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Dilip Soman is presently the Corus professor of communication strategy, a professor of marketing and a senior fellow of the Desautels Center for Integrative Thinking™ at the Rotman School of Management, University of Toronto. He also serves as an adjunct professor at the Hong Kong University of Science and Technology, and has previously taught at the University of Colorado at Boulder, Indian School of Business, INSEAD, and for the Trium (NYU, HEC Paris, LSE) executive MBA program. He has a bachelor's degree in Mechanical Engineering, an MBA, and a Ph.D. in Marketing and Behavioral Sciences. In addition to his position at Rotman, Dilip also serves as an associate editor of the *Journal of Marketing Research*, and on the editorial boards of the *Journal of Consumer Research*, *Journal of Marketing*, *Journal of Consumer Psychology* and *Marketing Letters*. He was recently named as one of the “professors to watch for” by the Financial Times.

His research on the psychology of judgment and decision-making, and its applications to consumer and managerial behavior has been recognized internationally. He is also interested in the creation and measurement of customer value through service excellence and life-cycle management. He has also done extensive work on managerial behavior and decision-making, strategic marketing, behavioral pricing and promotions, service delivery, innovation and creativity management, and on customer management. He has been invited to give seminars on these topics at universities like Harvard, Stanford, Northwestern, Berkeley, Duke, Columbia, and NYU. He has published over 25 scholarly articles in publications like the *Harvard Business Review*, *Journal of Marketing Research*, *Journal of Consumer Research*, *Marketing Science*, *Marketing Letters*, *Journal of Behavioral Decision Making* and *Journal of Advertising*, and has been featured in several newspapers, periodicals, TV and radio programs.

Dilip teaches courses in two areas at the Executive, EMBA, MBA and Ph.D. levels. In marketing, he teaches courses on Marketing Analysis, Customer Management, Pricing, Strategic Marketing and Marketing of Financial Products and Services. In behavioral sciences, he teaches courses on Managerial Decision Making, Innovation and Creativity, Negotiations and Integrative Thinking™. In addition, he has also been involved in research, executive training or consulting projects for corporations such as ABN Amro Bank, Bank of China (HK), Citibank, CIBC, Federal Express, Hewlett Packard, The Hong Kong Government, Hospital Authority (HK), HSBC, IBM, Indian Bank, King Soopers Supermarkets, Merck, New York Life Insurance, Procter and Gamble, and Rogers Cable. Prior to joining academia, he worked for J. Walter Thompson and Tata-Hitachi.