

ACR Board of Directors								
	Past President (1 year term)	President (1 year term)	President Elect (1 year term)	Treasurer (1 year term)	Treasurer (Training)	Director of Academics (3 year term beginning in 19xx)	Director of Industry (3 year term beginning in 19xx)	Director of Government (3 year term beginning in 19xx)
Revised Constitution 2007 Year	No change	No change	No change	Revised to 2-year + 1 Training term in 2008	1-year non-voting Starting 2009	Discontinued in 2009	Perspectives Director (Academic-Industry)	Perspectives Director (Academic-Government)
2017	Mary Frances Luce	Margaret Campbell	Stacy Wood	Frederic Brunel	Carolyn Yoon	XXX	Donna Hoffman	Zeynep Gurhan-Canli
2016	Amna Kirmani	Mary Frances Luce	Margaret Campbell	Frederic Brunel	XXX	XXX	Rob Kozinets	Zeynep Gurhan-Canli
2015	Linda Price	Amna Kirmani	Mary Frances Luce	Rebecca Hamilton	Frederic Brunel	XXX	Rob Kozinets	Zeynep Gurhan-Canli
2014	Angela Lee	Linda Price	Amna Kirmani	Rebecca Hamilton	XXX	XXX	Rob Kozinets	Connie Pechmann
2013	Jeff Inman	Angela Lee	Linda Price	Meg Meloy	Rebecca Hamilton	XXX	Amitava Chattopadhyay	Connie Pechmann
2012	Sharon Shavitt	Jeff Inman	Angela Lee	Meg Meloy	XXX	XXX	Amitava Chattopadhyay	Connie Pechmann
2011	Geeta Menon	Sharon Shavitt	Jeff Inman	Cele Otnes	Meg Meloy	XXX	Amitava Chattopadhyay	Mary Frances Luce
2010	Chris Janiszewski	Geeta Menon	Sharon Shavitt	Cele Otnes	XXX	XXX	Robert Woodard	Mary Frances Luce
2009	Punam Keller	Chris Janiszewski	Geeta Menon	Tina Lowrey	Cele Otnes	Mary Gilly	Robert Woodard	Mary Frances Luce
2008	Merrie Brucks	Punam Keller	Chris Janiszewski	Tina Lowrey		Mary Gilly	Robert Woodard	Connie Pechmann
2007	Barbara Kahn	Merrie Brucks	Punam Keller	Laura Peracchio		Mary Gilly	Joe Plummer	Connie Pechmann
2006	David Mick	Barbara Kahn	Merrie Brucks	Geeta Menon		Kim Corfman	Joe Plummer	Connie Pechmann
2005	Debbie MacInnis	David Mick	Barbara Kahn	Sharon Shavitt		Kim Corfman	Joe Plummer	Chris Moorman
2004	Wes Hutchinson	Debbie MacInnis	David Mick	Dennis Rook		Kim Corfman	Marty Horn	Chris Moorman
2003	Steve Hoch	Wes Hutchinson	Debbie MacInnis	Susan Bronarczyk		Tom O'Guinn	Marty Horn	Chris Moorman
2002	Valerie Folkes	Steve Hoch	Wes Hutchinson	Joan Meyers-Levy		Tom O'Guinn	Marty Horn	Jan Pappalardo
2001	Marsha Richins	Valerie Folkes	Steve Hoch	Debbie MacInnis		Tom O'Guinn	Chris Wright-Isak	Jan Pappalardo
2000	Joe Alba	Marsha Richins	Valerie Folkes	Barbara Loken		Mike Houston	Jan Pappalardo	
1999	John Sherry	Joe Alba	Marsha Richins	Barbara Kahn		Mike Houston	Christine Wright-Isak	Alan Levy
1998	John Lynch	John Sherry	Joe Alba	Barbara Stern		Mike Houston	Kathryn Jocz	Alan Levy
1997	Debbie Roedder John	John Lynch	John Sherry	Kim Corfman		Dipankar Chakravarti	Kathryn Jocz	Alan Levy
1996	Don Lehmann	Debbie Roedder John	John Lynch	Marsha Richins		Dipankar Chakravarti	Kathryn Jocz	Thesia I. Garner
1995	Alice Tybout	Don Lehmann	Debbie Roedder John	Mita Sujjan		Dipankar Chakravarti	Rebecca H. Holman	Thesia I. Garner

