



PHILIP C. ZERRILLO PH.D.

CURRENT POSITION

Singapore Management University, Full Professor Practice
Dean of Graduate Studies
Executive Director of Post Graduate Professional Programmes
Executive Director of Case Writing Initiative
Academic Director of Executive Ph.D. Programme
Executive Director Center for Management Practice

Thammasat University – Thailand
Executive Chairman MIM Programme

Jose Rizal University – Philippines
Dr. Bienvenido Tantoco Distinguished Chair in Marketing

EDUCATION

Ph.D. Northwestern University, J.L. Kellogg Graduate School of Management (Marketing)

B.B.A. The University of Texas (Austin) Marketing

ACADEMIC HONORS

2006	Journal of Business to Business Marketing “Best Paper Award”
1993	Institute for the Study of Business Markets NCR AT&T Doctoral Award Competition “Most Outstanding Doctoral Dissertation Submission,” Grand Price Award
1990-1992	Northwestern University, J.L. Kellogg Graduate School of Management, " Steel Resource Foundation" Doctoral Fellowship
1989-1993	Northwestern University, J.L. Kellogg Graduate School of Management, Doctoral Fellowship
1982	The University of Texas, “The Most Outstanding Scholar Award”

POST ACADEMIC EXPERIENCE – UNIVERSITY RELATED

2010-Present	Advisor to the Provost, Visiting Professor Singapore Management University Advisor to the Dean Lee Kong Chaing School of Business (LKCSB)
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Executive Director of Post Graduate Professional Programmes
Executive Director of Case Initiatives
Director of the LKCSB Ph.D. Programme in General Management
Executive Chairman of the Board – Thammasat University Faculty of Commerce and Accountancy (MIM Programme)

2009-2010	Visiting Professor, Vanderbilt University Owen School of Business
2008-Present	Visiting Professor Kellogg Graduate School of Management Chaired and moderated conference on Niche Branding
2005-2009	Lecturer- Goizueta School of Business Research fellow Zyman Institute for Brand Science (ZIBS)
1999-2004	Associate Dean and Executive Director, Executive Education, University of Texas at Austin <u>Highlight:</u> Oversaw five degree programs and all Executive Education
1999-2002	Graduate Business Dean, The University of Texas at Austin,
1997-2001	Director of Dallas Based Executive MBA Program (Focusing on Technology) - Instituted Issue Based Learning Curriculum - Developed program integration with Mexican and Austrian partner schools
1993-1998	Assistant Professor- The University of Texas Graduate School of Business (Marketing Core, Channels and Distribution Policy, Pricing, Marketing Strategy Global Studies)
1997-1998	Visiting Professor-Northwestern University, J.L. Kellogg Graduate School of Management (Channels and Distribution Policy, International Distribution)
1991-1993	Lecturer- Northwestern University, J.L. Kellogg Graduate School of Management (Distribution Channels)
Commencement Speeches	Singapore Management University 2012 Help University 2011 Emory University 2009 Thammasat University 2005 IMADEC University 2005 University of Texas School of Business 1999, 2000, 2001, 2002, 2003, 2004

YEARLY VISITING POSITIONS

2010	Washington University St. Louis
1997-Present	Visiting Professor-Thammasat University, Bangkok, Thailand



1997-Present	Visiting Lecturer-Hebrew University, Jerusalem, Israel
2009-2011	Lecturer Owen School of Management- Vanderbilt University
2008-2010	Smith School of Business- University of Maryland (Shanghai)
2002-2006	Visiting Professor IMADEC University, Vienna, Austria
2004-2006	Visiting Professor Helsinki School of Economics- Singapore
2000-2003	Visiting Professor Aoyama Gakuin University, Tokyo, Japan
2002-2003	Sun Yat Sen University, Guangzhou, China

RECENT INDUSTRY APPOINTMENTS

2009-Present	Finance Scholars Group (intellectual property disputes and valuation)
2009-Present	GIBC – Saigon business consulting and investment
2008-Present	Monitor Consulting
2008-Present	Monitor Executive Development Practice
2007-2009	ERS Valuation and Damages Consulting (Advisory Network)
2007-2010	Charles River Associates (Advisory Network)
1996-2001	CEO, Farig Consulting,- Key Corporate Clients 3M, PPG, Motorola, Accenture, E-Partners solutions, Input /Output
1983-1989	KUHF Radio, On-air investment and business show host
1982-1989	Rauscher Pierce Refsnes, Registered representative

