

Curriculum Vitae

John F. Cady PhD, Executive Director, Kelley Executive Partners & Clinical Professor of Marketing

Kelley School of Business
Indiana University
Bloomington, Indiana 47405
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Previous Positions 2004 - 2007

Duke University – Duke Corporate Education, and Fuqua School of Business

Managing Director

The Managing Director has responsibility for leading curriculum development, growing corporate client relationships, faculty development, client and internal team leadership, business development, client CRM and portfolio P&L.

Chairman, Massachusetts Board of Higher Education
Visiting Committee for joint MBA Programs (Cornell University and Queens University (Canada))

2002 – 2004

Duke University - The Fuqua School of Business Durham, North Carolina

Associate Dean for Executive Programs and ***Associate Dean for Executive Education***

Executive MBA Programs at Fuqua have an enrollment of approximately 650 students and account for 53% of the School's total tuition revenue.

Executive open-enrollment programs provide a full range of leadership and functional management programs for over 250 middle and senior level managers.

As ***Associate Dean for Executive Programs***, led curriculum design, faculty development and student relationship management leadership. Maintained overall P&L responsibility for academic and administrative operations of

Fuqua's three Executive MBA Programs: **MBA Global Executive, MBA Cross Continent, and MBA Weekend Executive.**

Full Professor of the Practice of Management, taught Leadership and Business Strategy and served on the Fuqua School's Curriculum Committee.

Center Scholar, Fuqua/Coach "K" Center on Leadership and Ethics (COLE).

During the 2004-5 Academic Year served as **Executive Vice-President** for National University. National University, the second largest private non-profit University in California, is a leader in degree programs for minority and disadvantaged students, and women.

1987 – 2002

**The Center for Executive Development (CED)
Cambridge, Massachusetts**

Managing Partner

Co-founded this innovative corporate executive education firm. Led business development, and design and delivery operations for custom executive education programs serving student participants in major corporations globally.

*The **Managing Partner** provided overall profit center responsibility for this global professional services firm.

*Profitably grew the firm to \$20M and developed a global faculty network.

*Created partnerships with corporate clients to design and deliver customized leadership and management programs for student/employees worldwide.

*Led design and delivery operations for General Electric's **Advanced Marketing Management Seminar** at the Crotonville, NY campus. Consulted with executive team implementing GE's transition to an Action Learning model for management education.

1992 – 1993

**Massachusetts Institute of Technology – The Sloan School
Cambridge, Massachusetts
Senior Lecturer**

Developed clinical course material and taught in **MIT's Sloan Fellows Program** (MBA degree program). Collaborated on program design, created course material and taught in MIT's **International Senior Executive Program**.

1976 -1987

**Harvard University Graduate School of Business Administration
Boston, Massachusetts
Associate Professor of Business Administration, 1980 - 1987**

Conducted and published clinical and academic research, provided student counseling and advisement, and developed and taught courses in the **Second Year MBA** curriculum. Taught in the **Program for Manager Development (PMD)** and in HBS open-enrollment executive programs. Served on the HBS Academic Performance Committee.

Assistant Professor of Business Administration (1976 – 1980)

Conducted and published clinical and academic research, provided student counseling and advisement, and developed a course “**Marketing, and Public Policy**”. Taught in the **First Year MBA Program**. Developed courseware and instructional materials for “**Legal and Ethical Aspects of Marketing**” for the first Year Core Course. Developed and taught courses in HBS's open-enrollment executive programs.

1974 - 1976

**The University of Arizona - The Eller School of Business Administration, Tucson, Arizona
Assistant Professor of Business Administration (1974 – 1976)**

Conducted academic research and course development for undergraduate and graduate management programs. Taught in undergraduate and graduate programs in business and public administration. Designed, developed and taught “**Marketing for non-Profit Organizations**”. Served on the Business School's Technology Committee and Research Committee.

