

GARY F. GEBHARDT

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EDUCATION

NORTHWESTERN UNIVERSITY Ph.D. in Marketing Minors in Management & Organizations and Economics	DECEMBER 2004
WEATHERHEAD SCHOOL OF MANAGEMENT CASE WESTERN RESERVE UNIVERSITY Master of Business Administration Concentrations in Strategy, Marketing and Organizational Behavior	JANUARY 1989
CERTIFIED PUBLIC ACCOUNTANT, STATE OF OHIO License Number: 04-3-22014 Passed exam on first attempt, May 1985	MAY 1985
UNIVERSITY OF AKRON Bachelor of Science in Accounting	MAY 1985

ACADEMIC APPOINTMENTS

UNIVERSITY OF SOUTH FLORIDA Marketing Department, College of Business Administration Assistant Professor	2003 - PRESENT
NORTHWESTERN UNIVERSITY Weinberg College of Arts and Sciences Instructor	2003

MANAGERIAL EXPERIENCE

PACKAGE SOFTWARE ASSOCIATES Vice President of Strategy and Operations	1997 - 1998
KUCZMARSKI AND ASSOCIATES Marketing Strategy and New Product Development Consultant	1997
MOTOROLA Marketing Strategy and Planning Manager Channel Strategy and Planning Manager Business Development Manager Product Development Manager	1994 - 1997 1996 - 1997 1996 1995 - 1996 1994 - 1995

MANAGERIAL EXPERIENCE (CONTINUED)

PRICE WATERHOUSE 1993 - 1994
Consulting Manager, National Public Utilities Practice Group

FRANK LYNN & ASSOCIATES 1990 - 1993
Marketing Strategy and Channels Consultant

PRICE WATERHOUSE 1984 - 1990
Business Process Reengineering and Information Technology Consultant
Senior Consultant 1987 - 1990
Staff Consultant 1985 - 1987
Audit and Consulting Internships 1984 - 1985

PUBLISHED PEER-REVIEWED ARTICLES

Carrillat, François A., Robert J. Riggle, William B. Locander, Gary F. Gebhardt, And James M. Lee (2009), "Cognitive Segmentation: Modeling The Structure And Content Of Customers' Thoughts," *Psychology & Marketing*, 26 (6), 479-506.

Gebhardt, Gary F., Gregory S. Carpenter and John F. Sherry, Jr. (2006), "Creating a Market Orientation: A Longitudinal, Multi-Firm, Grounded Analysis of Cultural Transformation," *Journal of Marketing*, October 2006, Volume 70, Issue 4.

*** Winner of the 2006 MSI/H. Paul Root Award, awarded by the Journal of Marketing Editorial Review Board for its significant contribution to the advancement of marketing practice.

*** Winner of the 2008 the Robert D. Buzzell Marketing Science Institute (MSI) Best Paper Award for the MSI working paper version for the paper that has made the most significant contribution to marketing practice and thought. It also serves to signal the kind of writing and research that is of lasting value to corporate marketing executives. Each year the award is given for the best MSI paper issued during the calendar year two years previous.

ARTICLES UNDER REVIEW

Gebhardt, Gary F., "The Perceived Fairness of Price Skimming Practices," under review at the *Journal of Consumer Research*.

Gebhardt, Gary F., François A. Carrillat, Robert J. Riggle and William B. Locander, "A Market-Based Procedure for Assessing and Improving Content Validity," under review at the *Review of Marketing Research*.

ARTICLES IN PREPARATION

Gebhardt, Gary F., Gregory S. Carpenter and Ann McGill, "My Best Competitor has the Best Strategies: How Learning Creates Tautological Biases in Competitive Assessment." Preparing for submission to *Organization Science*.

Gebhardt, Gary F., "Ethnographic Insights from Inside Market-Oriented Firms: Furthering Our Understanding of Market Orientation." Anticipate submitting to the *Journal of Marketing*.

Gebhardt, Gary F., "Acultural Co-Consumption: Consuming Together without a Shared Culture." Anticipate submitting to the *Journal of Marketing* or the *Journal of Consumer Research*.

ARTICLES IN PREPARATION (CONTINUED)

Gebhardt, Gary F., "Toward A Unified Theory Of Corporate Herding Behaviors." Anticipate submitting to the *Strategic Management Journal*.

ACTIVE RESEARCH PROJECTS

Barnett, Michael L., Gary F. Gebhardt, and Bryant A. Hudson, "The Helios Paradox: How Success Breeds Failure." Anticipate submitting the *Strategic Management Journal*.

Gebhardt, Gary F., "Making Innovation Happen: A Socio-Cognitive Approach for Encouraging Market Innovations." Currently collecting secondary data and soliciting participating firms for ethnographic fieldwork. Anticipate submitting to the *Journal of Marketing*.

