

Gary Ottley – Curriculum Vitae

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Education

- Ph.D.** Bentley University, 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

Socially-conscious brands; the role of marketing in society; service-dominant logic of marketing; customer centricity; mindful consumption; well-being; marketing ethics.

Publications

- Ottley, G., Nasr Bechwati, N., & Sisodia, R. (2019) "Conscious Marketing: Meaning and Application." In *Marketing Advances in an Era of Disruptions – Essays in Honor of Professor Jagdish Sheth*. Atul Parvatiyar and Raj Sisodia (editors). Sage Publishing.
- Ottley, G. A., Nasr Bechwati, N. (2017). Teaching an Elevated View of Marketing: Marketing With Customers. **Marketing Education Review**.
(Published: <https://doi.org/10.1080/10528008.2017.1409635>)
- Ottley, G., Hanna, R. (2017). Do Consumers Know Enough To Assess The True Value Of Art? A Study Of Beliefs and Attitudes Toward the NEA. **Journal of Public Affairs**, 18(2), e1654.
(Published: <https://doi.org/10.1002/pa.1654>)
- Ottley, G. A., Nasr Bechwati, N. (2017). Teaching "Elevated" Marketing: Challenging Our Own Status Quo. In **Hot Topics Within Marketing Education: Marketing Management Association Fall 2017 Educators' Conference Proceedings**. Pittsburgh, Pennsylvania, 20-22 September 2017 (p. 69-70)
- 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

- Ottley, G. A., Beitelspacher, L. "Managing Stereotypes in the Classroom: What Stereotypes Exist and How Do We Respond?" 2018 Academy of Marketing Science Annual Conference. New Orleans, Louisiana.
- Ottley, G. A., Nasr Bechwati, N. "Teaching "Elevated" Marketing: Challenging Our Own Status Quo," 2017 Marketing Management Association Fall Educators' Conference. Pittsburgh, Pennsylvania.
- Ottley, G., Lusch, R., Sisodia, R., Bechwati, N. N. "Conscious Marketing: Its Meaning, Determinants, and Consequences," 2016 AMA Winter Marketing Educators' Conference, Las Vegas, NV.
- Ottley, G. "Elevated Marketing: The Conscious Marketing Construct, its Antecedents, Consequences, and Dichotomies." Special Session at the 2015 CYRUS Institute of Knowledge Conference, Boston, MA
- Ottley, G. "Understanding and Measuring an Elevated Consciousness of Marketing." Special Session at the 2014 Society for Marketing Advances Conference, New Orleans, LA
- Ottley, G. "The Consumer As Citizen: Rethinking Customer Satisfaction". Poster Session at the 2014 American Marketing Association Marketing & Public Policy Conference, Boston, MA
- Ottley, G. "Rethinking Customer Centricity: An Exploratory Study in Food Marketing." 2014 AMA Winter Marketing Educators' Conference, Orlando, FL

Non-Refereed Cases

- Ottley, G. (2016) "SignatureBreads.com: Is It Working For Us?" (Case)
- 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

Marketing Strategy
Marketing Analytics
Brand Management
Foundations / Principles of Marketing

Marketing Execution
Data-Driven Marketing
Consumer Cultures
Sustainable / Socially-conscious Marketing

Teaching Experience

Senior Lecturer, Marketing Division, Babson College. 2019 – Present

Lecturer, Marketing Division, Babson College. 2011 – 2019

MBA	Undergraduate	Executive Education & Other
MBA Module II: Marketing	MKT4506: Marketing Analytics	The Trust: Growing My Business (Exec Ed)
MKT7200: Marketing (Blended Learning)	SME: Marketing and Information Technology	Goldman Sachs 10,000 Small Businesses
MKT7200: Marketing (Evening Part-Time)		MCAA Advanced Leadership Institute (Exec Ed)
MKT7572: Brand Management		MBA Babson Build
MKT7506: Marketing Analytics		

Visiting Lecturer, Marketing Division, Babson College. 2008 – 2011

Academic Service

'Framing the Future of Undergraduate Learning' Faculty Committee
Honors Project Advisor
EdX Faculty Advisory Committee
Learning Management System (LMS) Committee
Blended Learning Miami Task Force
Faculty Advisor to the Babson Marketing Association

Professional Affiliations and External Service

Academy of Marketing Science	Track Chair, Ethics & Social Responsibility Track, 2018 AMS Conference
Beta Gamma Sigma	Member
Journal of Marketing Education	Ad Hoc Reviewer
Society of Marketing Advances	Member
KPMG Foundation PhD Project	Member
American Marketing Association (Marketing and Society SIG)	Member

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>Pricing 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.	