



Sheth Foundation Medal 2020 Recipient David Aaker

Atlanta, GA: 8 September 2020 – The 2020 Recipient of The Sheth Foundation Medal for Exceptional Contribution to Marketing Scholarship and Practice is Dr. David Aaker,

Dr. Aaker is the author of more than 100 articles on marketing and branding, as well as 17 books that have been translated into 18 languages. He is the E.T. Grether Professor Emeritus of Marketing Strategy at the Haas School of Business, vice chairman of Prophet, a global brand and strategy consultancy firm, and an advisor to Dentsu, a Japanese advertising agency.



The Sheth Foundation Medal is a bi-annual award designed to recognize a marketing academic who has made enduring and transformational contributions to (a) marketing scholarship and (b) marketing practice in the form of for-profit, not-for-profit, or governmental organizations. Dr. Aaker will be honored at a special virtual event on October 23, attended by his colleagues from around the world.

The President of The Sheth Foundation, Ruth N. Bolton, said: "David Aaker has made seminal contributions to branding over many years. He is an inspiring thought leader to marketers worldwide. The Board was especially impressed by how his contributions on branding have been made at the intersection of marketing scholarship and practice."

Previous recipients of The Sheth Foundation Medal include: Sam Palmisano (2006), Ratan Tata (2008), Dr. Phil Kotler (2013), Dr. John Little (2014), Dr. Gerald Zaltman (2015), Dr. Michael Porter (2016), and Dr. Leonard L. Berry (2018). Nominations are accepted biannually from the: Academy of Marketing Science, Association for Consumer Research, Association for International Business, American Marketing Association, and INFORMS. The judging process is conducted by the Board of The Sheth Foundation, which is composed of distinguished marketing scholars.

Founded in 1992 by Dr. Jagdish Sheth and his wife Madhuri Sheth, The Sheth Foundation has given millions of dollars to support the activities of nonprofit marketing organizations around the world. It supports knowledge creation and dissemination in marketing, as well as knowledge recognition. It currently funds more than 15 awards in marketing.

For further information, see: <https://www.shethfoundation.org/grants/knowledge-recognition/> or contact info@shethfoundation.org