Johnson, David K. and Gary F. Gebhardt, "Rethinking the Relationship between the Gay Civil Rights Movement and Gay Marketing." Anticipate submitting to the *Journal of Consumer Research* or the *American Journal of Sociology*.

SCREENED PEER-REVIEWED FILM

Gebhardt, Gary F. and Paul A. Swindle, "(a)Cultural Co-Consumption: 21 Conversations About the People We Consume With," 2006 *Association for Consumer Research Film Festival*, Orlando, Florida; screened on 10^{am} September 29, 2006 and 8^{am} September 30, 2006.

PEER-REVIEWED CONFERENCE PROCEEDINGS

Gebhardt, Gary F. and Paul A. Swindle (2007), "(a)Cultural Co-Consumption: 21 Conversations About the People We Consume With (extended abstract)," *Advances in Consumer Research*, vol. XXXIV, edited by Gavan J. Fitzsimons and Vicki G. Morwitz.

Gebhardt, Gary F. (2006), "Price Skimming Paradoxes (extended abstract)," *Advances in Consumer Research*, vol. XXXIII, edited by Cornelia Pechmann and Linda Price.

PUBLISHED WORKING PAPERS

Gebhardt, Gary F., (2009), "Price Skimming's Unintended Consequences," *Marketing Science Institute Working Paper Series*, Forthcoming in 2009.

Gebhardt, Gary F. (2008), "Social Justice in Marketing: Fairness, Satisfaction and Customer Lifetime Value," *Marketing Science Institute Special Report*, 2007 Working Paper Series; Issue 4 (2007), February 2008.

Gebhardt, Gary F., Gregory S. Carpenter and John F. Sherry, Jr. (2006), "Creating a Market Orientation: A Longitudinal, Multi-Firm, Grounded Analysis of Cultural Transformation," *Marketing Science Institute Working Paper Series*, Issue 2, June 2006.

*** Winner of the 2008 the Robert D. Buzzell Marketing Science Institute (MSI) Best Paper Award for the paper that has made the most significant contribution to marketing practice and thought. It also serves to signal the kind of writing and research that is of lasting value to corporate marketing executives. Each year the award is given for the best MSI paper issued during the calendar year two years previous.

PUBLISHED WORKING PAPERS (CONTINUED)

Gebhardt, Gary F. (1992), "Marketing Efficiency Maximization Methodology: Helping Producers Realize the Competitive Advantage of Becoming a Low-Cost Deliverer," a *Frank Lynn & Associates White Paper*.

CONFERENCE PRESENTATIONS

Gebhardt, Gary F. (2006), "Price Skimming Paradoxes," *2006 INFORMS Marketing Science Conference* in Pittsburgh, Pennsylvania; June 10, 2006.

Gebhardt, Gary F. (2005), "Price Skimming Paradoxes," *2005 North American Conference of the Association for Consumer Research*, San Antonio, Texas; September 30, 2005.

Gebhardt, Gary F., Gregory S. Carpenter and John F. Sherry, Jr. (2005), "Creating a Market-Oriented Firm: A Longitudinal Study of Organizational Transformations," *2005 INFORMS Marketing Science Conference*, Goizueta Business School, Emory University, Atlanta, Georgia; June, 18, 2005.

Gebhardt, Gary F. (2002), "How Firms Become Market-Oriented: A Longitudinal Qualitative Study of Organizational Transformations," *4th Annual Conference on Ethnography*, Chicago, Illinois; February 23, 2002.

Carpenter, Gregory S., Gary F. Gebhardt and Ann L. McGill (2001), "They Played a Game: Inferential Biases in Competitor Analysis," *Marketing Science Institute Conference on Competitive Responsiveness*, Cambridge, Massachusetts; May 18, 2001.

INVITED PRESENTATIONS

Gebhardt, Gary F., Gregory S. Carpenter and Ann McGill (2009), "My Best Competitor has the Best Strategies: How Learning Creates Tautological Biases in Competitive Assessment," *Weatherhead School of Management, Case Western Reserve University*, Cleveland, Ohio; July 10, 2009.

Gebhardt, Gary F. (2008), "Price Skimming's Unintended Consequences," *Judge Business School, University of Cambridge*, Cambridge, England; December 11, 2008.

Gebhardt, Gary F. (2006), "A Research Roundtable on Corporate Ethnography and the Longitudinal-Processual Method," *York University*, Toronto, Canada; July 14, 2006.

Gebhardt, Gary F., Gregory S. Carpenter and John F. Sherry, Jr. (2005), "Creating a Market-Focused Organization: Lessons from Elitist Revolutions," *Marketing Science Institute Fall 2005 Board of Trustees Meeting and Conference*, Chicago, Illinois; November 3, 2005.

Gebhardt, Gary F. (2005), "Creating the Market-Oriented Firm," *Nielsen Media Research Product Management Summit 2005*, Nielsen Media Research Global Technology and Information Center, Oldsmar, Florida; June 15, 2005.

