

# Gary Ottley – Curriculum Vitae

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## Education

- Ph.D.** Bentley University (expected defense: Spring 2016).  
**MBA** Babson College 1997. Strategy and Marketing.  
**B.S.** University of the West Indies, Cave Hill (Barbados) 1992. Economics and Management.

## Awards, Honors and Certifications

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| Blended Learning Faculty Fellow (Babson College) | 2010        |
| Fulbright International Scholar                  | 1995 - 1997 |

## Research

### Research Interests

Conscious Capitalism; socially-conscious business; the role of marketing in society; service-dominant logic of marketing; customer centricity; mindful consumption; well-being.

### Publications

- Bal, A.S., Grewal, D., Mills, A., & Ottley, G. (2015). "Engaging Students With Social Media." **Journal of Marketing Education** (forthcoming)
- Ottley, G., Sisodia, R., & Buono, A.F. (2013). "Student beliefs and attitudes about business: Shaping the views of first-year business students; a preliminary study." **SAM Advanced Management Journal**, 78(4), 35-45
- Cummings, M., Ottley, G., & Brewster, R. (2011). "Developing and Executing a Strategy While Confronting Conflicting Stakeholder Interests: A Case Study." In **Proceedings of the 7th European Conference on Management, Leadership and Governance**: SKEMA Business School, Sophia-Antipolis, France, 6-7 October 2011 (p. 71). Academic Conferences Limited.

### Under Review

- Ottley, G., Lusch, R., & Sisodia, R. "Conscious Marketing: Its Meaning, Determinants, and Consequences." Status: Under review at the Journal of Marketing.
- Hanna, R., Ottley, G., Swain, S. "An Exploratory Study of the Impact of Using In-Store Apps to Assist Wine Purchase Decisions." Status: Under second review at the Journal of General Management.

### Work In Progress

- Hanna, R., Ottley, G., & Swain, S. "Communicating Aesthetics and Ephemerality of Wine Through a Digital App." Status: Experimental design stage.
- Ottley, G. "Rethinking Customer Centricity." Status: preliminary data collection completed

**Conference Presentations**

- Ottley, G. (2015). "Elevated Marketing: The Conscious Marketing Construct, its Antecedents, Consequences, and Dichotomies." Special Session at the CYRUS Institute of Knowledge Conference, Boston, MA
- Ottley, G. (2014). "Understanding and Measuring an Elevated Consciousness of Marketing." Special Session at the Society for Marketing Advances Conference, New Orleans, LA
- Ottley, G. (2014). "The Consumer As Citizen: Rethinking Customer Satisfaction". Poster Session at the American Marketing Association Marketing & Public Policy Conference, Boston, MA
- Ottley, G. (2014). "Rethinking Customer Centricity: An Exploratory Study in Food Marketing." American Marketing Association Winter Educator's Conference, Orlando, FL

**Non-Refereed Cases**

- Matsuno, K. & Ottley, G. (2015) "Apple Watch B: Would You Bet On It?" (Case and teaching note)
- Ottley, G. & Cummings, M. (2012) "Theo Chocolate". Babson College, Wellesley MA. (Case and teaching note)
- Ottley, G. & Hebert-Maccaro, K (2012) "Shorewood Soups: To B2C Or Not To B2C?" Babson College, Wellesley, MA (Case and teaching note)
- Ottley, G. & Cummings, M. (2010) "Matt Powell: A Passion For Wine A: Challenging the Conventional Wisdom of the California Wine Industry". Babson College, Wellesley MA. (Case and teaching note)
- Cummings, M. & Ottley, G. (2010) "Matt Powell: A Passion For Wine B: Taking The Next Step In The California Wine Business". Babson College, Wellesley MA. (Case and teaching note)
- Ottley, G. & Cummings, M. (2010) "A Note on the US Wine Industry 2007". Babson College, Wellesley MA.

