

# Ryan Hamilton

**Associate Professor of Marketing at Emory University, Goizueta Business School**  
Atlanta, GA, US

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## Biography

Before coming to Goizueta, Ryan Hamilton received his PhD in Marketing from Northwestern University's Kellogg School of Management. He is an award-winning teacher and researcher, and his research findings have been covered in Harvard Business Review, The New York Times, The Wall Street Journal, USA Today, The Financial Times and CNN Headline News. He has consulted on matters of pricing, branding, and customer experience with Walmart, FedEx, Home Depot, Caterpillar, ConAgra, Cigna, Visa, and Ipsos, among others, and has been a keynote speaker and trainer on various topics in marketing and decision-making to groups as varied as small business owners, lawyers, librarians, accountants, and advertisers. Professor Hamilton co-authored a book and co-hosts a podcast, both called, The Intuitive Customer, which apply the insights from consumer psychology to effectively managing customer experiences. In 2011 he was named one of The World's Best 40 B-School Profs Under the Age of 40 in the first ever such rankings by Poets & Quants, an online magazine that covers the world of MBA education. He has, sadly, since aged out of eligibility for this award. He has also produced classes for The Great Courses, on both marketing and human decision making. Professor Hamilton has an eclectic background that includes both an undergraduate degree in physics and time spent performing stand-up and sketch comedy. He is the proud father of five children, which means he spends much of his time exhausted and slightly rumpled. This also gives him some social cover for his unabashed enthusiasm for Lego and comic book movies. He has never run a marathon and has no intention of ever doing so.

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## Industry Expertise

Education/Learning, Research, Advertising/Marketing

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## Areas of Expertise

Customer Psychology, Customer Decision Making, Branding, Price and Price Image

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## Education

**Northwestern University, Kellogg School of Management**  
PhD Marketing

**Brigham Young University**  
BSc Applied Physics

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## Accomplishments

**Faculty Participant, AMA Sheth Doctoral Consortium, Northwestern University**  
2014

**Marketing Science Institute, Young Scholar**  
2013

**MBA Teaching Excellence Award, Junior Faculty, Goizueta Business School**  
2010, 2011

**One of "The World's Best 40 B-School Profs Under the Age of 40," Poets & Quants**  
2011

**Fellow, Advertising Education Foundation, Visiting Professor Program, Energy BBDO**  
2011

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