Gebhardt, Gary F. (2003), "Creating the Market-Oriented Organization," *University of South Florida Marketing Roundtable*, Tampa, Florida; February 21, 2003.

INVITED PRESENTATIONS (CONTINUED)

Gebhardt, Gary F. (1996), "New Product Development and Going to Market," keynote address at *PDA Developers North*, Chicago, Illinois; September 13, 1996.

Gebhardt, Gary F. (1995), "Developing Software Utilizing Wireless Data Transports," *PDA Developers East*, Nashua, New Hampshire; August 7, 1995.

Gebhardt, Gary F. (1992), "Marketing Maximization Methodology for Telecommunications" *Bellcore Channel Marketing Conference*, San Francisco, California; June 1992.

Gebhardt, Gary F. and Brian Dibble (1992), "Marketing Maximization Methodology for Telecommunications" *The Fifth Annual U.S. Pricing Conference*, Chicago, Illinois; April 1992.

EDITORIAL REVIEW BOARD

Journal of Marketing Editorial Review Board Member (2007 – present)

AD HOC PEER REVIEW ACTIVITIES

Journal of Consumer Research

Strategic Management Journal

Journal of Personal Selling & Sales Management

Journal of Marketing Theory and Practice

2009 American Marketing Association Winter Educators' Conference, Marketing Strategy Track

2004 Academy of Management Annual Meeting, Business Policy and Strategy

2004 Academy of Marketing Science Annual Conference

RESEARCH INTERESTS

Marketing Strategy and Implementation

Managerial Decision Making

Organizational Change

Marketing Processes within Organizations

PROFESSIONAL AFFILIATIONS

American Marketing Association

Academy of Management

American Economic Association

Marketing Science Institute, Academic Member

TEACHING INTERESTS

Marketing Management
Marketing Strategy
New Product Development
Marketing Channels
Business-to-Business Marketing
Marketing Research

TEACHING EXPERIENCE

UNIVERSITY OF SOUTH FLORIDA **2003 - PRESENT**

Marketing Strategy (PhD survey course)
Marketing Strategy (MBA)
Marketing Strategy (EMBA)
Marketing Management (8-week MBA tool course)
Basic Marketing (undergraduate mass lecture: 440 participants/class)

NORTHWESTERN UNIVERSITY **SPRING 2003**

WEINBERG COLLEGE OF ARTS AND SCIENCES
Introduction to Marketing (undergraduate)

NORTHWESTERN UNIVERSITY **1999 - 2003**

KELLOGG SCHOOL OF MANAGEMENT
MBA and EMBA Teaching Assistant

WEATHERHEAD SCHOOL OF MANAGEMENT **FALL 1988**

CASE WESTERN RESERVE UNIVERSITY
Management Information Systems Teaching Assistant and Tutor

UNIVERSITY OF AKRON **1984 – 1985**

Accounting Information Systems Teaching Assistant and Tutor

UNIVERSITY SERVICE: UNIVERSITY OF SOUTH FLORIDA, COLLEGE OF BUSINESS

FACULTY EXECUTIVE COMMITTEE **2006 - 2008**

STRATEGIC PLANNING COMMITTEE **2007 - 2008**

MARKETING PH.D. PROGRAM RESTRUCTURING LEADER **2005 - 2007**

Increased Marketing course load from five to six courses over two years instead of three years. Added required first year paper and replaced comprehensive exams with second year paper. All teaching moved out to third year of program, after students achieve candidacy.

INAUGURAL UNIVERSITY OF SOUTH FLORIDA **2006 - 2007**

MBA SATISFACTION SURVEY
DIRECTOR/CO-SPONSOR

HONORS AND AWARDS

2008 ROBERT D. BUZZELL MARKETING SCIENCE INSTITUTE BEST PAPER AWARD

Awarded for the Marketing Science Institute (MSI) working paper that has made the most significant contribution to marketing practice and thought. It also serves to signal the kind of writing and research that is of lasting value to corporate marketing executives. Each year the award is given for the best MSI paper issued during the calendar year two years previous.

2006 MSI/H. PAUL ROOT AWARD

Awarded for “Creating a Market Orientation: A Longitudinal, Multi-Firm, Grounded Analysis of Cultural Transformation,” by Gary F. Gebhardt, Gregory S. Carpenter, and John F. Sherry, Jr., which appeared in the October 2006 (Vol. 70, No. 4) issue of *Journal of Marketing*. The article was chosen by members of the Journal of Marketing Editorial Review Board for its significant contribution to the advancement of marketing practice.

2006 UNIVERSITY OF SOUTH FLORIDA MARKETING DEPARTMENT RESEARCH ACHIEVEMENT AWARD

MARKETING SCIENCE INSTITUTE RESEARCH GRANT #4-1149

\$2,500 Research Support

2001 ISBM BUSINESS MARKETING DOCTORAL SUPPORT AWARD COMPETITION

\$5,000 Research Support