



AMERICAN MARKETING
ASSOCIATION

130 E. Randolph Street
22nd Floor
Chicago, IL 60601

info@ama.org
www.ama.org
800.AMA.1150

Press Contact:

Lauren Russ
Connect Communications
773.868.0966
lauren@connectcomsinc.com

FOR IMMEDIATE RELEASE

The American Marketing Association Selects 2017 Robert J. Lavidge Global Marketing Research Award and Charles Coolidge Parlin Marketing Research Award Winners

CHICAGO – August 15, 2017 – The American Marketing Association (AMA) and American Marketing Association Foundation (AMAF) announces winners of two industry-leading marketing research awards. Both winners were recognized at the 2017 AMA Advanced Research Techniques Forum on June 25-28 in Seattle, Washington.

Robert J. Lavidge Global Marketing Research Award Winner: Dr. Michael Platzer

Michael Platzer's career — spanning both the professional and academic arenas — is driven by a passion for mathematics and software engineering. He earned master's degrees in mathematics from the Technical University of Vienna and in business from the Vienna University of Economics and Business. He co-founded and managed a leading digital agency for more than a decade. After relocating to Finland, Platzer worked as a data scientist lead at Nokia (later Microsoft), applying analytics within marketing as well as operations at a global scale. To have dedicated time for research, he obtained a PhD in marketing. Currently, he runs Mostly AI, a Vienna-based machine learning consultancy.

The Robert J. Lavidge Global Marketing Research Award goes to an academic or practitioner who has demonstrated outstanding leadership and sustained impact on advancing the evolving profession of marketing research. Established in 1999, the Robert J. Lavidge Endowment recognizes a marketing practitioner or educator anywhere in the world who has devised and successfully implemented a research/insight procedure that has practical implications for use by others. Lavidge served as President of the American Marketing Association (1966-1967) and as the founding chair of the AMAF (1992-1999).

Charles Coolidge Parlin Marketing Research Award Winner: Bryan Orme

Bryan Orme, President, Sawtooth Software, has written over 80 articles and white papers on conjoint analysis and related methods. He also authored the book *Getting Started with Conjoint Analysis* (now in its 3rd edition) and co-authored the book *Becoming an Expert in Conjoint Analysis*, due out this year. An ad hoc reviewer for the *Journal of Marketing Research*, Orme has won multiple awards for his work and has been active with colleagues in developing or refining advances in conjoint analysis and discrete choice modeling. Orme has also led numerous international seminars and conferences. Prior to joining Sawtooth Software in 1995, he worked in marketing sciences at IntelliQuest.

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.

About American Marketing Association (AMA)

The AMA is trusted by nearly a 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. 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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