

Saloni Firasta Vastani

Associate Professor in the Practice of Marketing at Emory University, Goizueta Business School
Atlanta, GA, US

Pricing Strategy, Marketing, and Analytics

Biography

Dr. Saloni Firasta-Vastani joined the faculty in 2016 after an extensive career in corporate America. In her 20-year career, Dr. Saloni Firasta Vastani has developed an expertise in business strategy, pricing, and analytics. She has experience in the travel and technology industries in both domestic and international markets including South America, Asia, and Europe. She has solved business problems through insightful data analytics, grounded research and leading cross-functional teams to implement the strategy. Notable clients include Bain Capital, Riverside Private Equity, BCD Group, Deloitte, and The Weather Channel.

Over the years, Dr. Vastani has served in leadership roles at Fortune 100 companies such as American Airlines and Verizon. Dr. Vastani started her career at American Airlines and was responsible for bringing financial discipline into American Airline's processes. At Verizon, she successfully launched B2B products into the market and was the pricing leader over Internet products. She has also been a part of M&A deals and founded a start-up company.

Dr. Vastani's research interests are focused on pricing strategy and innovation management. She is interested in how buyers consciously and sub-consciously process price information, remember it and use it to make purchase decisions. Her work is published in both academic and business journals. Dr. Vastani teaches a course in Pricing Strategy and Analytics. She is a frequent speaker in both, industry and academic environments on Revenue Management Strategy, Pricing Analytics, and Leadership.

Dr. Vastani is passionate about community service and serves as an advisory board member for JScreen, a public health initiative by Emory University and the Marcus Foundation. Previously, she served as an advisory board member for Persian Initiative at Michael C. Carlos Museum and Diabetes Leaders Forum at Centers for Disease Control (CDC).

Areas of Expertise

Monetization Models, International Marketing, Customer Segmentation, Predictive Analytics, Market Research, Pricing Strategy

Education

Georgia State University
Doctorate Business Administration

Goizueta Business School, Emory University
MBA

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