

Gary Ottley, Ph.D.

Associate Professor of Practice, Marketing; Babson College, Wellesley, MA

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Professional Summary

Dynamic marketing educator and scholar with 15+ years of experience in higher education and 12+ years in industry consulting. Recognized for innovative and engaging teaching, curriculum development, and research in socially-conscious marketing and strategy. Proven leader in program direction, executive education, and academic service. Passionate about bridging theory and practice to prepare students for impactful careers.

Education

Ph.D., Marketing

Bentley University, 2016

Dissertation: The Expansion of Conscious Capitalism into the Marketing World: Do Marketing Managers Practice 'Conscious' Marketing?

MBA, Strategy and Marketing

Babson College, 1997

B.S., Economics and Management

University of the West Indies, Cave Hill (Barbados), 1992

Academic Appointments

Babson College, Wellesley, MA

- Associate Professor of Practice, Marketing (2022–Present)
 - Faculty Director, Full-Time MBA Programs
- Lecturer/Senior Lecturer in Marketing (2011–2022)
- Visiting Lecturer in Marketing (2008–2011)

Teaching

My teaching philosophy is rooted in active engagement and the seamless integration of professional practice into the classroom. I believe that students learn best when they are challenged to participate, collaborate, and apply concepts to real-world scenarios. By drawing on my industry experience and ongoing work with industry practice, I bring current marketing practices and strategic insights directly into my courses, making learning both relevant and dynamic. This approach not only fosters deeper understanding but also prepares students to excel in their careers. I am committed to creating an inclusive environment where theory is consistently linked to practice for maximum impact.

Courses Taught:

- MKT7800: Marketing (MBA)
- MKT7200: Marketing (Blended MBA)
- MKT6100: Marketing Management (MSEL)
- MKT7572: Brand Management (Graduate)
- MKT7506: Marketing Analytics (Graduate)
- MKT6300: Marketing Analytics (Graduate)
- MKT2000: Principles of Marketing (Undergraduate)
- MKT4525: Sustainable Marketing (Undergraduate)
- MKT4506: Marketing Analytics (Undergraduate)

Executive Education & Special Programs:

- Santander Bank Cultivate Small Business Program
- Goldman Sachs 10,000 Small Businesses
- Santander X Growth Program
- Price-Babson Symposium for Entrepreneurship Educators
- Université Laval
- Stellenbosch Business School
- MCAA Advanced Leadership Institute
- Babson Academy

Awards & Honors

- Dean's Teaching Award – Graduate School, 2021
- Graduate School Excellence in Service, 2018
- "Best Professor – Honorable Mention" (BL MBA Spring 2017 cohort), 2018
- Blended Learning Faculty Fellow, 2010
- Fulbright International Scholar, 1995–1997

Research & Publications

Research Interests:

Marketing strategy and execution, socially-conscious brands, marketing's role in society, service-dominant logic, customer centricity, mindful consumption, well-being, marketing ethics.

Selected Publications:

- Hashmi, N., Worthington III, C. S., Bal, A., Weidner, K., Ottley, G. A. (2025). "Too Woke or Not Too Woke, that is the Question: Brand Response to Culture Wars." *Business Horizons*.
- Ottley, G., Nasr Bechwati, N., & Sisodia, R. (2019). "Conscious Marketing: Meaning and Application." In *Handbook of Marketing Advances in an Era of Disruptions*.
- Ottley, G., Hanna, R. (2017). "Do Consumers Know Enough To Assess The True Value Of Art?" *Journal of Public Affairs*, 18(2), e1654.
- Bal, A.S., Grewal, D., Mills, A., & Ottley, G. (2015). "Engaging Students With Social Media." *Journal of Marketing Education*, 37(3), 190-203.
- 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.

Conference Presentations:

- "Brown Hamilton and Black Ariel: Non-Traditional Casting and Audience Response," Academy of Marketing Science World Marketing Congress, Canterbury, UK (2023)
- "Managing Stereotypes in the Classroom," Academy of Marketing Science Annual Conference, New Orleans, LA (2018)
- "Teaching "Elevated" Marketing: Challenging Our Own Status Quo," Marketing Management Association Fall Educators' Conference, Pittsburgh, PA (2017)
- "Conscious Marketing: Its Meaning, Determinants, and Consequences," American Marketing Association Winter Marketing Educators' Conference, Las Vegas, NV (2016)
- "Elevated Marketing: The Conscious Marketing Construct, its Antecedents, Consequences, and Dichotomies." CYRUS Institute of Knowledge Conference, Boston, MA (2015)
- "Understanding and Measuring an Elevated Consciousness of Marketing." Society for Marketing Advances Conference, New Orleans, LA (2014)
- "The Consumer As Citizen: Rethinking Customer Satisfaction," Marketing Association Marketing & Public Policy Conference, Boston, MA (2014)
- "Rethinking Customer Centricity: An Exploratory Study in Food Marketing," American Marketing Association Winter Marketing Educators' Conference, Orlando, FL (2014)

Cases & Teaching Notes:

- Ottley, G. (2025) "ohDEER (A): Brand Equity In A Growing Franchise Company"
- Ottley, G. (2025) "ohDEER (B): Franchising Regionally, Marketing Locally"
- Ottley, G. (2016) "SignatureBreads.com: Is It Working For Us?"
- Ottley, G. & Matsuno, K. (2015) "Apple Watch B: Would You Bet On It?"
- Ottley, G. & Cummings, M. (2012) "Theo Chocolate"
- Ottley, G. & Hebert-Maccaro, K (2012) "Shorewood Soups: To B2C Or Not To B2C?"
- Ottley, G. & Cummings, M. (2010) "Matt Powell: A Passion For Wine (A): Challenging the Conventional Wisdom of the California Wine Industry".
- Cummings, M. & Ottley, G. (2010) "Matt Powell: A Passion For Wine (B): Taking The Next Step In The California Wine Business".
- Ottley, G. & Cummings, M. (2010) "A Note on the US Wine Industry 2007".

Academic & Professional Service

- Faculty Director, Full-Time MBA Programs (2022-present)
- Graduate Academic Policy Committee (2022–present)
- Honors Council (2025-present)
- Honors Project Advisor (multiple students)
- Blended Fellows Mentor
- Learning Management System (LMS) Committee
- EdX Faculty Advisory Committee

Professional Affiliations

- Walden Mutual Bank (Corporator)
- Academy of Marketing Science (Track Chair, Ethics & Social Responsibility, 2018)
- Beta Gamma Sigma (Member)
- Journal of Marketing Education (Ad Hoc Reviewer)
- Society of Marketing Advances (Member)
- KPMG Foundation PhD Project (Member)

Industry Experience

Monitor Group / Strategic Pricing Group, Cambridge & Waltham, MA
Senior Project Manager / Lead Consultant (2001–2008)

- Led consulting teams (up to 25) on marketing strategy and pricing projects for Fortune 500 and entrepreneurial clients.

Ernst & Young Caribbean, Trinidad, West Indies
Senior Consultant (1999–2000)

- Managed process improvement and corporate strategy engagements.

Strategic Pricing Group, Marlborough, MA
Pricing Consultant (1997–1998)

- Delivered value-based pricing and B2B marketing solutions for high-tech, pharmaceutical, and industrial clients.