

Curriculum vitae

DAVID ARNOLD

Full name: David John Arnold

Email: david@arnoldcompany.co.uk

CURRENT POSITION

2003- Independent consultant and educator
(trading formally as The Arnold Company (UK) Limited)
Academic positions are:

- Adjunct Professor, London Business School
- Visiting Professor, CEIBS, Shanghai
- Adjunct Professor, University of Rochester/Bern MBA, Switzerland and Rochester, NY

ACADEMIC EMPLOYMENT HISTORY

2008- Adjunct Professor of Marketing, London Business School

2003-07 Senior Associate Fellow, Saïd Business School, University of Oxford

1996-2002 Assistant Professor (Marketing), Harvard Business School, Boston USA.

- Course head of International Marketing Management (MBA elective), 1997-2002; Course Head, Marketing (MBA core), 2001. Also various executive education assignments, e.g. Program for Global Leadership, Strategic Marketing Management, Program for Management Development
- Visiting faculty for short periods at: Keio Business School, Tokyo, Japan; IAE, Universidad Austral, Buenos Aires, Argentina; Lahore University of Management Science, Pakistan; University of Cape Town Business School, South Africa; Institute of Marketing, Helsinki, Finland; Indian School of Business, Hyderabad.

1992-96 Adjunct Faculty, Babson College, Wellesley, MA, USA.

- Taught marketing and strategy on company-specific programs in Center for Executive Education

1984-1992 Ashridge Management College, Berkhamsted, UK.
Marketing Manager (1984), Faculty (1987), Faculty Team Director (1990)

- Taught marketing and strategy on open enrolment and company-specific executive programs
- Subject leader for marketing on MBA program

- Director of team of 8 faculty responsible for \$8m portfolio of executive programs
- Taught on programs in Europe, North America, Asia, and Middle East

EDUCATION

- 1996 Doctor of Business Administration
Harvard Business School
'The Evolution of International Distribution Channels'
Chairman, Prof. John A. Quelch
- 1988 MBA in Marketing
City University Business School, London (graduated with Distinction)
- 1979 M. Phil. in Modern Drama
Royal Holloway College, University of London
- 1978 B. A. (Honours) in English Literature
University College, London

PUBLICATIONS

Books

- 2004 *The Mirage of Global Markets*, Prentice Hall / Pearson
- 1992 *The Handbook of Brand Management*
Published in English by Addison-Wesley (USA; now 2nd edition) and Pitman (UK; now 3rd edition); in German by Ueberreuter (1992); in Finnish by Weilin & Goos (1992); in Italian by Franci Angeli (1993); in Spanish by Editorial Norma (1993); in Portuguese by Editel (1993); in Danish by Teknisk Forlag (1994); in Chinese by China Times Publishing (1995)

Papers/Chapters

- 2016 'The Digital Disruption of Banking and Payment Services' (with Paul Jeffery) in *Research Handbook on Digital Transformations*, ed. F. Xavier Olleros and Majlinda Zeghu. Edward Elgar Publishing: Northampton, MA.
- 2015 'Vote Marketing' and 'Making Sense of the UK General Election', *London Business School Review*, Apr-May.

