

KEVEN MALKEWITZ

Oregon State Information

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Consulting Information

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EDUCATION

- Ph.D. **University of Oregon, Eugene, OR, 2000**
Business Administration, Marketing/Consumer Behavior emphasis
- B.A. **Hope College, Holland, MI, 1981**
Double major in English and Business Administration

ACADEMIC EXPERIENCE

- **Assistant Professor** (2004 – present), Oregon State University, College of Business, Corvallis, OR
- **Assistant Professor** (2000 – 2004), North Carolina State University, College of Management, Raleigh, NC
- **Adjunct Business Strategy and Policy Instructor** (Summer 1999), Portland State University, Portland, OR
- **Research Assistant and Marketing Graduate Teaching Fellow** (1997 - 2000), University of Oregon, Lundquist College of Business, Eugene, OR

PROFESSIONAL EXPERIENCE

- **Marketing Consultant**, Portland, OR and Raleigh, NC (1996 - Present)
 - Reser's Fine Foods: Marketing Audit, Marketing Plan, Strategic Positioning, Product Launch, Portland, OR (2006-Present)
 - PODO Technology: Value proposition and strategic planning, qualitative and quantitative research for point-of-decision technologies, Atlanta, GA (2006)
 - *Centric Software*: Market and customer analysis, qualitative and quantitative research for NPD software programs, San Jose, CA (2005-2006)
 - *Bikram Yoga*: Positioning and strategic planning, Raleigh, NC (2003)
 - *adidas America*: Directing innovation and research project allocation with adidas International Senior VP/Research, Portland, OR (1996-1998)
 - *WaterLeaf Architecture*: Developing marketing focus and brand direction for WaterLeaf Architecture in Portland, OR (1995)
- **Marketing Research Director**, adidas America, Portland, OR (1996)
 - Initiating and implementing \$200K marketing research program
 - Planning adidas brand strategy and direction in conjunction with Chief Marketing Officer and with International Creative Director

- **Business Unit Manager**, adidas America, Portland, OR (1993-1995)
 - Baseball and Football Business Unit Manager*
 - Managing start-up business of adidas re-entry into baseball and football after 5-year hiatus, including category branding, business planning, and implementation
 - Accelerating product development cycle 90% (6 months from concept to marketplace)
 - Tennis & Cross-Training Business Unit Manager*
 - Directing and implementing branding efforts of the Tennis & Cross-Training business unit
 - Increasing business from \$18 million to \$35 Million in 18 months
 - Introducing line extensions of Stan Smith and Rod Laver products, resulting in 40% sales increase in classics category
 - Implementing \$70K adidas event retail shop, resulting in a 135% sales increase

- **International Product Manager**, adidas AG, Herzogenaurach, Germany (1988 - 1993)
 - adidas Equipment Product Manager*
 - Innovation committee member (appointed by Chairman), researching sustainable, renewable, and recyclable processes and materials, evaluating commercial potential of opportunities, managing innovation of new technologies, allocating R & D resources, project management
 - Managing strategic new product introductions and line extensions to increase sales from \$40 million to \$150 million in 2 ½ years
 - Managing product development for adidas equipment athletes (Stefan Edberg, Steffi Graf, Duke and Indiana University basketball)
 - Court and Racquet Sports Product Manager*
 - Managing \$215 Million Court and Racquet Sports Category
 - Decreasing SKU's 42% (from 520 to 224) while increasing sales 27%
 - Selected by CEO as member of original "adidas Equipment" team, which was credited for "turning adidas around worldwide"

- **Manager**, adidas USA, Lansing, MI (1983-1985) and Warren, NJ (1985-1988)
 - *Forecasting and Planning Manager*
 - *Eastern US Operations Manager*
 - *Merchandise Manager*
 - *Marketing Assistant*

AREAS OF RESEARCH INTEREST

- Influence of design and product design knowledge on consumer decision-making
- NPD and firm performance
- Product and Brand Management
- Product attributes (functional, symbolic, experiential) and product representations
- Knowledge management and marketing knowledge management

AREAS OF TEACHING INTEREST

- New Product Development
- Product and Brand Management
- Consumer Behavior
- Marketing Research
- Marketing Management
- Advertising
- Personal Selling

AWARDS AND HONORS

- Writing Intensive Curriculum (WIC) Grant, 2005
- Marketing Science Institute (MSI) *Measuring Marketing Productivity* research grant award, 2002
- Honorable Mention paper award, joint Journal of Marketing/MSI *Measuring Marketing Productivity* contest, 2002
- Nominated for North Carolina State University Outstanding Teacher Award 2003-2004
- National Panhellenic Association of N.C. State's Outstanding Faculty Member Award, 2001-2002, 2002-2003
- University of Oregon's Mortar Board Professor of the Month Finalist, 1999
- University of Oregon Lundquist College of Business Smith Research Grant, 1999

PUBLICATIONS

Refereed Publications

Malkewitz, Keven, Peter Wright, and Marian Friestad (2003), "Persuasion by Design: The State of Expertise on Visual Influence Tactics," in *Persuasive Imagery: A Consumer Response Perspective*, L. Scott & R. Batra, eds. Lawrence Erlbaum and Associates, Mahwah, NJ, 3-15.

Aiken, Damon, Keven Malkewitz, and Darcy Bowe (2004), "The Program Context of War News: Exploring Influences on Television Advertising Effectiveness," in *International Academy of Business Disciplines Yearbook Volume IX 2004*, C. Gardner, J. Biberman, and A. Alkhafaji, eds. McNaughton & Gunn Inc., Saline, MI, 38-42.