1994	Terry Shimp	Alice Tybout	Don Lehmann	Leigh McAister		Richard Lutz	Rebecca H. Holman	Thesia I. Garner
1993	Alan Andreasen	Terry Shimp	Alice Tybout	Merrie Brucks		Richard Lutz	Rebecca H. Holman	
1992	Sidney Levy	Alan Andreasen	Terry Shimp	Deborah Roedder-John		Richard Lutz	Diane Schmalensee	
1991	Elizabeth Hirschman	Sidney Levy	Alan Andreasen			John Calfee	Diane Schmalensee	
1990	Morris Holbrook	Elizabeth Hirschman	Sidney Levy	Valerie Folkes		John Calfee	Diane Schmalensee	Kent Monroe
1989	Richard Lutz	Morris Holbrook	Elizabeth Hirschman	Terry Shimp		Kent Monroe	Rebecca Holman	Rick Pollay
1988	James Bettman	Richard Lutz	Morris Holbrook	Debra Scammon		Thomas Kinnear	Rebecca Holman	John Calfee
1987	Russell Belk	James Bettman	Richard Lutz	Valarie Zeithaml		Tom Kinnear	Rebecca Holman	Hans Thorelli
1986	Peter Wright	Russell Belk	James Bettman	Melanie Wallendorf		Tom Kinnear	Larry Percy	Hans Thorelli
1985	Jagdish Sheth	Peter Wright	Russell Belk	Elizabeth Hirschman		Gary Ford	Larry Percy	Hans Thorelli
1984	Ken Bernhardt	Jagdish Sheth	Peter Wright	Rick Bagozzi		Russ Belk	Larry Percy	Gary Ford
1983	Gerald Zaltman	Kennet Bernhardt	Jagdish Sheth	Alice Tybout		Russ Belk	Bill Wells	Gary Ford
1982	Jerry Olson	Gerald Zaltman	Kennet Bernhardt	Mike Houston		Peter Wright	Bill Wells	Gary Ford

1981	William Wilkie	Jerry Olson	Gerald Zaltman	Carol Scott		Peter Wright	Bill Wells	Michael Mazis
1980	Keith Hunt	William Wilkie	Jerry Olson	Don Lehmann		Peter Wright	Stanley Shores	Michael Mazis
1979	Jerome Kernan	Keith Hunt	William Wilkie	E. Laird Landon		Jim Bettman	Stanley Shores	Michael Mazis
1978	Harold Kassarian	Jerome Kernan	Keith Hunt	Russell Belk		Jim Bettman	Stanley Shores	Jerry Olson
1977	David Gardner	Harold Kassarian	Jerome Kernan	Rich Lutz		Jim Bettman	Gerry Zaltman	Jerry Olson
1976	Jacob Jacoby	David Gardner	Harold Kassarian					
1975	William Wells	Jacob Jacoby	David Gardner	Jerry Olson		Gerald Zaltman		
1974	Robert Pratt	William Wells	Jacob Jacoby	Philip Kuehl				
1973	Joel Cohen	Robert Pratt	William Wells	David M. Gardner		Hal Kassarian		Brabara Burns (HEW)
1972	Robert Perloff (Chairman)	Joel Cohen	Robert Pratt	George Haines		William D. Wells		Frederick Woodworth (FTC)
1971	James Engel (Chairman)	Robert Perloff (Chairman)	Joel Cohen					
1970		James Engel (Chairman)	Robert Perloff (Chairman)					
1969			James Engel (Chairman)					