Various times **Visiting Professor**, The University of Witwatersrand (South Africa), INSEAD (France), Queens University (Canada) and Keio University (Japan)

Education PhD in Management and Public Policy, School of Management, **The University at Buffalo**. State University of New York

Dissertation co-winner of AMA National Doctoral Dissertation Competition

MBA School of Management, **The University at Buffalo**. State University of New York

BA in Economics, **State University of New York**

PUBLICATIONS

Books and Monographs

- “Structural and Competitive Effects of Retail Trade Regulation,” Unpublished Doctoral Dissertation, State University of New York at Buffalo (1975).
- Drugs on the Market: The Impact of Public Policy in the Retail Market for Prescription Drugs. (Lexington, MA: D.C. Heath and Company, 1975).
- Restricted Advertising and Competition. (Washington, D.C.: American Enterprise Institute for Public Policy Research, 1976).
- Marketing and the Public Interest (ed.) (Cambridge, MA: Marketing Science Institute, 1978).
- Marketing Strategy: Text and Cases. (Boston, MA: Little Brown & Company, 1985).

Contribution in Books

- “Public Policy and Consumer Interest in the Pharmaceutical Industry,” R.N. Katz (ed.) Protecting Consumer Interests: Private Initiative and Public Response, (Cambridge, MA: Ballinger Publishing Company, 1976) [pp. 247-266].
- “Competition and Economic Dualism in the Ghetto Marketplace,” Frederick Struvidant and Alan R. Andreasen (eds.) Minorities and Marketing: Research Challenges, (Chicago, IL: American Marketing Association, 1977) [pp. 56-71] (HBS Reprint Series).

- “Management Strategy and Retail Structure,” A.G. Woodside et. al. (eds.) Foundation of Marketing Channels, (Lone Star Publishing Company, 1978) [pp.135-151].
- “Vertical Restrictions in Distribution: Recent Developments and Management Guidelines,” Robert W. Nason and George Fisk (eds.) Macro Marketing, (June 1979) [pp.287-303].
- “The Boston Globe: Advertising the Kruggerand,” E.R. Corey et. al. Problems in Marketing (6th ed.) (New York: McGraw-Hill, 1981) [pp.116-128].
- “The F.T.C. v. Levi Strauss,” E.R. Corey et. al. Problems in Marketing (6th ed.) (New York: McGraw-Hill, 1981) [pp. 209-223].
- “Parker Brothers (A),” E.R. Corey et. al. Problems in Marketing (6th ed.) (New York: McGraw-Hill, 1981) [pp. 224-232].
- “The U.S. Soft Drink Industry: Territorial Allocations,” John D. Aram. Managing Business and Public Policy: Concepts, Issues, Cases (Boston: Pittman Publishing) [pp. 496-512].
- “The Legal Risks in Related Diversification Through Acquisition,” David Gardiner and Howard Thomas (eds.) Strategic Marketing Management (New York: John Wiley and Sons, 1983).
- “Marketing Strategies in the Information Industry,” R.D. Buzzell (ed.) Marketing and the New Information Technologies (Boston: Division of Research, Harvard University, 1984).
- “Corporate Acquisitions and Antitrust Enforcement,” Advances in Marketing and Public Policy, JAI Press, 1985.

Articles

- “The Preceptorship in Allied Health Education: Short Term Results of a Program to Influence the Distribution of Health Manpower,” (with C.T. Anderson) The Journal of Allied Health, Vol. 3, No. 1. Winter 1974 [pp. 34-39].
- “Price Levels, Price Practices and Price Discrimination in a Retail Market for Prescription Drugs,” (with Alan R. Andreason) The Journal of Consumer Affairs, (9:1) Summer 1975.
- “Restrictions on Advertising and the Retail Price of Drugs,” Arizona Review, Vol. 24, No. 11, November 1975 [pp.1-4].
- “Structural Trends in Retailing: The Decline of Small Business?” Journal of Contemporary Business, Spring 1976 [pp. 67-90].
- “Regulation, Specialization and Retail Wage Rates,” Kenneth C. Bernkrandt (ed.) Marketing 1776-1976 and Beyond (Chicago, IL: American Marketing Association, 1976) [pp. 440-444].
- “Advertising Restrictions and Retail Prices,” Journal of Advertising Research Vol. 16, No. 5, October 1976 [pp. 27-30].
- “An Estimate of the Price Effects of Restrictions on Drug Price Advertising,” Economic Inquiry. Vol. XIV, No. 4, December 1976 [pp. 493-510]. (HBS Reprint Series).

