

Member Spotlight

Bobby J Calder

Kelstadt Professor of Marketing and Psychology

Kellogg School of Management

Northwestern University

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Marketing Accountability Standards Board
of the Marketing Accountability Foundation



About Bobby Calder



- **Professor of Marketing and Psychology
Kellogg School of Management, Northwestern
University**
- **Primary research: consumer psychology, branding,
and media**
- **ISO/TC 289 Chair**
- **Member of the Brand Evaluation Standard and
Finance in Marketing Course**

Discussion

- **What is most interesting/challenging about chairing ISO TC289?**
- **With a background in psychology, why did you become interested in brand marketing?**
- **In a large number of your published works you emphasize the concept of “engagement”. What do you mean by this and why is it important?**
- **What attracted you to Marketing Accountability?**

Thank-you!



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