

**Education**

**Ph.D.** Marketing with additional majors: Statistics and Management Science, the University of Chicago, Booth School of Business

**MBA** Quantitative Marketing, (Dean's Honor List) the University of Chicago, Booth School of Business

**MBA** (Marketing and Systems) Indian Institute of Management, Ahmedabad, India

**MS** (Physics), University of Delhi, India

**BS Honors** (Physics), University of Delhi, India

**Work Experience**

**Muma College of Business, University of South Florida**

**2015-present**

*Visiting Instructor (2017-present)*

*Adjunct Instructor (2015-2017)*

- Taught the undergraduate Business Major's capstone course, "Strategic Management and Decisions Making," the Executive MBA course, "Marketing Management," and the undergraduate International Business Major's capstone course, "Global Perspectives and Management Choices."
- Created and taught a new course for the MS in BAIS (Business Analytics and Information Systems) program in the Information Systems and Decision Sciences Department. This is graduate level course introducing the students to Business so as to help them be more impactful in their technology-focused careers
- Consistently received excellent teaching evaluations

**VentureSpeed Partners**

**2013-present**

*Founding Partner*

Advising start-ups in the areas of marketing, business planning, investor discussions, operations, cash flow, product, team recruiting and development, etc.

**Hewlett-Packard Company**

**2002-2012**

*Director, Global Corporate Marketing – (Budget: \$6M)*

Managed key functions including:

- Brand planning: realized gain in brand value from \$23.5B to \$28.5B in three years, catapulting HP to the top 10 of annual global brand ranking for the first time in HP history
- Customer Loyalty: integrated with CRM analytics and HP's executive compensation system
- Digital marketing: Defined segments and personas, optimized for up-selling and cross-selling
- Strategic planning: a. Analyzed technology in verticals including Healthcare, Finance, Retailing, Media/Entertainment, Manufacturing and others. b. Targeted competitors including Apple, IBM, Dell, Canon and planned partnerships including those with Disney and Starbucks
- Advertising development and tracking: measured and improved marketing KPI's
- Product planning and development: From value proposition to market performance diagnostics

**Information Resources Inc. (IRI)** **2001-2002**

*Vice President, Analytic Insights Group*

Managed analytics and business intelligence consulting practice across industries: Technology (HP, Microsoft), Consumer packaged goods (Clorox, Del Monte, Conagra) and others

**Freedeliver.com** **2001**

Founded and worked as CEO of new venture designed to provide online capabilities to brick and mortar retailers. Served on advisory boards of other Silicon Valley start-ups

**Saint Mary's College** **1997-2000**

*Associate Professor of Marketing, MBA and Executive MBA program*

- Taught courses in Marketing and Marketing Research in the MBA and the Executive MBA programs. Received strong teaching evaluations
- Conducted the Residency Program in Business Ethics for incoming Executive MBA students.
- Conducted pioneering research on foundational role of marketing in a business
- Served on the Academic Senate and actively engaged in service to the College community.

**Burke Institute - Nielsen BASES-Burke** **1991-1997**

*Vice President, Burke Institute and Strategy Development Services*

- Enhanced the organization's reputation in strategic decision-oriented applications of marketing science.
- Was repeatedly invited as a seminar speaker at several Fortune 200 clients
- Created and taught seminars focused in pricing, international marketing research, positioning, segmentation, product development, etc.
- Led consulting practices in customer insights, new product marketing/sales optimization across industries: Technology (Apple), Consumer packaged goods (Procter & Gamble, Colgate, KC/Kleenex), Financial services (American Express), Pharmaceutical (Merck, Novartis) and others

**DuPont** **1988-1990**

Pioneered Business Intelligence system to integrate supply chain with customer needs; this work evolved into creation of MicroStrategy (public company that provides a major BI platform)

**Purdue University** **1985-1988**

*Assistant Professor of Marketing, MBA program*

- Created one of the first MBA courses in Pricing Strategies and Computer-based marketing analysis.
- Taught a range of marketing courses. Received outstanding teaching evaluations.
- Won prestigious XL award for research in game theory application in retailing
- Conducted research in the areas of brand choice and competitive response modeling
- Presented at leading conferences

**De Paul University** **1984-1985**

*Instructor, Department of Marketing*

Taught a range of Marketing courses in undergraduate and evening MBA programs

**Procter & Gamble** **1978-1981**

*Product Manager*

- Managed the marketing function for *Vicks Cough Drops* for all of India. Led major repositioning, implemented new channels and promotion.
- Developed brand and communication strategies. Managed implementation through major advertising agencies, including O&M. Managed advertising campaigns, sales programs and distributor lead generation.

## **Presentations and Papers**

Moorthy, Subba and Sainanee, Deepak K, "Empirical investigation of the Relationship of Firm Performance to Technological Diversity and Product Diversity," In progress, 2018  
Sainanee, Deepak K, "Identifying Segments for Online Marketing," Hewlett-Packard, 2012  
Sainanee, Deepak K, "CRM and Analytics to Drive Customer Loyalty," Hewlett-Packard, 2011  
Sainanee, Deepak K, "Brand Value: Key Drivers Modeling and Accountability," Hewlett-Packard, 2010  
Sainanee, Deepak K, "What Limits Marketing," Saint Mary's College of California, 1999  
Sainanee, Deepak K, "Business Strategy and Marketing Research," Meetings of Infratest, Munich 1995, 1996  
Sainanee, Deepak K, "Realizing the Power of Marketing Research," Annual National Conference of MRA, 1993  
Sainanee, Deepak K, "Implementing Strategic Segmentation," Proceedings of the Institute for International Research, 1991  
Sainanee, Deepak K, "Pricing Proactively," Proceedings of the Pricing Institute Conference, 1989  
Sainanee, Deepak K, "Temporary Price Reductions as Optimal Competitive Response," Marketing Science Conference/Informs, Paris, 1987  
Sainanee, Deepak K, "Solving the Product Manager's Problem," ORSA/TIMS National Conference, 1986  
Sainanee, Deepak K and Jeuland, Abel P., "Temporal and Static Components of Variety Seeking," Marketing Science National Conference, 1986

## **Honors and Awards**

- Honored with team at NYSE for bringing HP's brand value among top-10 in the world
- Placed in top 1% in HP's Marketing Excellence Survey
- Served as the lead judge for Circle Awards, HP's competition for innovations in marketing
- Received several HP awards, including the HP Dynamic Leadership award
- Member of Board of Trustees, Marketing Science Institute
- Quoted on two key themes in the book *Grow*, by Jim Stengel, Procter & Gamble, ex-GMO
- Presented papers and spoke at conferences including AMA, Marketing Science, Informs, IIR, MRA
- University of Chicago delegate at national Doctoral Consortium of American Marketing Association