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Education

Ph.D. in Business Administration, Washington University, St. Louis, Missouri,
December, 1996.

M.S. in Business Administration, Washington University, 1993.

Honors A.B. in Classics and Economics, Xavier University, Cincinnati,
Ohio, 1990.

Current and Previous Positions

Professor of Business Administration and Marketing Area Head, Darden Graduate
School of Business Administration, University of Virginia.

Associate Professor of Business Administration, Darden Graduate School of
Business Administration, University of Virginia, AY 01-02 through
AY 05-06.

Visiting Associate Professor of Business Administration, Cheung Kong Graduate
School of Business, Shanghai, P.R. China, Summer 2004 and 2005.

Economist, U.S. Securities and Exchange Commission, AY 99-00.

Assistant Professor of Industrial Administration, Graduate School of Industrial
Administration, Carnegie Mellon University, AY 96-97 to AY 00-01,
(on leave during AY 99-00).

Peer-reviewed Publications

Wilcox, Ronald T. (2009), "Private Enterprise's Role in Increasing Savings," in
Franklin's Thrift: The History of a Lost American Virtue, B. Blankenhorn, B.
Dafoe-Whitehead and S. Brophy Warren eds., *Templeton Press*, May 2009.

Wilcox, Ronald T. (2008), Whatever Happened to Thrift? Why Americans Don't
Save and What to Do About It, *Yale University Press*, May 2008.

- Sun, Baohong, Ronald T. Wilcox and Ting Zhu (2007), "Ignoring Your Best Customer? An Investigation of Customer Satisfaction, Customer Retention and Their Financial Impact," *Journal of Relationship Marketing*, 6(3/4), 87-116.
- Kamakura, W., et. al. (2005), "Choice Models and Customer Relationship Management," *Marketing Letters*, 16(3/4), 279-291.
- Li, S., B. Sun, and R.T. Wilcox (2005), "Cross-selling Naturally Ordered Services: An Application to Consumer Banking Services," *Journal of Marketing Research*, May, 42, 233-239.
- Wilcox, R.T. (2005), "Developing Better Fee Structures for Mutual Funds," *Journal of Investment Management*, April, 3(1), 1-17.
- Wilcox, R. T. (2003), "Bargain Hunting or Star Gazing: Investors' Preferences for Stock Mutual Funds," *Journal of Business*, 76(4), 645-663.
- Wilcox, R.T. (2001), "Advertising Mutual Fund Returns: A Critical Analysis of a U.S. Securities and Exchange Commission Proposal to Change Advertising Law," *Journal of Public Policy and Marketing*, 20(1), 1-9.
- Hsu, A. and R.T. Wilcox (2000), "Stochastic Prediction in Multinomial Logit Models," *Management Science*, 46(8), 1137-1144.
- Wilcox, R.T. (1999), "Experts and Amateurs: The Role of Experience in Internet Auctions," *Marketing Letters*, 11(4), 363-374
- Chen Y., J.D. Hess, R.T. Wilcox, and Z. Zhang (1999), "Accounting Profits Versus Marketing Profits: A Relevant Metric for Category Management," *Marketing Science*, 18(3), 208-229.
- Kim, B., K. Srinivasan, and R.T. Wilcox (1999), "Identifying Price Sensitive Consumers: The Relative Merits of Demographic Versus Purchase Pattern Information," *Journal of Retailing*, 75(2), 173-193.
- Narasimhan C., and R.T. Wilcox (1998), "Private-Labels and the Channel Relationship: A Cross-Category Analysis," *Journal of Business*, 71(4), 573-600.
- Chiang, J., and R.T. Wilcox (1997), "A Cross-Category Analysis of Shelf-Space Allocation, Product Variety and Retail Margins," *Marketing Letters*, 8(2), 183-191.

Other Publications

“The Smart Money: He Spends She Saves”(2009) in *The State of Our Unions: The Report of the National Marriage Project*, University of Virginia Press.

“The Thrifty Gene,” *Forbes*, March 24, 2009.

“Spending Won’t Save Us,” *Forbes*, Feb. 13, 2009.

“Increase Pay for Government Officials,” *Forbes*, Dec. 10, 2008

“A Conservative for Obama,” *Forbes*, Oct. 31, 2008

“American Optimists,” *Forbes*, Nov. 21, 2008

“How to Save the Economy,” *Forbes*, Nov. 11, 2008

“The Forgotten Issue,” *Financial Week*, Nov. 20, 2008.

Laseter T., A. Taylor, and R.T. Wilcox (2003), “The Big, The Bad and the Beautiful,” *Strategy + Business*; Booz, Allen, Hamilton, Winter.

“The Hidden Potential of Powerful Brands,” *Batten Briefings*, The Batten Institute, Fall.

“Using Conjoint Analysis to Develop Efficient Fee Structures,” *Proceedings of the Sawtooth Software Conference on Quantitative Methods in Marketing Research*.

Non-Published Papers

Harris, R.S. and R.T. Wilcox (2004), “The Making of Business Leaders,”

Wilcox, R.T. (2004), “Understanding the Value of Customer-level Information for Fund-level Marketing Decisions,”

Narasimhan, C., and Wilcox, R.T. (2000), “A Cross-Category Analysis of Retailers’ Promotional Strategies,” *GSIA working paper* 1999-11.