At-Large Director 1 (2-year term beginning 2xxx)	At-Large Director 2 (2-year term beginning 2xxx)	International Director (non-USA & Canada) 3-year Term	Advisory Council	Executive Director	Communications Executive Manager	Membership Executive Manager	Newsletter Editor
New in 2009	New in 2010	New in 2010	Discontinued in 2008	5-year renewable term	New in 2009 - Discontinued in 2016	New in 2009 - Discontinued in 2016	
Tiffany White	Hope Schau	Simona Botti	XXX	Rajiv Vaidyanathan			
Page Moreau	Hope Schau	Simona Botti	XXX	Rajiv Vaidyanathan			
Page Moreau	Susan Fournier	Pierre Chandon	XXX	Rajiv Vaidyanathan	Ekant Veer	Praveen Aggarwal	
Jennifer Argo	Susan Fournier	Pierre Chandon	XXX	Rajiv Vaidyanathan	Ekant Veer	Praveen Aggarwal	
Jennifer Argo	June Cotte	Pierre Chandon	XXX	Rajiv Vaidyanathan	Ekant Veer	Praveen Aggarwal	
Stacy Wood	June Cotte	Stijn van Osselaer	XXX	Rajiv Vaidyanathan	Ekant Veer	Praveen Aggarwal	
Stacy Wood	Rebecca Ratner	Stijn van Osselaer	XXX	Rajiv Vaidyanathan	Becky Gaylord	Praveen Aggarwal	
Darren Dahl	Rebecca Ratner	Stijn van Osselaer	XXX	Rajiv Vaidyanathan	Shula Neuman	Tina Kiesler	
Darren Dahl	--	--		Rajiv Vaidyanathan			
				Rajiv Vaidyanathan			
			Page Moreau, Julie Ozanne, Shanker Krishnan	Rajiv Vaidyanathan			Susan and Rob Kleine
			Jennifer Escalas, Americus Reed, Baba Shiv	Rajiv Vaidyanathan			Susan and Rob Kleine
			Barb Bickart, Jim Burroughs, Robert Fisher, Susan Fournier	Rajiv Vaidyanathan			Susan and Rob Kleine
			Jeff Inman, Lisa Penaloza, Rohini Ahluwalia, Susan Fournier	Jim Muncy			Susan and Rob Kleine
			Dennis Rook, Gavan Fitzsimmons, Pat West, Susan Fournier	Jim Muncy			Susan and Rob Kleine
			Kent Grayson, Youjae Yi, Sonya Greier	Jim Muncy			Ingrid Martin
				Jim Muncy			Ingrid Martin
				Jim Muncy			John Eighmey
				Keith Hunt			John Eighmey
				Keith Hunt			John Eighmey
				Keith Hunt			Peter Bloch and John Eighmey
				Keith Hunt			Peter Bloch
				Keith Hunt			Jim Muncy

				Keith Hunt			Peter Bloch and Jim Muncy
				Keith Hunt			Peter Bloch and Jim Muncy
				Keith Hunt			Peter Bloch and Jim Muncy
				Keith Hunt			Peter Bloch and Jim Muncy
				Keith Hunt			Peter Bloch and Jim Muncy
			Richard Curtin; Philip Harding; A. Marvin Roscoe; Janet Wagner; Larry Percy; Esther Thorson; Tom O'Guinn; Rick Pollay; Barbara Stern	Keith Hunt			Peter Bloch and Jim Muncy
				Keith Hunt			Peter Bloch and Jim Muncy
			Richard Curtin; Monroe Friedman; Philip Harding; John Leckenby; Thomas Maronik; John Payne; A. Marvin Roscoe; John Sherry; Chin Tiong Tan	Keith Hunt			Peter Bloch and Jim Muncy
			Richard Curtin; Monroe Friedman; Philip Harding, John Leckenby, Thomas Maronik, John Payne, A. Marvin Roscoe, John Sherry, Thin Tiong Tan	Keith Hunt			Valarie Zeithaml
			Richard Curtin; Mathew Greenwald; Philip Harding, Thomas Maronik, John Payne, A. Marvin Roscoe, Lorraine Scarpa; Thin Tiong Tan	Keith Hunt			Valerie Zeithaml
			Richard Curtin, A. Marvin Roscoe, Hans Thorelli	Keith Hunt			Richard Yalch
			Alden Clayton; Mathew Grenwald; Fleming Hansen; Philip Harding; Tom Kinnear; Louis Morris; Lorraine Scarpa; Raymond Stokes; Seymour Sudman	Keith Hunt			Richard Yalch
			Alden Clayton; Fleming Hansen; Hal Kassarian; Keith Hunt; Martin Lautman Louis Morris; David Schoenfeld; Raymond Stokes; Seymour Sudman	Keith Hunt			Michael Belch

