

Robert W. Palmatier is Professor of Marketing and John C. Narver Chair of Business Administration at the Foster School at the University of Washington. He founded and serves as the research director of the *Sales and Marketing Strategy Institute* (SAMSI) a global organization focused on linking business and academics for knowledge.

He earned his bachelor's and master's degrees in electrical engineering from Georgia Institute of Technology, as well as an MBA from Georgia State University and a doctoral degree from the University of Missouri, followed by post-doctoral research at Northwestern University's Kellogg School of Management. Prior to entering academia, Professor Palmatier held various industry positions, including president and COO of C&K Components (global electronics company) and European general manager and sales and marketing manager at Tyco-Raychem Corporation. He also served as a US Navy lieutenant on board nuclear submarines.

Robert's research interests focus on marketing strategy, relationship marketing, customer loyalty, privacy, marketing channels, and sales management. His research has appeared in *Harvard Business Review*, *Journal of Marketing*, *Journal of Marketing Research*, *Marketing Science*, *Journal of Academy of Marketing Science*, *Journal of Retailing*, *Journal of Consumer Psychology*, *Marketing Letters*, and *International Journal of Research in Marketing*. He has also published a number of leading textbooks including *Marketing Channel Strategy*; *Marketing Strategy: Based on First Principles and Data Analytics*; a monograph entitled *Relationship Marketing*; and chapters in numerous books. His research has been highlight in the *Nature*, *New York Times Magazine*, *LA Times*, *Electrical Wholesaling*, *Agency Sales*, and *The Representor*, as well as on NPR and MSNBC. In a recent AMA study, he was shown to be the 10th most productive scholar in marketing (across top 4 marketing journals) over the past 10 years.

He has served as Editor-in-Chief of the *Journal of Academy of Marketing Science* and and presently is the co-editor for *Journal of Marketing*; and also sits on numerous editorial review boards. His publications have received multiple awards, including the Harold H. Maynard (twice) and Sheth awards at the *Journal of Marketing*, and Robert D. Buzzell (twice), Lou W. Stern (4 times), selected for both MSI Scholar and Young Scholar, Varadarajan Award for Early Contribution to Marketing Strategy Research, and the American Marketing Association Best Services Article awards. He also has won multiple awards as a teacher of advanced marketing strategy in the doctoral, EMBA, and MBA programs at the University of Washington.

Among the numerous industry and governmental committees on which Robert has served, he chaired proposal selection committees for the National Research Council (NRC), National Academy of Sciences (NAS), and the Wright Centers of Innovation, which awarded grants of \$20 million for the development of a new Wright Center of Innovation based on joint academic–industry proposals. He has served on NASA's Computing, Information, and Communications Advisory Group, with the AMES Research Center. This advisory group assessed the current state of technology development within academia, governmental agencies, and industry related to NASA's information technology activities and space exploration requirements. He also consults and serves as an expert witness for companies including Alston+Bird, Paul Hastings, Microsoft, Telstra, Starbucks, Emerson, Fifth Third Bank, Wells Fargo, Genie, Cincom, Tableau, Concur, World Vision, and Belkin.