- 2014 'Disrupting Banking (with P. Jeffery), *Business Strategy Review*, Vol. 25, 3..
- 2007 'Think Global, Act Local: The Modularization of Marketing and Marketing Organizations', in *GLOBE Management Review*, Vol.1 No.1, Monterey Institute of International Studies, Monterey, CA.
- 2007 'Think Global, Act Local: The Modularization of Marketing and Marketing Organizations', in *GLOBE Management Review*, Vol.1 No.1, Monterey I Institute of International Studies, Monterey, CA.
- 2006 'The Role of Interorganizational Fit in Global Account Management', *International Studies of Management and Organization*, Winter 2006 (co-authored with Omar Toulan and Julian Birkinshaw).
- 2004 'Strategies for Managing Brand and Product in International Markets', co-authored with Hans-Willi Schroiff, in *The Global Market* (ed. John Quelch and Rohit Deshpandé), Jossey-Bass.
- 2004 'Managing Global Customers', co-authored with Omar N. Toulan and Julian Birkinshaw, in *Next Generation Business Handbook: New Strategies from Tomorrow's Thought Leaders* (ed. Subir Chowdury (Wiley).
- 2004 'The Declining Influence of the National Subsidiary', *Thexis* (1, 2004)
- 2001 "Can Selling Be Globalized?", *California Management Review*, 44, 1 (Fall) (co-authored with Julian Birkinshaw and Omar Toulan)
- "Global Account Management in Multinational Corporations: Theory and Evidence"
Journal of International Business Studies, Vol.31, No.1
(co-authored with Julian Birkinshaw and Omar Toulan)
- 2000 "Managing the International Distributor Life Cycle"
Harvard Business Review (November/December)
- 2000 "Implementing Global Account Management in Multinational Corporations"
(with Julian Birkinshaw and Omar Toulan)
Marketing Science Institute, Cambridge, MA: Working Paper # 00-123
- 1998 "Strategies for Emerging Markets" (with John A. Quelch)
Sloan Management Review (Fall)
Reprinted in *Smart Globalization*, ed. Gupta and Westney MIT / Jossey Bass (2003).
- 1990 SMASH (Strategic Management Simulation)
Ashridge Management College, England
- 1988 "Strategies for Mature Businesses" (with Malcolm Schofield)
Long Range Planning, 21 (5)

1985 “Navigating the Strategic Maze”
Management Decision, 24 (6)

Case Studies

2020 Protean Electric: Innovation Upon Innovation (London Business School)

2017 Bringing Digital to Wimbledon (Harvard Business School)

Earlier case studies, all published by Harvard Business School Publishing, Cambridge, MA, under reference number shown

Zara. (503050) Co-authored with Guillermo d’Andrea.

MontGras: Export Strategy for a Chilean Winery. (503044) Co-authored with Howard Stevenson and Alexandra de Royere.

Midway: Licensing, Distributing and Building Brands in China. (502032)

Grupo Elektra. (502039) Co-authored with Gustavo Herrero and Luiz Felipe Monteiro.

Henkel KgaA Detergents Division: Global Branding Issues in the European Market. (502019)

Hewlett-Packard’s Home Products Division in Europe- 1996-2000 (A), (B), (C), (D). (501053)
 Co-authored with Carin-Isabel Knoop.

beenz.com: Building ‘The Web’s Currency’ Into a Global Business. (501014)

Roly International: Consumer Licensed Products in China. (500050)

MasterCard International: World Championship Soccer Sponsorship. (500036) Co-authored with David Lane.

Weight Watchers Mexico. (500010) Co-authored with Myra Hart and Susan S. Harmeling.

Supermercados Disco: Regional Strategy. (599127) Co-authored with Guillermo d’Andrea.

MedSim. (599020)

Global Beer. (599063) Co-authored with Barry Hirschfeld.

Procter & Gamble: Always Russia. (599050)

ECM Group: Improving Global Marketing Productivity. (599095)

SADAFCO. (599021)

Amway Japan Ltd. (598029) Co-authored with John A. Quelch and Yoshinori Fujikawa.

Polygram Classics. (598074)

Vietnam: Market Entry Decisions. (597020). Co-authored with John A. Quelch.

Loctite Corp.: International Distribution. (594021) Co-authored with John A. Quelch.

PREVIOUS EMPLOYMENT

- 1979-84 Mitchell Beazley International, London
Copy editor (1979), Editor (1980), Executive Editor (1982)
- Editor/project manager in international co-edition book publishing
- 1974-75 Department of Health and Social Security, London
Executive Officer
- UK central government agency

HONORS AND AWARDS

- 2002 Winner, Academy of International Business Case Competition
- 2000 Listed in *Who's Who in America*
- 1995 Fellow, American Marketing Association Doctoral Consortium
Wharton School, University of Pennsylvania
- 1995-96 Du Pont Foundation Fellowship for International Research
- 1993-95 Stanley Roth Foundation Fellow, Harvard Business School
- 1988 First part-time student to graduate with Distinction (City University Business School)