			Alden Clayton; John Evans; Robert Ferber; Hal Kassarjian; Keith Hunt; Martin Lautman; Scott Maynes; David Schoenfeld; Raymond Stokes	Tom Kinnear			Richard Reizenstein
			Ken Bernhardt; John Dimling; John Evans; Robert Ferber; Stephen Greyser; Hal Kassarjian; David Schoenfeld; Bill Wells; Scott Maynes	Tom Kinnear			Richard Reizenstein
			Ken Bernhardt; John Dimling; John Evans; Robert Ferber; Stephen Greyser; Edward Hieden; Scott Maynes; James Taylor; William Wells	Tom Kinnear			Richard Reizenstein
			Ken Bernhardt; Gwen Bymers; John Dimling; Robert Ferber; Stephen Greyser; Edward Heiden; James Taylor; Frank Walker; William Wells	Tom Kinnear			E. Laird Landon
			Gwen Byemers, Theodore Dunn, Robert Ferber, Stephen Greyser, Edward Heiden, Stanley Shores, Jay Schmeideskamp, James Taylor; Jospeh Uhl; Frank Walker	Ken Bernhardt			William Locander
				James R. Taylor			Jerry Olson
				Philip Kuehl			Jack Jacoby
				Philip Kuehl			Hal Kassarjian
							Hal Kassarjian

Listserv Administrator	Webmaster	Publications Director	Publications Committee	ACR Repri	Sheth Fou	Research	Chair of Fe	Chair of the JCR Best Article Award				
	Aleksey Cherfas											
Goutam Chakraborty	Aleksey Cherfas			Akshay Ra	Robert Fisher		Joseph Alba					
Goutam Chakraborty	Aleksey Cherfas			Akshay Ra	Robert Fisher							
Goutam Chakraborty	Aleksey Cherfas			Akshay Ra	David Mick							
Goutam Chakraborty	Faster Solutions			Akshay Ra	David Mick		Bill Bearden					
Goutam Chakraborty	Phil Hamlin				David Mick							
Goutam Chakraborty	Phil Hamlin				David Mick							
Goutam Chakraborty	Phil Hamlin				David Mick		Don Lehmann					
Goutam Chakraborty	Phil Hamlin				Rich Lutz							
Goutam Chakraborty	Susan and Rob Kleine				Rich Lutz							
Terry Bristol and Goutam Chakraborty	Vanessa Patrick				Rich Lutz		Debbie Roeder-John					
Terry Bristol and Goutam Chakraborty	Vanessa Patrick				Rich Lutz							
Terry Bristol and Goutam Chakraborty	Rajiv Vaidyanathan				Rich Lutz							
Terry Bristol and Goutam Chakraborty	Rajiv Vaidyanathan				Rich Lutz							
Terry Bristol and Goutam Chakraborty	Rajiv Vaidyanathan				Rich Lutz							
Terry Bristol and Goutam Chakraborty	Rajiv Vaidyanathan		Curt Haughtvedt		Rich Lutz							
Terry Bristol and Goutam Chakraborty	Rajiv Vaidyanathan		Curt Haughtvedt	alerie Folke	Terry Shimp							
Terry Bristol and Goutam Chakraborty	Rajiv Vaidyanathan		Jim Muncy	Terry Kerna	Terry Shimp	Bill Havlena						
Terry Bristol and Goutam Chakraborty	Rajiv Vaidyanathan			Valerie Folke	Terry Shimp	Bill Havlena						
Terry Bristol	Rajiv Vaidyanathan		No activity.		Terry Shimp	Bill Havlena	Jim Bettman					
	Rajiv Vaidyanathan		Julie Edell		Terry Shimp	Bill Havlena						
	Rajiv Vaidyanathan		No activity.		Terry Shimp	Bill Havlena						