- Protecting Consumer Interests: Private Initiative and Public Response, R.N. Katz (ed). Journal of the Academy of Marketing Science, Spring 1977.
- "Searching for the Lowest Price," (with R. Best and G. Hozier) Arizona Review, Vol. 27, No. 1, January 1978 [pp. 107]. (HBS Reprint Series).
- "Marketing Programs for Public Policies: Strategy and Segmentation in Urban Transportation," J.P. Leonardi (ed.) Marketing des Activités Publiques, Comportement d'Achar dans les Organisations, (Aix en Provence, France, 1978) [pp. 33-49].
- "Marketing Research Data, Antitrust Litigation and Industrial Organization Research: The Target Group Index," Antitrust Law Journal Vol. 47, No. 9, 1979 [pp. 1077-1088].
- "Price Structure and the Economic Consequences of Advertising on Prepurchase Search," University of Oregon Working Paper Series, 1980 (with R. Best

- "Reasonable Rules and Rules of Reason: Vertical Restrictions on Distributors," Journal of Marketing, Vol. 46 (Summer 1982) [pp. 27-37]. (HBS Reprint Series).

PROFESSIONAL PRESENTATIONS

- "Evaluating and Interactive Process: Traditional Approaches to Health Services Appraisal," National Coordinators Meeting, Regional Medical Programs, Chicago, IL, January 1973.
- "Public Policy and Consumer Interest in the Pharmaceutical Industry," Second National Symposium on Corporate Social Policy, Chicago, IL, October 1974.
- "Advertising Regulation and the Price of Drugs at Retail: The Cost of Information Restriction," American Marketing Association Fall Educators' Meetings, Rochester, New York, August 1975.
- "The Prescription Drug Price Disclosure Rules," Federal Trade Commission Hearings on Prescription Drug Advertising, Washing, D.C., January 1976.
- "Competition and Economic Dualism in the Ghetto Marketplace," American Marketing Association Symposium on Marketing and Minorities, Columbus, OH, May 1976.
- "Regulation, Specialization and Retail Wage Rates," American Marketing Association Fall Educations' Meetings, Memphis, TN, August 1976.
- "Professional Regulation and Competition in the Health Care Sector," University of North Carolina Health Care Economics and Pharmacy Workshops, Chapel Hill, N.C. October 1977.
- "Marketing Research Data in Litigation Support," Columbia University Marketing Research Seminar, December 1977.
- "Marketing Programs for Public Policies: Strategy and Segmentation in Urban Transportation," Senanque International Research Seminar in Marketing, Gordes, France, June 1978.
- "Marketing Research Data and Antitrust Litigation: The Target Group Index," American Bar Association Meetings, New York, NY, August 1978.

