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FOR IMMEDIATE RELEASE

Michel Wedel Awarded the Charles Coolidge Parlin Marketing Research Award

Wedel Honored for Contributions in the Field of Marketing Research by the American Marketing Association and the American Marketing Association Foundation

CHICAGO – June 27, 2016 – The [American Marketing Association](#) (AMA) and the American Marketing Association Foundation, today announced Michel Wedel, the Pepsico Chaired Professor of Consumer Science at the Robert H. Smith School of Business and a distinguished professor at the University of Maryland, as the recipient of the Charles Coolidge Parlin Marketing Research Award.

The Charles Coolidge Parlin Marketing Research Award, which was established in 1945 by the Philadelphia Chapter of the AMA and The Wharton School in association with the Curtis Publishing Company, was created as a memorial to Charles Coolidge Parlin, the founder of marketing research. The award honors extraordinary achievements in advancing the market research industry and recognizes innovative techniques in a wide range of areas spanning new marketing research concepts, methods, measurement and analysis. Only scholars and practitioners in marketing research are eligible for this annual award.

“The effect Wedel’s strategic leadership and integration of methodologies has had on the marketing research industry is profound,” said Russ Klein, CEO of the American Marketing Association. “We honor his commitment to marketing research, his market based knowledge and the transformational impact he has had on the entire marketing community.”

Wedel, who ranks as one of the most productive market researchers in the world, specializes in the development and application of statistical and econometric methods for research in marketing. He has written books on market segmentation and visual marketing, and is an area editor for *Marketing Science*, the AMA’s *Journal of Marketing Research* and the AMA’s *Journal of Marketing*. His more recent work addresses visual marketing using eye-tracking technology. Wedel has been honored with numerous awards for his contributions in marketing research and serves as a fellow of the American Statistical Association and the Institute for Operations Research and Management Science. Wedel holds an M.S. from the University of Leiden in Biomathematics, a M.S. from the Netherlands Association for Statistics and Operations Research in Statistics, and a Ph.D. in Marketing from Wageningen University.

Wedel joins a list of 70 other Award nominees recognized for their pioneering work in the marketing research industry, including Robert Wood Johnson, Peter Drucker, Arthur C. Nielsen, George Gallup, August A. Busch III, Paul E. Green, Philip Kotler, Robert J. Lavidge and Kevin J. Clancy.

To learn more about the American Marketing Association, visit ama.org. To learn more about the Charles Coolidge Parlin Award and the American Marketing Association Foundation, visit themarketingfoundation.org/.

About American Marketing Association (AMA)

The AMA is trusted by nearly 1.3 million marketing and sales professionals a year worldwide. It has more than 70 professional chapters and over 350 collegiate chapters throughout North America and select international locations. The American Marketing Association (AMA) is the largest marketing association in the world. AMA serves organizations and individuals who practice, teach and study marketing across the globe. It serves as a forum for connecting like-minded individuals to foster knowledge sharing and relationship building; to be a trusted resource for marketing information, tools, education and training; and to advance marketing practice and thought leadership. For more information about the AMA, visit www.ama.org or follow the latest AMA news at @AMA_Marketing.

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