CORPORATE BOARDS AND ADVISORY BOARDS

1998-Present	Sharps Compliance, Lead Director, Audit Committee Chairman, Corporate Governance Chair, Member –NASDAQ (Industry - Medical waste disposal)
2002-2005	Tholos International, European based video conferencing company
1999-2001	GKS Services, (Founder- acquired by Applied Materials), Data mining applications for semiconductor fabrication applications
1996-2000	Garden.Com (NASDAQ), (Advisory Board and Investor) Internet based distribution of garden products



1997-2000 Exterprise Incorporated, (acquired by Commerce One) Business-to-business exchange software

1995-1997 Board of Directors Trajecta (acquired by Pavillion Technologies), Data mining

TEACHING HONORS AND ACTIVITIES - AWARDS

2008 Northwestern University, Faculty Honor Roll

2008 Chosen to Deliver "Goizueta MBA Final lecture" Student recognition of the outstanding professor asked to deliver their farewell lecture

2005-2007 Emory University, "Special Faculty Recognition for Outstanding MBA Teaching"

2000-2005 University of Texas Teaching Honor Roll - During every teaching semester

2001-2005 Doctoral Teaching Seminar for Doctoral Candidates, Thammasat University

2003 MBA Class of 1998 Alumni Award "The Professor with the Greatest Impact," five years after graduation

2002 MBA Class of 1997 Alumni Award "The Professor with the Greatest Impact," five years after graduation

2002 MBA Class of 2002, "Outstanding Contributor to Student Life"

2001 MBA Class of 2001, "Faculty Member with Greatest Contribution to Student Life"

1998 The University of Texas, Finalist, "The Joseph Beasley Award for Teaching Excellence"

1997-1999 Member of "Northwestern University, J.L. Kellogg Graduate School of Management Teaching Honor Roll" for teaching excellence

1997 The University of Texas, Finalist, "The Joseph Beasley Award for Teaching Excellence"

1993-1998 The University of Texas, Graduate Business Council, "Outstanding Marketing Core Instructor"

1996 The University of Texas, Finalist, "The Joseph Beasley Award for Teaching Excellence"

1995 Lecturer, University of Texas, Graduate School of Business course on "Teaching Effectiveness"



- 1995 The University of Texas, Finalist, “The Joseph Beasley Award for Teaching Excellence”
- 1994 The University of Texas, Finalist, “The Joseph Beasley Award for Teaching Excellence”
- 1993 Member of "Northwestern University, J.L. Kellogg Graduate School of Management Teaching Honor Roll" for teaching excellence and outstanding representation of the student honor code
- 1993 The University of Texas, Finalist, “The Joseph Beasley Award for Teaching Excellence”
- 1992 The University of Texas “Apple Award” Outstanding Graduate Teacher Award

CONSULTING/PRIVATE EXECUTIVE EDUCATION CLIENTS (PARTIAL)

Agriculture/Food: (Kraft, Cargill, CP (Thailand), Proctor and Gamble, Unilever, Heublin, Imperial Tobacco)

Bio/Medical: (Genentech, Abbott, Baxter Health, Pflizer, Eli Lilly, Sing Health, Scott and White, Kaiser Permanente, Deloitte and Touche)

Consulting: (Accenture, Monitor, BCG, Deloitte and Touche, Doblin Group)

Semiconductor: (Texas Instruments, Motorola, Applied Materials, Advanced Micro Devices, Global Knowledge Services, On Semiconductor)

Technology: (Seagate, Nokia, 3M, LG Electronics)

Additional recent consulting engagements: (24Hr Fitness, Batesville Casket, Ford, Suffolk Group, Dresser Industries, ITWO Technologies, Sweet Leaf Teas, and Integrity Solutions)

RECENTLY PUBLISHED RESEARCH

Zerrillo, Philip C. and David Gertner “Dai Dong Tien Plastics” (case study) SMU Case Series (forthcoming) in European Case Clearing House (2013)

Zerrillo, Philip C., and S.N. Venkat “Kingfisher Beer” (case study) SMU Case Series. Published in European Case Clearing House (2013)

Zerrillo, Philip C., and Kevin Sproule “Hammerlick Brewing” (case study) SMU Case Series. Published in European Case Clearing House (2012)

Zerrillo, Philip C., and Havovi Joshi “Tata Salt (B) When Flanker Brands Grow Up” (case study) SMU Case Series. Published in European Case Clearing House (2012)



Zerrillo, Philip C., and Paolo Castasti “Minh Long Porcelain (B)” (case study) SMU Case Series. Published in European Case Clearing House (2012)

Zerrillo, Philip C., and Havovi Joshi “Tata Salt” (case study) SMU Case Series. Published in European Case Clearing House (2012)

Zerrillo, Philip C., “Memaska Steel” (case study) SMU Case Series. Published in European Case Clearing House (2011)

James C Anderson, Philip Zerrillo and Lihua Wang, "Inter Organizational Properties and Inter-organizational Perceptual Agreement: A Model and Empirical Test in Marketing Channel Relations" December 2007, (Winner of Best Paper Award)

Zerrillo, Philip, and Greg M. Thomas, "Developing Brands in Emerging Markets, a Framework for Growth," Journal of Place Branding Fall 2007.

