

Martin Lewison

Professor, Department of Business Management at Farmingdale State College

Farmingdale, NY, US

Dr. Lewison is an amusement park junkie who has ridden more than 1,000 roller coasters in 26 countries.

Description

Dr. Lewison's expertise is in amusement parks. His research and consulting efforts focus mainly on marketing and strategy in the global amusement and attractions industry, and in other leisure, tourism, and travel-related businesses. He has advised amusement parks in the United States and Europe, and he has been a regular speaker at educational events sponsored by the International Association of Amusement Parks and Attractions.

A frequent contributor to Theme Park Review and other online industry publications, Dr. Lewison is also a dedicated roller coaster and amusement park field researcher. As of this writing, he has ridden 1323 roller coasters at 445 amusement parks in 28 countries. He visits more than 70 different amusement parks a year.

Dr. Lewison has corporate and international experience, spending more than five years as a senior financial analyst with Standard & Poor's on Wall Street, and living more than three years doing research and teaching in the Netherlands.

Industry Expertise

Entertainment, Travel and Tourism, Education/Learning

Topics

Tourism Industry, Amusement Parks, Global Amusement & Attractions Industry

Affiliations

Academy of Management, American Marketing Association, Association for Consumer Research, Association of Hospitality Finance Management Educators, European Association for Sport Management, Hospitality Sales and Marketing Association International, International Association for Business and Society, International Association of Amusement Parks & Attractions, International Council on Hotel, Restaurant & Institutional Education, North American Society for Sport Management, Organizational Behavior Teaching Society, CFA Institute, Candidate - Level I

Past Talks

Dynamic Pricing for the Attractions Industry

International Association of Amusement Parks and Attractions Expo 2011

Education

University of Pittsburgh - Joseph M. Katz Graduate School of Business
Ph.D. Strategy, Environment, and Organizations

Columbia University
A.B. Economics

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