- “Vertical Restrictions in Distribution: Recent Developments and Management Guidelines,” Third Annual Macro Marketing Seminar, Kingston, RI, August 1978.
- “Marketing Research Data and Industrial Organization Research: The Target Group Index,” American Economics Association/Industrial Organization Society Meetings, Chicago, IL, August 1978.
- “Strategic Market Planning for Improving Export Market Performance,” Seminar Series on Exportation sponsored by CONCEX and Canco Itau, Rio de Janeiro and Sao Paulo, Brazil, August 1979.
- “Comparative Distribution in the Pharmaceutical Industry: Japan and the United States,” Nippon Health Industries Seminar, Tokyo, Japan, October 1979.
- “The Evolution of Pharmaceutical Distribution in Japan: Lessons From the United States,” Eisai Directors Seminar, Tokyo, Japan, October 1978.
- “EUA: O Marketing como Instrumento de Penetracao no Mercado,” (The USA: Marketing as a Methods of Market Penetration) Seminario de Exportacao: Novas Directrizese Areas Especificas Para a Penetracao Brasileira, Brazilian Export Association Seminar, Sao Paulo, Brazil, December 1979.
- “Price Structure and the Economic Consequences of Advertising on Prepurchase Search,” American Marketing Association Workshop on Retail Patronage, Lake Placid, NY, May 1981.
- “Marketing Strategy: The Game Plan,” MIT Enterprise Forum, Massachusetts Institute of Technology, Cambridge, MA, 1981.
- “The Legal Risks in Related Diversification by Acquisition,” Marketing Strategy Seminar, University of Illinois, Urbana-Champaign, May 1982.
- “Corporate Acquisitions Planning and Antitrust Enforcement,” Area Research Seminar, Harvard Business School, January 1983.
- “Marketing Strategies in the Information Industry,” 75th HBS Anniversary Colloquium, Harvard Business School, July 1983.
- “Marketing Strategy and the ‘Factory for the Future’,” General Electric Corporation Marketing Advisory Presentation, Princeton, NJ, October 1983.
- “Acquisition Strategies for Industrial Automation,” invited presentation McKinsey & Company, London, England, November 1983.
- “The ‘Technology’ of Marketing Technology,” IBM National Accounts Division, September 1984.
- “The Role(s) of Industrial Automation in Competitive Strategy,” Industrial Automation Seminar Series, Detroit, MI, July 1984; Los Angeles, August 1984.
- “Service Strategies for High Technology Marketers,” Field Service in the 1980’s, Boston, MA, May 1986.
- Over 200 corporate seminars and educational program presentations for The Center for Executive Development and Duke Corporate Education between 1987 and present.

ACADEMIC AWARDS, ACTIVITIES, AND SPECIAL RECOGNITION

- New York State Regents Scholar [1968-1970; 1972-1974].
- Doctoral Consortium Fellow, 1972 American Marketing Association Doctoral Consortium.
- Doctoral Dissertation Competition winner [1975] American Marketing Association Doctoral Dissertation Competition.
- Program Chairman, Marketing and the Public Interest, a symposium in honor of E.T. Grether, Boston, MA, [June 197
- Editorial Review board [1977] American Marketing Association Educators' Meeting, Marketing and Society, Section.
- Chairman, "Issues in Distribution Performance" [1977] American Marketing Association Educators' Meeting.
- Visiting Lecturer, School of Health Economics and Pharmacy, The University of North Carolina, Chapel Hill [October 1977].
- Editorial Review Board [1978] American Marketing Association Educators' Meeting, Marketing and Public Policy Section.
- Chairman, "Marketing and the Legal System" [1978] American Marketing Association Educators' Meeting.
- Advisory Panel for Health Care Cost Containment Strategies, Contract 292-77-0014, Health Care Systems Agency for Western New York (DHEW) [1977-1978].
- National Advisory Panel for Professional Services Advertising Contract DAR 77-14156, National Science Foundation [1978].
- Editorial Review Board, Journal of Marketing [1979-current].
- Doctoral Dissertation Competition Judge, American Marketing Association [1980-current].
- Occasional Reviewer, Journal of Marketing Research [1980-current].
- Occasional Reviewer, Sloan Management Review [1980-current].
- Editorial Review Board [1980] American Marketing Association Educators' Meeting, Macromarketing Section.
- Editorial Review Board, Journal of Marketing and Public Policy [1981-current].
- Visiting Professor of Marketing, Graduate School of Management, Keio University, Yokoham, Japan [August 1980].
- Editorial Review Board [1981] American Marketing Association Educators' Meeting, Marketing Management Section.
- Editorial Review Board [1982] American Marketing Association Educators' Meeting, Distribution Strategy Section.
- Editorial Review Board [1983] American Marketing Association Educators' Meeting, Distribution Strategy Section.
- Coordinator, Marketing Area Research Seminars, Harvard Business School [1982-1983].
- Chairman, "Vendor Strategies for the New Information Technologies," Harvard Business School 75th Anniversary Colloquium [July 1983].
- Editorial Review Board, Journal of Academy of Marketing Science [1984-1987].

