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John Davis' career spans both the academic and business worlds. He is the author of several acclaimed marketing books: *Competitive Success: How Branding Adds Value* (2010), *The Olympic Games Effect-How Sports Marketing Builds Strong Brands* (©2008), *Magic Numbers for Sales Management* (©2007), *Measuring Marketing: 103 Key Metrics Every Marketer Needs* (©2006), and *Magic Numbers for Consumer Marketing* (©2005).

He is a contributing author to *Fast Track to Success-Marketing* (©2009). His current projects include 2 textbooks--*Sports Marketing: Creating Long Term Value* (est. 2011) and the 2nd edition of his best-selling book, *Measuring Marketing* (est. 2011). He was Professor of Marketing and Director of the Center for Marketing Excellence at Singapore Management University, where he received the 'Most Inspiring/Distinguished Teacher' award (2007) and Dean's Teaching Honors every year from 2004-2009.

He also taught at University of Washington, UC Davis and Stanford University, and in partner programs with faculty from University of Chicago, INSEAD, Emory, Munich Business School, and the European Business School. John has taught at the undergraduate and MBA levels, and in dozens of executive education programs for leading companies, including: IBM, DOW Chemical, Allianz, TIAA-CREF, OCBC, SK Telecom, Commerzbank, Schneider Electric, MSIG, IHG, Boeing, and SwissRE. His research interests are in global brand leadership, marketing strategy, sports marketing, and marketing accountability.

In business, he has won awards as the leader of global marketing organizations for Fortune 500 companies and two companies he founded with private investor groups, including Brand New View (www.brandnewview.com), where he remains chairman. John has spoken at conferences around the world, from Tokyo to Cairo to San Francisco, and has been interviewed by global media, including: the BBC, MSNBC, CNBC, ChannelNewsAsia, Bloomberg, and NPR.

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Written by

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He wrote and broadcast a 24-segment radio program about marketing. He is co-host of the podcast series 'LeadershipMatters'. He received his B.A. from Stanford University and his M.B.A. from Columbia University.