Seminar in Marketing  
Senior Executive Sessions  
Sloan Fellows and Management of Technology -- Basic Marketing  
Summer Sessions on Marketing Models  
Statistics for Model Building  
Urban Executive Sessions

**Companies Founded:**

1970 Cofounder Management Decision Systems, Inc. (in 1985 this firm merged with Information Resources Inc.)

1972 Cofounder Management Science for Health, Inc. (This firm and its spinoff, John Snow, Inc., in 2010 had over 2,000 employees)

1992 Cofounder Marketing Technology Interface, Inc. (Merged with Mercer Management, Inc. in 1994).

1997 Cofounder InSite Marketing Technology, Inc. (Consulting firm for value-added marketing on the internet – merged with Silknet/Kana 2000).

2000 Cofounder Experion Systems, Inc. (Software firm supplying trust based consumer buying software and lead generation in the financial and health insurance industry – merged with eHealth April 2010).

2016 Cofounder Hyper Morphing Technology (Software firm supplying morphing software for web site A/B testing and morphing and ad morphing)