Shervani, Tasadduq and Philip Zerrillo, "The Albatross on New Product Innovations," Business Horizons, Vol 40 No.1, (Jan 1997) pp.57-62 (Also republished Engineering Management Review Winter 1997, Vol 4 Pg 26-32) Also Republished JPIM On-line Hot Topic, review Dec 2000) (Also republished Euskotek, Revist de la Red ParquesTecnologicosNumero 6 Ano1999)

Peterson Robert, Karen Smith and Philip Zerrillo, "Trademark Dilution and the Practice of Marketing" Journal of the Academy of Marketing Science, Vol 27, No. 2 pp 255-268 (1999)

Zerrillo, Philip C., Jon M. Flemming and Angela McKee, "Vertical Territory and Customer Resale Restrictions a New Rule of Reason Approach," Iowa Law Review: Journal of Corporation Law, (May 1997)

Iacobucci, Dawn and Philip C. Zerrillo, "Multiple Levels of Relational Phenomenon," Dawn Iacobucci (ed.) Relationships in Marketing, Russell Sage, Princeton NJ. (1996)

Iacobucci, Dawn and Philip C. Zerrillo, "The Relationship Life Cycle: I) A Network-Dyad-Network Dynamic Conceptualization, and II) The Application of Some Classic Psychological Theories to its Management," Jagdish Sheth and Charles Frame (eds.) Review of Marketing, JAI Press, Greenwich, (Forthcoming, 1996)

Iacobucci, Dawn and Philip C. Zerrillo, "The Relationship Life Cycle: I) A Network-Dyad-Network Dynamic Conceptualization, and II) The Application of Some Classic Psychological Theories to its Management," Jagdish Sheth and Charles Frame (eds.) Review of Marketing, JAI Press, Greenwich, (Forthcoming, 1996)

Zerrillo, Philip and Angela McKee, "Vertical Restraints and Consumer Welfare, Clear Distinctions for Restraints: Via a Modified Rule of Reason Approach" Contemporary Knowledge of Relationship Marketing, Emory University Center for Relationship Marketing June 1996



Zerrillo, Philip and Ravi Raina, "A Vertical View of Marketing Networks: A New Entrants Approach" Dawn Iacobucci (ed.) Relationships in Marketing, Russell Sage, Princeton NJ. (1996)

Zerrillo, Philip and Dawn Iacobucci, "Trade Promotions a Call For a More Rational Approach," Business Horizons, Vol 38 No.4, (July-August) (1995) pp. 69-76

Frenzen, Jonathan, Paul Hirsch and Philip C. Zerrillo, "Consumption Preferences and Changing Lifestyles," Neil Smelzer and Richard Swedberg (eds.), The Handbook of Economic Sociology, Russell Sage, Princeton NJ. (1994)

FORTHCOMING RESEARCH

Zerrillo, Philip with Jeffrey Andrien, and Paul Benoit, "Protecting Intellectual Assets in the Firm" Forthcoming in Masters in Marketing, Srivastava, Rajendra K. Editor

EXPERT TESTIMONY

Impact on Brand Value in Tobacco Packaging Regulations
Retained by a large tobacco company to write an expert report on the effect of regulatory changes regarding tobacco packaging on brand value. (ongoing)

Stripes, LLV v. Carlson Restaurants Worldwide, Inc. et. al.
Case No: 7:11-CV-00019, USDC Southern District of Texas, McAllan Division. Issued Federal Rule 26 Report, dated January 13, 2012 and testified in deposition. Damages related to trademark infringement. (deposed)

Latin America Courier, and Pegaso Express v. Airborne Express Inc., Airborne Express Inc., Airborne Freight Corporation, George Trevino DHL Holdings (USA) Inc, DHL Danzas Air and Ocean North America, DHL Worldwide Express Inc., and DHL International De Mexico S.A. DE. C.V. (deposed)

Friedman v. 24hr Fitness (deposed)

Jeremy Franklin v. American Suzuki Motor Corp (deposed)

Country wide Financial Corporation v. Countrywidefinancial.com

Psycho Bunny, God Gold and Good Inc. v. Nike

CONTACT INFORMATION

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Kellogg Graduate School of Management
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