- Reviewer, Sloan Management Review, Harvard Business Review, Journal of Policy Analysis, Journal of Marketing

PUBLISHED EDUCATION MATERIALS

Case Studies Available from Harvard Business School Press

Afrimet Indussa: Marketing Problems in the World Cobalt Industry (A)	2-584-050
Afirmet Indussa: Pricing in the World Cobalt Market (B)	2-584-051
Cronin's	9-578-197
Daiwa Seiko, K.K. Marketing Strategy in the U.S.	6-583-084
E.T. Phone Home, Inc.: Business Forecasting for Cellular Radio	0-583-121
General Electric Clock and Timer Market Strategy	9-582-031
International Business Machines: Store Systems Distribution Strategy	9-583-035
Jack Eckerd Company and Eckerd Drugs, Inc. (A)	1-578-032
Jack Eckerd Company and Eckerd Drugs, Inc. (B)	1-578-033
Jack Eckerd Company and Eckerd Drugs, Inc. (C)	1-578-034
Jack Eckerd Company and Eckerd Drugs, Inc. (D)	1-578-035
MCI Telecommunications (A): Corporate & Marketing Strategies	9-582-106
MCI Telecommunications (A1):	9-582-107
MCI Telecommunications (A2)	9-582-108
MCI Telecommunications (A3)	9-584-085
MCI Telecommunications (B): Customer Service Organization and Strategy	9-582-139
MCI Telecommunications (C): Market Opportunities in Data Communication	0-584-086
Montracket and Graves	9-580-012
Parker Brothers (A)	9-580-085
Parker Brothers (B)	9-580-086
Pixley-Richards, Inc.	9-582-063
Southwest Lumber Company	9-577-184
The Boston Globe: Advertising the Kruggerand	9-579-081

The U.S. Airframe Industry (A)	9-579-197
The U.S. Airframe Industry (B)	9-579-198
The U.S. Airframe Industry (C)	9-579-199

Published Education Materials/*continued*

Case Studies/*continued*

The U.S. Soft Drink Industry: Territorial Allocations	9-578-002
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Notes and Exercises

Brave New World: Note on the Data Communications Marketplace	0-584-006
Busy Signals: Telecommunications in Transition	9-582-138
Campbell Soup Company (A)	9-578-123
General Electric Clock and Timer Market Strategy Planning Exercise	9-582-151
GTE Sylvania	9-578-155
Legal Issues in Distribution I: Vertical Restrictions on Distributors	9-579-008
Legal Issues in Distribution II: Dealings with Distributors	9-579-078
Legal Issues in the Pricing Process	9-578-205
Mary Carter Paint Company	9-578-142
MCI Telecommunications: Assessment of Competitive Position	3-582-140
Note on Antitrust Merger Guidelines	9-578-143
Note on Export as a Foreign Market Entry Strategy	0-584-056
Note on Product Liability	9-579-230
Note on the Use of Market Attractiveness/Business Position Matrices For Market Analyses and Planning	1-581-028
Note on U.S. Merger Guidelines	9-578-143
Topco Associates, Inc.	9-578-027

University Teaching Activities

Massachusetts Institute of Technology, Sloan School

Program

Sloan Fellows MSIA
Senior Executive Program

Courses

Strategic Marketing Business Strategy
Corporate Strategy Strategic Marketing

Harvard University Graduate School of Business Administration

Program

MBA
MBA
MBA
MBA/DBA/JD
Program for Manager Development
(PMD)

Executive Education

Courses

First Year Marketing
Strategic Marketing Management
Business Policy I
Marketing and Public Policy
Legal Aspects of Marketing
Strategic Marketing Planning
Strategic Marketing Management
Strategic Marketing Management

Witwatersrand University Graduate School of Business, Johannesburg, South Africa

Program

Executive Program

Courses

Strategic Marketing

Keio University Graduate School of Business, Yokohama, Japan

Program

Executive Program

Courses

Distribution Strategy (Retail)

