

## Kirthi Kalyanam, Ph.D.

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Dr. Kalyanam is the J.C. Penney Research Professor, Director of the Retail Management Institute & Faculty Director of the EMBA program at the Leavey School of Business at Santa Clara University. Dr. Kalyanam was a visiting Professor at the Graduate School of Business at Stanford University and teaches in the Stanford MMP executive program. He also served as Senior Vice President and Chief Marketing Officer of SpinCircuit Inc, a provider of supply chain integration services to the electronics industry. He received his Ph.D. in business administration from the Krannert School of Management, Purdue University. Dr. Kalyanam's areas of expertise include *Internet Marketing, Customer Centric Retailing, Multi-Channel Marketing and Database Marketing*.

Dr. Kalyanam recent publications include "*The Perfect Message at the Perfect Moment*" and "*When is the New What*" in the *Harvard Business Review*. He is a co-author of the book *Internet Marketing & eCommerce* published by Thomson. Dr. Kalyanam's academic publications have appeared as lead articles in *Marketing Science, The Journal of Marketing Research, Marketing Letters, Journal of the Academy of Marketing Science, Journal of Retailing and Journal of Interactive Marketing*. His research paper published in *The Journal of Marketing Research* on market potential estimation was selected as a finalist for the American Marketing Association's Paul E. Green Award for impact on the practice of marketing.

Dr. Kalyanam teaches in the undergraduate, graduate and executive programs He has received the Deans award for Outstanding Innovation in Teaching Pedagogy and has been recognized as one of the top rated teaching faculty on multiple occasions.

Dr. Kalyanam is a dynamic speaker and leads executive seminars on Internet Marketing, The Wal\*Mart Effect in Retailing and Multi-Channel Marketing. He has trained executives in over 10 countries on Internet and Multi channel marketing and retailing. His clients have included ABN-AMRO (Netherlands), ABP (Netherlands), Acuson, Army and Air force Exchange Service (AAFES), The American Video Duplicators Association, Cisco Systems, CSM (Netherlands), Daehan Oil Corporation (S. Korea), Enabler (Portugal) Gap, Hewlett Packard, Infotech (Mexico), IBM, Overstock.com, Indian School of Business, Siemens, Wipro (India), Thai Management Association & Trimble Navigation. He has co-produced the Internet Retailing Bootcamps with Shop.org and has served as an advisor to the State of Retailing Online ([SORO](#)) research study.

Dr. Kalyanam advises early stage startups on capturing & winning emerging markets. He has advised or consulted for [Comscore Networks](#), [Propel Corporation](#), [Xambala](#), Kiwi Networks, [Symphoniq](#) Corp, and [Boorah](#). He serves as a board advisor and consultant to the Commander of [AAFES](#), a \$9B retailer ranking #36 in the Top 100 Retailers.

Dr. Kalyanam's expert witness work focuses on Internet Marketing, Retailing and Database Marketing. His expert witness work has included designing and evaluating market research, damage assessment using transaction databases and testimony on industry best practices. His clients have included the California Attorney General.