

Tomas Hult

Director of International Business Center, Professor of Marketing at Michigan State University

East Lansing, MI, US

Expert in global strategy and international trade

Biography

Tomas Hult is the Byington Endowed Chair, Professor of Marketing and International Business, and Director of the International Business Center (IBC) in the Eli Broad College of Business at Michigan State University (John W. Byington, a marketing research expert, was a former president of the NPD Group Worldwide Inc.). He has been at MSU since January 2001, and teaches for the Marketing, Management, and Supply Chain Management departments. IBC is one of 17 centers designated by the U.S. Department of Education as a center of excellence in international business and trade (i.e., CIBER). On behalf of the State of Michigan, IBC serves as a Regional Export Network (REN) for 24 counties in mid-Michigan (Regions 5, 6, 7, and 9). Hult's expertise and research focus are in international business, marketing strategy, supply chain management, and strategic management (with specialty areas in firm performance, stakeholder strategy, sustainability, customer satisfaction, and statistics methodology). Hult leverages his expertise on his radio show, globalEDGE Business Beat on the Michigan Business Network, where he interviews top business and academic leaders.

Previously, Hult held positions as Eli Broad Professor of International Business; Professor of Marketing and Supply Chain Management; and Associate Dean in MSU's Eli Broad College of Business. MSU's Broad College of Business is consistently ranked among the top 15 schools for both U.S. graduate and undergraduate public business programs. The Broad College is also consistently among the top 10 institutions in international business research. As one of the largest business schools in the U.S., the Broad College has more than 7,400 students, is accredited by AACSB, and is a member of the Global Business School Network. Michigan State University is one of 62 members of the prestigious Association of American Universities.

Hult has been the Executive Director of the Academy of International Business (AIB) and President of the AIB Foundation since 2004. He is President and has been a Board Member of the Sheth Foundation since 2010, and board member of the International Trade Center of Mid-Michigan and the Economic Club of Greater Lansing. Hult also serves on the Lansing Regional Sister Cities Commission (The Mayor of Lansing appointed Tomas Hult to the Commission in 2014).

Industry Expertise

Public Policy, Program Development, Research, Education/Learning

Areas of Expertise

Global Strategy, Exporting, International trade, Economic Development, International business, Marketing, Supply Chain Management

Affiliations

Academy of International Business: Fellow, Academy of Management , Academy of Marketing Science, American Marketing Association, Association of International Education Administrators, Council of Supply Chain Management Professionals, European Marketing Academy, Industrial Marketing and Purchasing Group , Institute for Operations Research & Management Sciences, Institute for Supply Management, Strategic Management Society , Sheth Foundation, International Trade Center of Mid-Michigan, Economic Club of Greater Lansing

Education

University of Memphis

Ph.D. Marketing

Murray State University

M.B.A. Marketing

Fyrisskolan

M.S. Mechanical Engineering

Accomplishments

CUTCO-Vector Distinguished Marketing Educator

2016

Awarded by the Academy of Marketing Science

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