



**Tuesday, October 20**  
**4:30 pm–6:00 pm**

## **1208 Mini MBA – Why In-house Counsel Need to Care About Corporate Strategy**

**Melvyn Menezes**  
*Associate Professor*  
School of Management Marketing at Boston University

## Faculty Biographies

### **Melvyn Menezes**

Melvyn A. J. Menezes is an associate professor at Boston University's School of Management. He is a management educator, consultant, and former member of the faculty at the Harvard Business School. His primary areas of expertise are strategy, identification of growth opportunities, marketing strategy, customer and market focus, and customer service.

During his years of experience in academia, business, and consulting, Mr. Menezes has worked in a wide variety of industry and service sectors, including computers, high-tech, telecommunications, health care, and consumer products. He has designed and delivered executive education programs at a number of large Fortune 500 corporations. His clients have included General Electric, IBM, Toshiba, Hewlett-Packard, Texas Instruments, Merck, Amgen, Biogen, AT&T, DuPont, Mobil, Time Warner, and Sears.

Mr. Menezes has won several teaching awards from executive MBA students as well as MBA students. He has received the prestigious John R. Russell Teaching Award for Excellence in Executive Education in 1997, 2004, 2007, and 2009. He has also won the 'Professor of the Year' award in 2004, 2005, and 2008. Professor Menezes research has been widely published in various journals and books. 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 MBA from the Indian Institute of Management, Calcutta, India, and a PhD from the University of California, Los Angeles.

## ACC Extras

Supplemental resources available on [www.acc.com](http://www.acc.com)

ACC's Value Challenge: Law Firm and Corporate Counsel Workshops.  
Program Material. October 2008  
<http://www.acc.com/legalresources/resource.cfm?show=154915>

Seeing the Big Picture at Eye Level: Working Smarter During the Recession.  
Article. January 2009  
<http://www.acc.com/legalresources/resource.cfm?show=215546>

It Would Be a Shame to Waste a Good Recession.  
ACC Docket. May 2009  
<http://www.acc.com/vl/membersonly/ACCDocketArticle/loader.cfm?csModule=security/getfile&pageid=207173&page=/legalresources/resource.cfm&qstring=show=207173&title=It%20Would%20Be%20a%20Shame%20to%20Waste%20a%20Good%20Recession>

Please note, these additional resources are provided by the Association of Corporate Counsel and not by the faculty of this session.