

Christine Moorman is the T. Austin Finch, Sr. Professor of Business Administration at The Fuqua School of Business, Duke University. She is a member of the marketing area and active in the entrepreneurship program. Professor Moorman received her MBA and Ph.D. in Business Administration with an emphasis in marketing and the business environment and public policy from the University of Pittsburgh's Katz Graduate School of Business. She was on the faculty at the University of Wisconsin School of Business from 1989-1999 before joining Duke.

Professor Moorman's expertise is in examining the nature and effects of learning and knowledge utilization by consumers, managers, and organizations. She has studied these effects in the context of innovation, marketing alliances and networks, and public policy. Professor Moorman's research has been published in a range of marketing and management journals, including *Harvard Business Review*, *Journal of Marketing Research*, *Journal of Consumer Research*, *Marketing Science*, *Journal of Marketing*, *Journal of Public Policy & Marketing*, *International Journal of Research in Marketing*, *Academy of Management Review*, and *Administrative Science Quarterly*. She is on the Editorial Review Boards for the *Journal of Marketing Research* (Associate Editor), *Journal of Marketing* (Associate Editor), *Marketing Science*, and the *Journal of Public Policy & Marketing*. Her research has been supported by over a dozen grants from the Marketing Science Institute, the Institute for the Study of Business Markets, and the National Science Foundation.

Professor Moorman is the founder and managing director of The CMO Survey (www.cmosurvey.org). She is author of the book, *Strategy from the Outside In: Profiting from Customer Value* with George S. Day (www.strategyfromtheoutsidein.com), which was awarded the 2011 Berry Book prize for the best book in the field of marketing. Professor Moorman has served as an Academic Trustee for the Marketing Science Institute, as a member of the Board of Directors of the American Marketing Association, Chair of the Marketing Strategy Special Interest Group for the AMA, as Director of Public Policy for the Association for Consumer Research. She won the 2012 Paul D. Converse Award, the 2008 Mahajan Award for Career Contributions to Marketing Strategy from the AMA and the 2008 Distinguished Marketing Educator for the Academy of Marketing Science. At Duke, Christine was awarded the 2006 Bank of America award, the highest honor a Fuqua faculty can receive from professor peers. Professor Moorman has served as area chair, Chair of Dean's Search Committee, and on the University's Academic Priorities Committee at Duke.

Professor Moorman's teaching focuses on marketing strategy with an emphasis on building the organization and capabilities for customer focus. She has taught this class to undergraduate, MBA, and Executive MBA classes as well as to managers of healthcare, financial services, pharmaceutical and packaged goods companies. She is passionate about connecting with customers and views this connection as the key to firm profitability and the free market system. A former Junior Achiever, Christine strives to inspire managers to innovate and manage their companies with the passion of entrepreneurs. She views managers as a source of great insight and direction for her research and teaching.