



Shrihari (Hari) Sridhar is Professor of Marketing, holder of the Joe Foster '56 Chair in Business Leadership, Presidential Impact Fellow and Chancellor's EDGES Fellow at Mays Business School, Texas A&M University. He is also currently the Research Director of Reynolds and Reynolds Sales Leadership Institute. Dr. Sridhar is on a number of editorial review boards as either an AE or reviewer and will become the Editor-In-Chief of the Journal of Marketing.

Dr. Sridhar builds original quantitative models to help CEOs and board members take the guesswork out of strategy formulation, financial planning and strategy execution. His focus is the business-to-business (energy, K-12 education, media) and healthcare sectors. Dr. Sridhar has advised numerous companies such as the ABS Group, Allredi, Avery Dennison, DistributionNOW, Dow Chemicals, Evosite, HHAeXchange, IBM, Kansas City Public Schools, Microsoft, P-66, Schlumberger, SNC- Lavalin, Sodexo E&R, St. Gobain, Seattle Times, Sysco Foods and TEEX on strategy science.

Dr. Sridhar's work has appeared in *Journal of Marketing*, *Journal of Marketing Research*, *Marketing Science*, *Harvard Business Review*, among others. Dr. Sridhar has been included among the Top 50 marketing scholars eight years in a row.

Dr. Sridhar was recognized as a Marketing Science Institute Young Scholar in 2013 and Marketing Science Institute Scholar in 2020. He received the Varadarajan Award for Early Career Contributions to Marketing Strategy Research in 2014. In 2018, Texas A&M University recognized Dr. Sridhar as Presidential Impact Fellow, a recognition for his scholarly research.

Dr. Sridhar is also an award-winning teacher being recognized by Texas A&M University, Penn State University, and chosen as "*40 Most Outstanding MBA Professors Under 40*" by Poets and Quants in 2018. Dr. Sridhar is a co-author of a book titled *Marketing Strategy: Based on First Principles and Data Analytics*, currently being used in over 75 business schools in the world. Dr. Sridhar's latest book ***FOCUS: How to Plan Strategy and Improve Execution to Achieve Growth*** is available from [Barnes and Noble](https://www.barnesandnoble.com/) and other leading bookstores.

Prior to Texas A&M, he worked at the Broad College of Business at Michigan State University and Smeal College of Business at Penn State University. He holds a B.E. in Mechanical Engineering from R.V. College of Engineering in Bangalore, India, an MS in Engineering Management from the University of Missouri- Rolla and Ph.D. from University of Missouri-Columbia.

For more information on the TCU Dyess Lecture in Marketing, please contact:
Robert P. Leone, J. Vaughn and Evelyn H. Wilson Chair in Marketing
TCU Neeley School of Business; 817-257-5528; r.leone@tcu.edu