Refereed Proceedings

Henard, David H., M. Ann McFadyen, and Keven Malkewitz (2002), "The Impact of Dedicated NPD Resources on Firm Financial Performance," in Marketing Science Institute (MSI) working paper Series on Measuring Marketing Productivity

Orth, Ulrich and Keven Malkewitz (2006), "Packaging Design as a Resource for the Construction of Brand Identity," in Montpelier Wine Conference (awarded "Best Conference Paper" runner-up).

Dissertation

Keven Malkewitz (2000), "The Effect of Representational Fidelity and Product Design Quality on Attitude toward the Product and Product Recognition." University of Oregon.

Dissertation Committee Chair: Dr. Peter Wright (Marketing)

MANUSCRIPTS UNDER REVIEW

Malkewitz, Keven, and Ulrich Orth, "Holistic Package Design and Consumer Brand Impressions."

Target: Journal of Marketing,

Status: under second review at JM (January 2007)

Aiken, Damon, Keven Malkewitz and Darcy Bowe, "The Program Context of War News: An Empirical Investigation of Influences on Television Advertising Effectiveness."

Target: Journal of Advertising

Status: under initial review at JA (November 2006)

Malkewitz, Keven, and M. Ann McFadyen, "The Marketing Canon: 1980-2000."

Target: Journal of Marketing.

Status: revising for second round of reviews, re-submission by end February 2007

RESEARCH IN PROGRESS

Orth, Ulrich and Keven Malkewitz, "Big Five Factors of Personality and Consumer Response to Role Portrayals: The Influence of Congruency and Susceptibility on Interpersonal Influence."

Target: Psychology and Marketing

Status: Finished and will submit in February 2007

Malkewitz, Keven, and Peter Wright, "The Influence of Visual Fluency on Attitude toward the Product and Product Recognition."

Target: Journal of Consumer Research submission in Fall 2007

Status: Data collected and analyzed, 1st draft in progress

MANUSCRIPT REVIEWS

Journal of Marketing Ad Hoc Reviewer 2002, 2003

International Journal of Wine Business Research Ad Hoc reviewer 2007

Reviewed manuscripts in the area of product and package design, marketing knowledge metrics, and bibliometric analysis

CONFERENCE PRESENTATIONS

Keven Malkewitz, Peter Wright, & Marian Friestad, "Everyday Knowledge about Visual Persuasion," at the Advertising and Consumer Psychology: Visual Persuasion Conference, University of Michigan, Ann Arbor, May 2000

Henard, David H., M. Ann McFadyen, and Keven Malkewitz (2002), "The Impact of Dedicated NPD Resources on Firm Financial Performance," in Marketing Science Institute (MSI) Winter Conference, Dallas, Texas (Fall 2002)

Aiken, Damon and Keven Malkewitz (2006), "The Program Context of War News: An Empirical Investigation of Influences on Television Advertising Effectiveness," in AMA Educators' Proceedings, Volume XVII, Dhruv Grewal, Michael Levy, and R. Krishnan, eds.

ACADEMIC SERVICE

- "Information Requirements of Marketing Academics and Practitioners"
Presentation to Graduate Information Management and Library Science Students at the University of North Carolina – Chapel Hill (2003)
- Conducted campus-wide focus groups to evaluate proposed North Carolina State University satellite campus in Italy (2003)
- Moderator for the 2002 and 2003 NC State Graduate MBA Symposium
Technology in the Sports Marketing Industry panel. Panelists included the CEO of Eurosport (the world's largest Soccer retailer), one of the most successful entrepreneurs in the industry
- Member of the NC State College of Management's Speakers Bureau, to assist in College of Management outreach presentations in North Carolina, such as February 21, 2003 presentation to the North Carolina Citizens for Business and Industry (North Carolina's "Chamber of Commerce")
- In conjunction with the US Department of State International Visitor Program, gave branding presentation to eNB.ca, a New Brunswick, Canada group representing a government-education-industry consortium
- Presentation of The Marketing Canon to Appalachian State University Graduate School of Business faculty, March 2002
- Parks Scholarship Finalist Interviewer and Parks Scholar Mentor

PROFESSIONAL MEMBERSHIPS AND ACTIVITIES

- American Marketing Association Member
- Association for Consumer Research Member
- Society for Consumer Psychology member
- Hope College Second Century Club
- Hope College Class of '81 Class Representative
- Larson's Oil Fastpitch Softball Club Member (ASA, Portland OR)
- Eagle Scout

REFERENCES

Peter Moore

CEO, Whadayathink Inc.

I have known Peter since 1990. As well as being a past CEO of adidas America, Peter is perhaps the best brand/product/design/logo consultant in the world (Nike Air Jordan and Cross Trainers, adidas Equipment, and the Reebok Greg Norman Shark are examples of his work. Peter can offer insight into my consulting ability and my personality.

Dr. Rich Campbell

Assistant Professor of Marketing
Sonoma State University

Rich can offer insight into my teaching expertise, my research ability, my collegiality, my code of behavior, and my work ethic (he was a cohort in the Ph.D. program at the University of Oregon)

Dr. Peter Wright

Edwin E. & June Woldt Cone Professor of Marketing
Marketing Department Chair
Charles H. Lundquist College of Business
University of Oregon

Peter can offer insight into my research ability, my collegiality, my work ethic, and my code of behavior (he was my dissertation chair, and is actively involved in conducting research with me and in reviewing my research)