

## **Biography**

Russ Morgan is an Associate Professor of the Practice of Marketing at the Fuqua School of Business at Duke University and is a member of the marketing area. Professor Morgan received his Ph.D. in Business Administration (Marketing) from Duke University in 1998, and was on the faculty at the David Eccles School of Business, University of Utah from 1996 to 2004. He worked in litigation consulting for Huron Consulting Group, Chicago Partners, and Navigant,, preparing and providing expert witness testimony in economics and marketing, from 2004 until returning to Fuqua in 2010.