

Curriculum Vita
Jim Thompson
Assistant Professor of Practice, Marketing & Supply Chain Department

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I. Education, College Level

- A. BBA, Temple University, 1976
 - i. Graduate business courses - Xavier & John Carroll Universities – 1980-1981

II. Employment

- A. Assistant Professor of Practice, Temple Univ., Fox Sch. of Business – 2019-present
 - i. Temple Univ., Fox Sch. of Business - Adjunct Professor, 2013-2019
 - ii. Temple Univ., Fox Sch. of Business - Executive-in-Residence, 2012-2019
 - iii. Temple Univ., Fox Sch. of Business – Commencement Speaker, mid-year graduation – January 2012
- B. Global CEO, Ipsos ASI, 2000-2011
 - i. \$300 million advertising research company, operating in 35 countries
- C. Executive Vice President, Information Resources, Inc., 1986-2000
- D. Brand Management; Sales Management, Quaker Oats Company, 1977-1986
- E. Department Manager, Bamberger's (now Macy's), 1976-1977

III. Memberships in Professional Organizations (Organization, role, dates.)

- A. American Marketing Association – 2014-2020
- B. Insights Association – 2014-present
 - i. President, Philadelphia Chapter 2020
- C. Advertising Research Foundation – 2000-2012; Board of Directors 2008-2010
- D. Executive Forum – C-Suite member organization in NY/NJ/CT, 2011-present
 - i. Board of Directors 2014-2015
 - ii. Organized and hosted bi-annual professional conferences – 2014-2015
- E. CEO Roundtable – C-Suite member organization in PA/NJ/DE 2013-present

IV. Professional Development and Training

- A. Fox Online Certification Program – May 2020

V. Awards

- A. Adjunct Teaching Award – Fox/MSCM - 2014

VI. Teaching Contributions

- A. Courses Taught (brief description)
 - i. Marketing 2101 – Marketing Management – The introductory marketing class for all Fox students. Taught two classes each semester, with between 40-105 students in each section. 2012-2021

- ii. Marketing 2901 – Honors Marketing Management – Teaching two classes each semester with around 30 in each section. 2017-2020
 - iii. IB2509 – International Business – Short Study trip. One week outside the US, immersion class for 20+ students, meeting with companies and visiting local cultural sights. Paris-Luxembourg - March 2018; Copenhagen-Billund - May 2019; Munich-Berlin – May 2020 (canceled due to Covid-19)
 - iv. International Marketing 3553 - This course identifies and addresses the challenges of marketing and analysis of the internal marketing system of countries with various types of political-economic structures. The strategic impact of economic, cultural, political, and legal differences on marketing are emphasized while issues of international product, price, promotion, and distribution issues are also considered. 2020-2021
 - v. BA3582 – as one of the advisors to the Marketing SPO, I participated in this seminar class in 2016-2019, providing guidance to Fox students participating in the AMA National Case competition. For 2020, I was the official Faculty member leading the seminar.
- B. Evidence of Teaching Quality and Summary of Student Feedback Responses – SFF responses for all of my classes have been solid with the majority in the upper tertile. Awarded the Fox Adjunct Teaching Award for the Marketing & Supply Chain Department for 2014. Asked to teach the Honors version of the Intro to Marketing course annually, starting with the Fall 2017 semester.
- C. Mentoring and Advising of Students – Mentor up to 5 students per semester, who are interested in marketing or consumer insight as a career. Through my connections to the Consumer Insights industry, I have directly helped over 15 students to get hired by firms in that sector. In most years, I have organized and hosted 1-2 events at Fox, with senior executives from Marketing and Consumer Insights presenting to Fox students and faculty, as well as local practitioners.

VII. Research Contributions

- A. Research Interests:
- B. Publications
 - 1. Articles
 - 2. Monographs
 - 3. Books
 - 4. Book Chapter/Contributions to edited books, monographs or collections
 - 5. Publication of proceedings of conference, meeting, etc.: Include level (regional, national, or international) and refereed or non-refereed.
 - 6. Cases
 - 7. Papers or speeches delivered

8. Software
 9. Other publications
 10. Research-related service activities, such as editorships, member of boards of editors, refereeing, chairperson, or membership in academic or professional symposia – I was directly involved in the seminal advertising effectiveness study for the Advertising, Marketing and Marketing Research industries. The study was conducted by Temple University Faculty and Ph.D. students associated with the Fox Center for Neural Decision Making. My role was to help win the approval and funding for the study from sponsoring companies and also to identify experts who could help in its design. The results of this highly acclaimed study were ultimately published in an “A” journal: presented to hundreds of business executives at professional conferences; frequently cited during professional seminars and webinars for Marketers and Researchers.
- C. Research Grants (Granting agency, purpose, amount, duration)
- D. Research currently in progress

VIII. Service Contributions

- A. University-based Service
1. Advisor to AMA Chapter / Marketing SPO (MSCM Department)
 2. Dean’s Council (Fox School of Business) – 2012-2018
 3. Consumer Insights program – hosting high-profile conferences at Fox and connecting high performing students to CI companies
- B. Academic or Professional Service
- i. Formed and led a Marketing Advisory Board of Marketing industry executives, to provide input into undergrad curriculum development.
- C. Community Service
- i. Women’s Business Development Council – non-profit organization in CT dedicated to providing training and consulting to women-owned small businesses – Board of Directors – 2011-2017
 - ii. College Settlement – non-profit in PA bringing underprivileged children from Philadelphia to large, wooded outdoor summer camp in Horsham, PA. Board of Directors – 2017-present

IX. Other

Revised: April 15, 2021