

Kenneth Demma

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Education

Stern School of Business, New York University

MBA, Marketing

New York University

BA, Economics

Harvard Business School

Certificate, Leadership in Professional Services

New York University

Certificate, Direct Marketing

Courses Taught & Academic Commitments

Babson College MBA

Consumer Behavior
Strategic Marketing Planning
Marketing Analytics
Competing on Analytics
Strategic Customer Management

Babson College Blended MBA

Consumer Behavior
Analytic Managers and Organizations

Babson College MBA Project Advisement

JMCFE (Management Consulting Field Experience) Meccanotecnica Riesi,
Riesi Italy (2 projects)
JMCFE Cantina La Vite, Sicily Italy
MCFE Jansen AG, jointly with FHS St. Gallen, St. Gallen Switzerland
Independent Study Advisement, Product Creation 4.0

Babson College MBA Service

Marketing Case Competition Judge
Analytics Hackathon Judge
Summer Entrepreneurship Program

Babson College Global Course Development

Decision Analysis
Sales Management

New York Institute of Management Exec. Program Course Development

Customer Management: An In-Practice Approach
Integrated Marketing and Sales Using Data and Analytics

Client-Specific Programs

Google: Accelerated Marketing and Sales

Individual Seminars

From Competing on Analytics to Leading with Analytics

Co-sponsor and Advisor

Business Analytics, Summer Program BHCC Boston

Professional Experience

First Analytics	Consulting and Analytics Services Firm Vice President
SAP	Global Enterprise Software Vice President Insight-Driven Marketing and Big Data Analytics
Fidelity Investments	Financial Services and Investments Vice President Customer Knowledge Center
Quaero, llc.	Marketing Consulting Firm Senior Vice President, Practice Leader Marketing Effectiveness
Circle/Havas	Advertising Agency Vice President, Group Account Director
iXL	Consulting and Marketing Services General Manager, Practice Leader CRM, Digital Marketing, Customer Strategy
Affinity Group, Inc.	Membership and Publishing Company Vice President, Head of Marketing
Qwest/US West	Telecommunications and Marketing Services Company General Manager, Retail Database Marketing
American Express	Financial Services, Travel and Membership Company Senior Director, Database Marketing

Professional Articles and Organizations

International Institute of Analytics (iiA), Faculty Member (2013-2016)

I-COM Board Member (2013-2015) and Jury Member

B2B Marketing Magazine: Make Data Work For You (2016) Contributor

Marketing Genius Award Winner, Analytic Innovation for “Insight-Driven Events” Program

Journal of Advertising Research: Masters of Marketing Analytics, Insight-Driven Events (2016)

Big Data Morality: MIT CDOIQ 2015

The Cube: CDOIQ (2015) and Strata NYC (2015)

Leveraging Analytics for Enterprise-Wide Marketing Mix Optimization (2014)

IDC: Big Data (2012)

Big Data in Marketing: the Road Map to Big Outcomes (2014)

Marketing Management: Determining Dimensions (2004)

Marketing Management: The New Learning Curve (2005)

Analytics@Work: Contributor/Interviewee (Davenport, 2012)

High Performance Marketing: Contributor (Naras Eechambadi, Dearborn Publishing 2006)