**Academic Experience****Teaching Interests**

Sustainable / Socially-conscious Marketing	The Role of Marketing in a Changing Society
Marketing Strategy	Data-Driven Marketing
Brand Management	Foundations / Principles of Marketing
Consumer Cultures	

**Teaching Experience**

- 2011 – Present, Lecturer in Marketing, Babson College, Wellesley, MA
- 2008 – 2011, Visiting Lecturer in Marketing, Babson College, Wellesley, MA

**Courses Taught**

**Traditional Face-to-Face Format**

Marketing – MKT7200 <i>MBA Core, 2-Year &amp; 1-Year Full-Time Programs</i>	-	Fall 2015 Fall 2014 Summer 2011
Marketing - MKT7200 <i>MBA core, Evening Program</i>	-	Fall 2015 Spring 2015
Marketing Analytics - MKT7506 <i>Graduate Elective</i>	-	Fall 2015 Summer 2015 Spring 2015 Fall 2014
Brand Management - MKT7572 <i>Graduate Elective</i>	-	Spring 2014 Fall 2013
Principles of Marketing - SME2011 <i>Undergraduate Core</i>	-	Spring 2015
Marketing Analytics - MKT4506 <i>Undergraduate Elective</i>	-	Spring 2014

**Online / Face-to-Face Blended Format**

Brand Management - MKT7572 <i>MBA elective</i>	-	Winter 2014 Fall 2013 Spring 2013 Fall 2012 Summer 2012	Fall 2011 Spring 2011 Spring 2010 Fall 2009 Spring 2009
Marketing - MKT7200 (formerly MBA7306) <i>MBA core</i>	-	Summer 2015 Summer 2014 Summer 2013 Fall 2012	Spring 2012 Summer 2011 Spring 2010 Spring 2009
Advanced Business Leadership 2B: Designing Marketing Systems - MBA7325 <i>MBA core</i>	-	Spring 2012 Fall 2011 Spring 2011 Fall 2010	Spring 2010 Fall 2009 Spring 2009
Advanced Business Leadership 1: Opportunity Assessment - MBA7315 <i>MBA core</i>	-	Summer 2012 Fall 2010 Summer 2010 Fall 2009	Spring 2009 Summer 2009 Fall 2008 Summer 2008

Instructor of Record on all listed courses.

## Professional Affiliations and Service

<i>Journal of Marketing Education</i>	Ad Hoc Reviewer
Society of Marketing Advances	Member, 2014 - present
KPMG Foundation PhD Project, Marketing Doctoral Students Association	Member, 2013 - present
American Marketing Association (Marketing and Society SIG and Doctoral Students SIG)	Member, 2013 - present
Goldman Sachs 10,000 Small Businesses Initiative	Faculty Coach, 2009 - present
Conscious Capitalism Institute	Member, 2011 - present

## Professional Experience

Monitor Group / Strategic Pricing Group (Cambridge & Waltham MA) <i>Senior Project Manager / Lead Consultant</i>	2001-2008
Developed practical, execution-focused marketing strategies for client companies; led and managed consulting project teams of up to 25 people in several client service areas, including pricing strategy development and implementation.	
Ernst & Young Caribbean (Trinidad, West Indies) <i>Senior Consultant</i>	1999-2000
Led, managed and executed numerous process improvement and corporate strategy consulting engagements.	
Strategic Pricing Group (Marlborough, MA) <i>Consultant</i>	1997-1998
Provided superior consulting support on several value-based pricing and business-to-business marketing projects, in the High-Tech, Pharmaceutical, Printing & Publishing, and Industrial Goods Industries.	

## Doctoral Coursework (2011 – 2013)

Philosophy of the Social Sciences	Dr. Axel Seeman
Quantitative Research Methods	Dr. Jim Hunton
Quantitative Analysis I	Dr. Sam Woolford
Quantitative Analysis II	Dr. Sam Woolford
Qualitative Methods	Dr. M. Lynne Markus
Organization Theory	Dr. Sue Newell
Microeconomic Theory	Dr. Michael Quinn
Ethics and Corporate Social Responsibility	Dr. Robert Frederick & Dr. Anthony Buono
Information Systems	Dr. Robert Galliers
Marketing and the Customer-Focused Firm (at Boston University)	Drs. Susan Fournier, Barbara Bickart, Patrick Kaufmann, Remi Trudel, Seema Pai, and Didem Kurt
Consumer Behavior II (at Boston University)	Dr. Susan Fournier
Conscious Capitalism and Marketing	Dr. Rajendra Sisodia