**CURRICULUM VITAE**

**THOMAS PATRICK BARWISE**

Emeritus Professor of Management and Marketing

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**EDUCATION**:

1985 **London University (External)**

PhD: "Mass Attitudes and Routine Choice Behaviour"

1971-73 **London Business School** (IBM Advanced Degree Studentship)

MSc (Distinction): Business Studies

* 1. **Lincoln College, Oxford** (Old Members' Scholar)

BA (Honours): Engineering Science with Economics. MA 1973

**EMPLOYMENT**:

1. **London Business School**: Professor of Management and Marketing 1990- (Emeritus 2007-); Senior Lecturer in Marketing 1987-90; Lecturer in Marketing 1982-87; Senior Research Officer 1976-82

1974-76 **Graphic Systems International**: Marketing Director

1973-74 **The Austin-Hall Group:** Assistant to Chief Executive

1968-71 **IBM United Kingdom:** Systems Engineer, technical sales.

(Outstanding Contribution Award 1971)

**ROLES AT LONDON BUSINESS SCHOOL**

**TEACHING:** MBA and executive teaching (1976-2006): marketing management, competitive positioning/strategy, strategic investment decisions and “Making Things Happen” (middle management and innovation)

PhD supervision:

* **Anita Elberse** (2002, now a chaired professor at Harvard Business School): sequential product release in international markets
* **Seán Meehan** (1997, now a chaired professor at IMD, Lausanne): market orientation (winner of Marketing Science Institute’s Alden G Clayton award for dissertation proposal)
* **Laura Cousins** (1985, now an adjunct senior teaching fellow at University College London): marketing planning in theory and practice

**RESEARCH:** Wide range of research interests with an emphasis on applied empirical research:

* Consumer/audience behaviour
* Brands, advertising, new media and marketing expenditure trends
* Customer focus, innovation and marketing leadership
* Market metrics and financial reporting
* Strategic investment decisions
* Broadcasting policy
* Research methods and relevance

See separate publications list.

**MANAGEMENT:**

2009-11 Trustee, staff pension scheme

2008 Interim Head of External Relations (6.08-11.08)

2004-06 Chief Examiner and Senate representative

2004-06 Director, MBA Projects

1996-2004 Director/Chairman, Future Media Research Programme  
1993-2000 Director, Centre for Marketing  
1991-93, 98-02 Joint Managing Editor, Business Strategy Review  
1990-92 Faculty Dean  
1989-92, 98-00 Elected Governor  
1989-93, 98-01, 04-06 Chairman, Marketing Faculty  
1986-88 Director, London Executive Programme  
1983-86 Director, Alumni Affairs

**OUTSIDE ACTIVITIES**

**Consulting/management workshops**. Clients in financial, marketing, retail and professional services, central government, consumer goods, telecoms, and media

**Expert witness for commercial/competition/tax cases** in Alicante, Brussels, Dublin, Frankfurt, London, Paris, and Washington. Clients mostly consumer product companies but also tax authorities and some other corporate clients

**Applied research/consulting** for broadcasters, media regulators and central government: Independent Review of the BBC’s Digital TV Services, 2004; Evaluation of the Capability Reviews Programme, 2007; The Impact of the Commercial World on Children’s Wellbeing, 2009; Incorporating Social Value into Spectrum Allocation Decisions, 2015; The Consequences of Privatising C4, 2016

**Start-up businesses (advisor and early investor)**

Research Now (online field research): 2000-09; IPO 2005, sold to eRewards 2009. Verve (brand research communities/panels) 2009-; StikiPixels (Occupy White Walls art curation/gallery-building game) 2015-23; Attest Technologies (market research/analytics) 2016-; OnKai (platform for community healthcare professionals) 2018-

**Which?** **(the UK’s leading consumer organization)**

Council member, 1995-2000, 2006- 15; Deputy Chairman 1998-2000; Chairman 2010-15, a period of significant expansion in Which?’s commercial and direct mission-related activities. I chaired the Council of Trustees and sat on the Board (commercial activities), the remuneration committee and the investment committee. I stood down in 2015 because of tenure rules (which I introduced).

**Other selected pro bono activities**

Chair, Which?/ISBA task force on commercial activities in schools, 2000-01

Hansard Society (Puttnam) Commission on Parliament and the Public, 2004-05

Honorary Fellow, The Marketing Society, 2009-

Management Committee, Society of Authors, 2010-13

Patron, Market Research Society, 2013-; member, Senior Client Council 2019-22

Trustee, Archive of Market and Social Research 2017-; Chairman 2019-

**Other outside activities**

Occasional columnist,*FT Creative Business*, 2001-03 (13 columns)

Fellow of the Sunningdale Institute, a UK government virtual academy on public service management (2005-11)

Specialist Advisor to House of Lords Select Committee on Communications inquiry into the regulation of TV advertising (2010-11)

Visiting Fellow, Reuters Institute for the Study of Journalism, Oxford University, 2011-14

Visiting Senior Fellow in Media and Communication, LSE, 2015-16

Listed in *Who’s Who* (and IMDb)