



407 - What You Didn't Learn in Law School

Melvyn Menezes
Associate Professor of Marketing
Boston University School of Management

Faculty Biographies

Melvyn Menezes

Melvyn A. J. Menezes is associate professor at Boston University School of Management. Professor Menezes is a management educator and consultant. His primary areas of expertise are strategy, identification of growth opportunities, marketing strategy, marketing high-tech products, customer and market focus, distribution channels, and customer service.

During his years of experience in academia, business, and consulting, Professor Menezes has worked in a wide variety of industry and service sectors, including computers, telecommunications, high-tech, and consumer products. He is a former member of the faculty at the Harvard Business School. He has also designed and delivered executive education programs for senior managers at a number of large global corporations. His clients have included General Electric, IBM, Toshiba, Hewlett-Packard, Texas Instruments, Merck, Amgen, AT&T, British Telecom, DuPont, Mobil, Time Warner, and Sears.

Professor Menezes has won several teaching awards from executive MBA students as well as MBA students. He has received John R. Russell Teaching Award for Excellence in Executive Education in 1997, 2004, and 2007. Professor Menezes research has been widely published in various journals and books such as Sloan Management Review, the *Journal of Marketing*, the *International Journal of Research in Marketing*, *Developments in Marketing Science*, and *Ethical Issues in Marketing*. In addition, he has published several Harvard Business School cases, including "Xerox Corporation: The Customer Satisfaction Program" and "LifeSpan Inc.: Abbott Northwestern Hospital."

Professor Menezes received his B. Tech. degree from the Indian Institute of Technology, Bombay, India, and an M.B.A. from the Indian Institute of Management, Calcutta, India, and a Ph.D. from the University of California, Los Angeles.

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