

Sandy Jap

Sarah Beth Brown Professor in Marketing at Emory University, Goizueta Business School

Atlanta, GA, US

Biography

Sandy Jap joined the marketing faculty at Emory University in 2001. Her research centers on the development of organizational relationships, go-to-market strategies, and e-procurement. Her current focus is the development of decision support systems for multichannel sales attribution and media optimization as well as resource allocation for partnership management.

Sandy has won numerous awards for her impact on the field and the work has received significant attention from the academic community and the marketplace, including *The Wall Street Journal*, *CFO Magazine*, and *Harvard Business Review*. She is an editorial board member at leading marketing journals and her work appears in a variety of books. *Partnering with the Frenemy* is her latest book.

Sandy is also a visible leader in the marketing discipline, having served on the American Marketing Association's Academic Council since 2008 and just completed terms as the Council President, and Past President in 2015. In 2016, she will begin a term as an AMA Board Member and the Chairperson of AMA's Foundation, which encourages excellence and investing in the discipline's diversity and social efforts.

She is a co-founder of the Emory Marketing Analytics Center (MAC) and began her career on the faculty at the Sloan School of Management at the Massachusetts Institute of Technology. She has been a Visiting Associate Faculty member at the Wharton School at the University of Pennsylvania. She teaches channel strategy and retailing management for MBA, executive, and undergraduate programs, and the marketing strategy seminar in the PhD program. She received her PhD from the University of Florida (Go Gators!) and enjoys spending time with her children. Tennis, red wine, and Cape Cod summers come in a very close second.

Industry Expertise

Automotive, Agriculture and Farming, Chemicals, Business Supplies/Equipment, Business Services, Furniture

Areas of Expertise

B2B Relationship Management, E-Procurement, Furniture, High Technology, Automotive, Agriculture, Chemical, Electronics

Affiliations

Journal of Marketing Research : Editorial Board, Marketing Letters (Journal) : Editorial Board, International Journal of Research in Marketing; Editorial Board, Editorial Board of Marketing Science, American Marketing Association, Institute for Operations Research and the Management Science

Event Appearances

Going to Market in the 21st Century
Buckhead Business Association

A Decision Support System for Multichannel Sales Attribution and Multimedia Optimization
Therapedic International Annual Meeting

Balancing Research, Teaching, Service and a Personal Life,
Marketing Management Association Doctoral Consortium

Education

University of Florida
Ph.D. Marketing

University of Florida
B.Sc. Marketing

[Please click here to view the full profile.](#)

This profile was created by [Expertfile.](#)