Queens University, Kingston Ontario, Canada

Program

Executive Program

Courses

Marketing Strategy

INSEAD, Fountain Bleu, France

Program

Executive Program

Courses

Marketing Strategy

University of Arizona School of Business and Public Administration

Program

MBA
MBA
MBA

Courses

Marketing Management
Marketing and Public Policy
Marketing for Non-Profit Organizations

University Course Development Activities

Harvard University Graduate School of Business Administration

Marketing Management and Public Policy (2nd year MBA, DBA)
Legal Aspects of Marketing (executive education)
Strategic Market Planning (executive education)
Strategic Marketing Management (2nd year MBA)
First Year Marketing Module on Public Policy (1st year MBA)
Marketing in a High Technology Environment (course module, 2nd year MBA)
Foreign Market Entry and Development (course module, 2nd year MBA)

University of Arizona

Marketing and Public Policy (graduate and upper division undergraduate elective)
Marketing for Non-Profit Organizations (graduate and upper division undergraduate elective)

University Service

Harvard University Graduate School of Business Administration

1977-1987 Field Studies Supervisor: Creative Marketing Strategy (2nd year MBA)
1977-1987 Independent Research Advisor (2nd year MBA and 3rd year Law)
1980-1986 Academic Performance Committee
1981-1982 Orientation Advisor – Afro-American Student Association

University of Arizona

1974-1976 School of Management Research Committee
1975-1976 School of Management Computing Facilities Committee
1975-1976 Undergraduate Marketing Course Committee
1975-1976 Faculty Liaison – MBA Admissions Committee

Administrative Regulation and Antitrust Experience

<u>Agency/Firm</u>	<u>Year</u>	<u>Regulatory Agency</u>	<u>Regulatory/Legislative Issue</u>
Federal Trade Commission	1974-1976	Bureau of Consumer Protection	Rulemaking (advertising) Sect. 5 FTCA
Pima County Association of Governments	1975	Environmental Protection Agency	Compliance with EPA Standards
State of New Jersey	1976	Department of the Public Advocate	Litigation (advertising)
John P. Donnelly and Sons (Nutter, McClennen and Fish, Boston)	1976-1977	Mass. Outdoor Advertising Board	Litigation/Rulemaking (advertising)
Federal Trade Commission	1976-1977	Bureau of Competition	Sect. 7 Clayton Sect. 5 FTCA
Amway Corp. (Hogan & Hartson, Washington, DC)	1977	FTC – Bureau of Competition	Sect. 5 FTCA
The Pillsbury Company (Frozen Foods Division Faegre & Bebnson, Minneapolis, MN)	1977-1978	FTC – Bureau of Competition	Sect. 7 Clayton
The Shaklee Corporation (Covington and Burlington, Washington, DC)	1979-1980	FTC – Bureau of Competition	Sect. 5 FTCA

<u>Agency/Firm</u>	<u>Year</u>	<u>Regulatory Agency</u>	<u>Regulatory/Legislative Issue</u>
The Campbell Soup Company (Cambridge Research Institute, Cambridge, MA and Kirkpatrick, Lockhart, Johnson and Hutchinson, Pittsburg, PA)	1979	Private Action	Sects. 1, 2 Sherman
Dayton, Hudson Corporation (Faegre & Benson, Minneapolis, MN)	1980	FTC – Bureau of Competition	Sect. 5 FTCA Sect. 7 Clayton
Scott and Fetzer Corporation Cleveland, OH (Jones, Day, Reavis and Progue, Cleveland, OH)	1980-1982 1983	Private & FTC Bureau of Competition	Sects. 1, 2 Sherman Sect. 5 FTCA
The Pillsbury Company (Faegre & Benson, Minneapolis, MN)	1982-1985	Private Action	Sects. 1, 2 Sherman
Gorden Publications (Mintz, Levin, Cohn, Ferris, Glovsky & Popeo, Boston, MA)	1983	Private Action	Sects. 1, 2 Sherman
Computervision Corporation (Hale and Dorr, Boston, MA)	1985	Private Action	

MEMBERSHIPS

- American Marketing Association
- American Council on Consumer Interests
- American Management Association