Published Teaching Material

Portland Trail Blazers (Field Case: UVA-M-0773)

Portland Trail Blazers *Teaching Note* UVA-M-0773-TN)

Dragon Systems (A) (Field Case: UVA-M-0724)

Dragon Systems (B) (Field Case: UVA-M-0725)

Big O Tires (Field Case: UVA-M-0692)

Big O Tires *Teaching Note* (UVA-M-0692TN-M) [Multimedia Teaching Note]

XM Satellite Radio (Public Source Case: UVA-M-0708)

Fidelity Inc.: Pricing the Blue Chip Growth Fund (Field Case: UVA-M-0674)
[Wachovia Award for Pedagogical Excellence]

Fidelity Inc.: Pricing the Blue Chip Growth Fund *Teaching Note* (Case: UVA-M-0674TN)

NorthStar Consulting (Field Case: UVA-M-0673)

Mass Mutual Inc. (Public Source Case: UVA-M-0672) [Multimedia Case]

A Practical Guide to Conjoint Analysis (Technical Note: UVA-M-0675)

Methods for Producing Perceptual Maps from Data (Technical Note: UVA-M-0665).

Marketing Economics: Break-even Analysis and Contribution Margin
(Technical Note: UVA-M-0648).

Professional Presentations

2007-2009 Speeches on Whatever Happened to Thrift? Why Americans Don't Save and What to Do About It, *Yale University Press* for Genworth Financial, Navy Federal Credit Union, Financial Planners Society of Virginia, AARP, United Technologies, and various chapters of the University of Virginia Alumni Association.

- 2004 United Technologies, “Using Conjoint Analysis to Predict the Demand for New Technologies.”
- 2004 Investment Company Institute Symposium on Mutual Funds: Business Strategies and Public Policy, “Distribution Strategies for Mutual Funds.”
- 2004 Marketing Science Conference (Rotterdam, The Netherlands), “Cross-selling Naturally Ordered Services: An Application to Consumer Banking.”
- 2004 Boulder Invitational Choice Symposium, “The State of the Art in Customer Lifecycle Analysis.”
- 2004 Wharton Mutual Fund Conference, discussant on “Advertising and Mutual Funds.”
- 2004 Batten Institute (Northern Virginia Series), “The New Science of Behavioral Finance.”
- 2002 Kenan-Flagler School of Business, University of North Carolina, “Individual-level Utility Estimation in Reduced-rank Experimental Designs: An Application to Mutual Fund Selection”
- 2002 Williams School of Business, Xavier University, “Rational Choice and the Mutual Fund Selection Decision.”
- 2002 McIntire School of Commerce, University of Virginia, “Rational Choice and the Mutual Fund Selection Decision.”
- 2001 Darden Graduate School of Business Administration, University of Virginia, “Understanding Investors Evaluation of Mutual Fund Fees.”
- 2001 Marketing Science Conference (Frankfurt, Germany), “Understanding Investors’ Evaluation of Mutual Fund Fees.”
- 2000 Heinz School of Public Policy, Carnegie Mellon University, “Advertising Mutual Fund Returns: A Critical Analysis of a U.S. Securities and Exchange Commission Proposal to Change Advertising Law.”
- 1999 Darden Graduate School of Business Administration, University of Virginia, “Bargain Hunting or Star Gazing? How Consumers Choose Mutual Funds.”
- 1999 Kellogg School of Management, Northwestern University, “Bargain Hunting or Star Gazing? How Consumers Choose Mutual Funds.”

- 1999 Sawtooth Software Advanced Research Forum (SanDiego), “Stochastic Prediction in Multinomial Logit Models: Applications to Conjoint Analysis.”
- 1999 The U.S. Securities and Exchange Commission (Washington DC), “Bargain Hunting or Star Gazing? How Consumers Choose Mutual Funds.”
- 1999 Association for Consumer Research Conference (Columbus), “Bargain Hunting or Star Gazing? How Consumers Choose Mutual Funds.”
- 1999 Marketing Science Conference (Syracuse), “Stochastic Prediction in Multinomial Logit Models.”
- 1998 Columbia Business School, Columbia University, “Efficient Fee Structures for Mutual Funds.”
- 1998 Marketing Science Conference (INSEAD), “Efficient Fee Structures for Mutual Funds.”
- 1997 Fall INFORMS Conference (Dallas), “A Cross-Category Analysis of Retailers' Promotional Strategies.”
- 1997 Marketing Science Conference (Berkeley), “Signaling New Product Quality When Firms Have Reputations.”
- 1996 Fall INFORMS Conference (New Orleans), “Private-Labels and the Channel Relationship: A Cross-Category Analysis.”
- 1995 Marketing Science Conference (Tucson), “A Channel Theory of Private-Labels.”

Honors and Awards

“Top 5 Business Books of 2008,” *Kiplinger*

Wachovia Award for Excellence, Practitioner Publication (2008)

Wachovia Award for Excellence, Publication in Peer-Reviewed Journal (2006)

Wachovia Award for Pedagogical Excellence in Course Materials,
The Darden School, University of Virginia (2003)

British Petroleum Term Chair in Management Science, Graduate School of
Industrial Administration, Carnegie Mellon University (2000)

Runner-up, Davidson Award for the best paper published in the *Journal of Retailing* (1999)

Recipient of a *Marketing Science Institute* research grant. (1999)

Clayton Award, *Marketing Science Institute* (1996).

Editorial Roles

Ad hoc reviewer for *Journal of Marketing Research*,
Management Science,
Journal of Retailing
Journal of the American Statistical Association, and
Journal of Retailing and Consumer Services.

Consulting Activity – Representative Companies and Firms

U.S. Securities and Exchange Commission
Pratt and Whitney
Sikorsky
PNC Bank
Navy Federal Credit Union
Talbots
Equipment Leasing Association
Reed, Smith, Shaw & McClay LLP