

April 2014

Eyal Maoz

CURRICULUM VITAE AND LIST OF PUBLICATIONS

• Education

- 1995 Ph.D. Marketing, J.L. Kellogg Graduate School of Management,
Northwestern University, Evanston, Illinois, USA
Dissertation: “Similarity and the moderating role of involvement
in the evaluations of brand extensions”
Ph.D. Supervisors: Brian Sternthal & Alice Tybout.
- 1990 M.B.A. Marketing (not completed), Recanati School of Business
Administration, Tel Aviv University, Israel.
- 1984 B.A. Economics and Statistics. Faculty of the Social Sciences,
Tel Aviv University, Israel.

• Employment History

- 2007 - Present Adjunct Professor of Marketing
INSEAD, France
- Multiple executive programs including: Transition to General
Management, Advanced Management Program, International
Marketing Program. Also company specific programs (e.g.
Adecco, Google, RBS, Associated British Foods).
Twice a year I also teach an MBA Branding class at the
Singapore Campus.
- 1996 - Present Senior Lecturer
Ultra-Orthodox Campus
Ono Academic College
- Teaching MBA courses in Marketing Strategy, Marketing
Research, Marketing-Led Innovation

- 1995 - Present Visiting Professor of Marketing
Kellogg School of Management
Northwestern University, USA
- Teaching MBA courses in Marketing Strategy, Marketing
Research, Marketing-Led Innovation
- 1995-2004 Lecturer
Hebrew University of Jerusalem
- Teaching Marketing Strategy in the Marketing Department

• **Professional Activities**

(a) Professional academic functions

- 2004 - Present Academic Head, Ultra-Orthodox Campus, Ono Academic
College
- 2004-2010 Head of MBA Program, Ono Academic College with total
responsibility for curriculum, faculty and students' affairs.
- 1997-2004 Head of Marketing Dept., Ono Academic College overseeing
marketing and advertising courses at both the BA and MBA level
- 1995-2004 Academic Director of the Executive MBA Program, Hebrew
University

(b) Significant professional consulting

Consulting and executive training with numerous companies in Israel, France, Holland, Singapore and USA, mainly in the areas of new product development. Examples from the last 4-5 years include Google, Adecco, RBS, IBM, HP, Verint, Bank Leumi, ONVZ, Marvel, Insight, Bank of Israel, Indigo, Mellanox, Amdocs, Pitango, and Syfan.

• **Educational activities**

(a) Courses taught

Graduate Courses

Marketing Management and Strategy

Marketing Research

New Product Development

Undergraduate Courses

Marketing Research

• **Awards, Citations, Honors, Fellowships**

(a) Honors, Citation Awards

2010-2011,	Teacher of the Year
2008-2009,	Ono Academic College
2007-2008,	
2004-2005,	
1999-2000	
2013, 2008-	Dean's Letter of Teaching Excellence
2011, 1995-	Northwestern University
2006	
2005-2007	Nominated for Teacher of the Year, Northwestern University
2006-2009	Elected Professor of the Year by the Graduating Class of the International MBA Program, Neynrode University, The Netherlands
1995-2004	The Rector's List for Teaching Excellence, Hebrew University
1998-1999	Dean's List for Teaching Excellence, Tel Aviv University
1994	Doctoral Teaching Award, Northwestern University
1993	University Delegate to the 23rd Annual Albert Haring Symposium, Northwestern University
1990-1994	University Fellowship, Northwestern University
1990	The Richard (Dick) Segal Memorial Award, Tel Aviv University

- **Publications**

- (a) Chapters in books

Nir D., Goldenberg J., Maoz E., (2005). "Structured Creativity: Bring Creative Templates into Negotiations". In: *Creativity in Organizations*. Brett, J. ed.

- (b) Refereed articles and refereed letters in scientific journals

Maoz E., and Tybout A.M. (2002), "The Moderating Role of Involvement and Differentiation in the Evaluation of Brand Extensions", *Journal of Consumer Psychology*, 12(2), 119-131.

Tenbrunsel A.E., Brett J.M., Maoz E., Stroh L.K., and Reily A.H., (1995). "Dynamic and Static Work-Family Relationships", *Organizational Behavior and Human Decision Processes*, 63 (3), 233-246.

- **Present Academic Activities**

- (a) Research in progress

Maoz E., "Attribute and Resolution Based Brand Extension Advertising: The Effect of Incongruity"

Maoz E., "Methodological Considerations in Brand Extension Research: The Suitability of Within-Subjects Design"

Maoz E. and Zerrello P.E., "Social Desirability and Marketing Research Ethics"

Maoz E. and Kaker M., "Trust and the Effect of External Attributions on Evaluations of Distribution Channel Performance"

Cases:

Duramax: The product improvement nobody wanted (with Alex Chernev)

Children First Limited

- **Volunteering and contribution to the community**

- Founding member of "Sal", a non-profit foundation in Modiin, Israel

- Activist, AUSL, Chicago, IL