

# Leigh McAlister

Professor, Department of Marketing at The University of Texas at Austin, McCombs School of Business  
Austin, TX, US

Consumer choice and behavior, marketing strategies, and brand preferences

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## Description

Leigh McAlister, the Ed and Molly Smith Chair in Business Administration in the department of marketing at the McCombs School of Business, The University of Texas at Austin is an expert in customer decision making and marketing strategy (the use of customer insight to increase firm value by better meeting customer needs).

She is an influential researcher. Recent evidence of that influence includes her having won the 2003 Journal of Marketing Research Oâ€™Dell Award for the most impactful paper published five years earlier, the 2007 and 2011 Davidson Awards for the best paper in Journal of Retailing, and her being a finalist for the 2007 Journal of Marketing MSI/H. Paul Root Award for the paper most likely to impact practice. In 2014 she won the American Marketing Associationâ€™s Strategy Interest Group Award for Career Achievement in Strategy Research and she was named the American Marketing Association/McGraw-Hill/Irwin Distinguished Marketing Educator (the highest award given in the field of Marketing). In 2015 she was named an Inaugural Fellow in the American Marketing Association and she won the McCombs School Career Award for Outstanding Research Contributions.

McAlisterâ€™s work is published in all of the leading Marketing journals, she is an Associate Editor at Marketing Science and Journal of Marketing, she recently served as Associate Editor of Journal of Marketing Research and she is a member of the Policy Board for the Journal of Consumer Research. She served as Executive Director of the Marketing Science Institute, 2003-2005. Her work has been supported by grants from Procter & Gamble, HEB Grocery Co., 3M, Motorola, Frito-Lay, Philip Morris, Pepsi, Miller, McLane Distributing, and the Marketing Science Institute.

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## Industry Expertise

Advertising/Marketing, Specialty Retailers, Consumer Services, Consumer Goods, Business Services

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## Topics

Customer Insight, Pricing and Promotion, Positioning, Strategic Branding, Roi for Marketing, Marketing Impact On Firm Value, Marketing Interventions, Consumer Variety Seeking, Consumer Research, Marketing Strategy

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## Affiliations

Marketing Science: Associate Editor, Journal of Marketing: Associate Editor, Journal of Consumer Research: Policy Board Member, Journal of Marketing Research: Editorial Board, Marketing Science Institute: Executive Director's Council, American Marketing Association Doctoral Consortium Faculty Member 29 of last 32 years

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## Past Talks

## **American Marketing Association**

Multiple presentations since 1980. Latest in 2014.

## **Marketing Science**

Multiple presentations since 1983. Latest in 2013.

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## **Education**

### **Stanford University**

Ph.D. Decision Sciences

### **Stanford University**

M.Sc. Operations Research

### **University of Oklahoma**

Mathematics B.A.

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## **Accomplishments**

### **Career Award for Outstanding Research Contributions**

McCombs Faculty Awards awarded by peers.

### **Fellow of the American Marketing Association (Inaugural Class)**

The distinction of "AMA Fellow" is given to individuals who have made significant contributions to the research, theory and practice of marketing, and to the service and activities of the AMA over a prolonged period of time.

### **American Marketing Association and Irwin/McGraw Distinguished Marketing Educator Award**

Award honors a living marketing educator for distinguished service and outstanding contributions to Marketing Education. This award is considered by many to be the most prestigious award given by the marketing discipline.

### **Award for Lifetime Contributions to Marketing Strategy Research**

Recognition of exceptional lifetime research contributions, given by the Strategy Interest Group of the American Marketing Association.

### **Davidson Award**

Awarded by Journal of Retailing for the best paper in 2009. •

Basket-Mix Model to Identify Cherry-Picked Brands • (with Ed George and Alex Chien).

### **Davidson Award**

Awarded by the Journal of Retailing for the best article published in 2005. • "Perceptions of Assortment Variety: The Effects of Congruency Between Consumer's Internal and Retailer's External Organization."

**O'Dell Award**

Awarded by the Journal of Marketing Research for the best article published five years earlier that has had the most significant impact on theory and practice.

**CBA Foundation Award for Research Excellence**

Awarded by the McCombs School of Business at The University of Texas at Austin.

**MIT Teaching Award**

Institute-wide teaching award from the Massachusetts Institute of Technology.

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**Testimonials****Susan M. Broniarczyk**

Leigh McAlister is a gem with unique skills: a leading marketing scholar who can bridge empirical modeling and consumer behavior and bridge academia with the business world.

**Barbara Kahn**

I co-authored the Grocery Revolution: New Focus on the Consumer with Leigh McAlister and I believe the most creative part of the book was the part she wrote. She understood before many of us did the important role Wal-Mart was to play in changing the grocery landscape forever.

**Sandy Jap**

Her passion for advancing the causes of women in our profession and mentoring junior faculty and doctoral students have always inspired me. Everywhere she goes, everything she touches, and the many people she meets are always left better off for having met her.

**David Wenger**

Leigh McAlister has a scientific understanding of what consumers may only suspect about themselves. She can speak to how marketers respond to consumer behaviors, and how those responses impact the decisions we consciously (and sometimes unconsciously) make in our daily lives.

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