



Professor Jean Morrison, University Provost and Chief Academic Officer

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TO: Boston University Faculty and Staff

FROM: Jean Morrison, University Provost and Chief Academic Officer 

DATE: August 9, 2018

SUBJECT: Appointment of Professor Susan Fournier as Dean of the BU Questrom School of Business

President Brown and I are delighted to announce that following a national-level search, we have selected Professor Susan Fournier to be the next Dean of the Questrom School of Business, effective August 27, 2018.

Professor Fournier is Questrom Professor in Management, Professor of Marketing, and Senior Associate Dean for Faculty & Research at the Questrom School of Business, where she has been a distinguished member of the faculty since 2005. A leading international voice in the field of branding, Professor Fournier is credited with pioneering the brand relationships sub-field in marketing – a discipline that explores the connections consumers form with branded products, services, and organizations. In addition to her role at BU, Professor Fournier serves as Founder, President, and Chairman of the Institute for Brands & Brand Relationships, a non-profit international collaborative of academics and practitioners that advances research and dialogue on brand-related phenomena across disciplinary and method boundaries. She is a past Faculty Director of Questrom's MBA program.

Professor Fournier's research in branding and consumer behavior spans disciplines and methods of marketing, psychology, anthropology, and finance. She is consistently ranked among the Top 10% of authors on SSRN in terms of all-time downloads, and claims over 20,000 Google Scholar citations with five published works garnering over 1,000 citations. The author of two acclaimed books on branding and over 40 best-selling Harvard Business School case studies, she has received six best paper awards from major journals throughout her career, including the Long-Term Contribution Award in Consumer Research and Emerald's Citations of Excellence Award for the top 50 articles in Management. She has been recognized twice for research with the most impact on theory and practice, receiving the Maynard Award from *Journal of Marketing* and the Sheth Award from *Journal of the Academy of Marketing Science*, and she is a frequent contributor to the *Harvard Business Review* blog.

Professor Fournier is a long-standing member of the editorial boards of the *Journal of Consumer Research*, *Journal of Marketing*, *Journal of Relationship Marketing*, *Journal of Business-to-Business Marketing*, and *Marketing Theory*, serves as Senior Consulting Editor for *Journal of*

Brand Management, and sits on the Senior Advisory Boards of the *Journal of Product and Brand Management* and *GfK Marketing Intelligence Review*. She is active in the Association for Consumer Research professional community where she was nominated multiple times for the presidency and previously served as At-Large Director.

Professor Fournier's experience in academic leadership is equaled by her extensive work in private industry. Prior to joining BU, she served in a variety of critical management positions including Marketing Research Manager at Polaroid Corporation; Account Manager at Yankelovich, Clancy Shulman, a leading marketing research firm; and Vice President and Associate Research Director at Young & Rubicam Advertising in New York, at the time the largest private advertising agency in the world. Her brand relationship research ideas have been translated into products at GfK, one of the top five market research agencies in the world. To inform her teaching, case development, and research, she maintains a consulting practice with clients including IBM, Coca-Cola, Panera, Procter & Gamble, New York Philharmonic, and Chick-fil-A.

Professor Fournier brings to bear 24 years of experience as an academic. In addition to her appointment at BU, she has served on the faculties of Harvard Business School and the Tuck School of Business at Dartmouth College. Professor Fournier received her BSBA in Marketing from University of Massachusetts at Amherst, her MS in Marketing from Pennsylvania State University, and her PhD in Marketing from University of Florida.

I want to thank the members of the Search Advisory Committee for their efforts and deep engagement with this process, and to give special recognition to the Questrom School of Business faculty members on the Search Advisory Committee – Iain Cockburn, Janelle Heineke, and Michael Salinger, who served as Chair. I am grateful for their outstanding work, their time, and their dedication to the search effort and to Questrom School of Business.

Cc: Robert A. Brown
Provost's Cabinet

Search Advisory Committee for the Dean of the Questrom School of Business

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Michael Salinger, Jacqueline and Arthur Bahr Professor, Department of Markets, Public Policy & Law, Questrom School of Business

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Iain Cockburn, Richard C. Shipley Professor in Management; and Professor and Chair,
Department of Strategy & Innovation, Questrom School of Business

Janelle Heineke, Professor and Chair, Department of Operations & Technology Management,
Questrom School of Business

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of Law

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