JOHN C. WURST, Ph.D.

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EXPERIENCE

University of Georgia, Terry College of Business, Athens GA. Senior Lecturer (8/10-present), Lecturer (8/03 – 8/10), Marketing Department: Teaching in the MMR, MBA, undergraduate, and Ph.D. programs. Courses taught include: Linear Statistical Models, Conjoint and Discrete Choice, Research Design and Data Collection, Multivariate Statistics, Marketing Research, Marketing Analytics, Predictive Analytics.

AMS Consulting, Atlanta, GA. President (8/03-present): Provide consulting and analytical services to marketing research supplier organizations. Types of applications include pricing, product optimization, new product development, market segmentation, and customer/employee satisfaction modeling. Industries served include financial services, packaged foods, consumer durables, and pharmaceuticals.

SDR Consulting, Atlanta, GA. Vice President, Director of Marketing Sciences (11/99-8/03); Practice Leader and Senior Consultant, Research Methods (7/96 – 8/03): Responsibilities included study design, statistical analyses, proposal and bid preparation, client management, business development, and preparation of deliverables. In addition, served as an internal methodological consultant.

Goizueta Business School, Emory University, Atlanta, GA. Adjunct faculty member (spring semester 2003): Taught the MBA marketing research course. Assistant Professor (9/87-7/96), Decision and Information Analysis Area: Taught in the undergraduate, MBA, and Executive MBA programs. Conducted research that has been published in leading academic business and statistical journals. Administrative duties included service on the Research Committee, MBA Program Committee, BBA Program Committee, and Dean Search Committee.

University of Georgia, College of Business, Athens, GA. Graduate Teaching Assistant, Management Sciences Department (9/81-6/87): Taught in the undergraduate program.

University of Miami, College of Business, Miami, FL. Graduate Teaching and Research Assistant, Management Sciences Department (6/80-12/80): Taught in the undergraduate program and assisted faculty.

Burger King Corp., Miami, FL., Research Assistant, Marketing Research Dept. (9/78-5/79).

PUBLISHED ARTICLES

"Audience as Product: Identifying Advertiser Preferences" by Amy Jo Coffey and John Wurst, *Journal of Media Business Studies*, 2012, Vol. 9, no. 4, pp. 21-39. (Accepted Nov. 2012)

"An Overview of the Design of Stated Choice Experiments," by Warren Kuhfeld and John Wurst, *2012 Proceedings of the Sawtooth Software Conference,* pp. 165-194. (Accepted May 2012)

PUBLISHED ARTICLES (Cont.)

"Reverse Segmentation: An Alternative Approach," by Ula Jones, Curtis Frazier, Chris Murphy, and John Wurst, *2006 Proceedings of the Sawtooth Software Conference*, pp. 55-62.

"Advances in Market Segmentation" by William D. Neal and John Wurst, *Marketing Research*, 2001, Vol. 13, no.1, pp. 14-18.

"Optimal Pricing Through Value Modeling" by David Feldman and John Wurst, *The Journal of Professional Pricing*, 2001, Vol.10, no. 2, pp. 31-33.

"Effectiveness of Rectification in Audit Sampling" by John Wurst, John Neter, and James Godfrey, *The Accounting Review*, 1991, 66, pp. 333-346

"Comparison of Sieve Sampling with Random and Cell Sampling of Monetary Units" by John Wurst, John Neter, and James Godfrey, *Journal of the Royal Statistical Society (Series D, The Statistician)*, 1989, 38, pp. 267-280

"Efficiency of Sieve Sampling in Auditing" by John Wurst, John Neter, and James Godfrey, *The Journal of Business & Economic Statistics*, 1989, 7, pp. 199-205

PAPERS

"A Comparison of Alternative Inferential Procedures for Auditing," 1995, by John Wurst

"Additional Findings on Effectiveness of Rectification in Audit Sampling," 1993, by John Wurst, John Neter, and James Godfrey

PRESENTATIONS

"An Overview of the Design of Stated Choice Experiments," by Warren Kuhfeld and John Wurst, 2012 Sawtooth Software Conference, Orlando Florida, March 2012

"What Should an Ideal Marketing Research Curriculum Look Like" by John Wurst, American Marketing Association Summer Educators' Conference, Marketing Research SIG Pre-conference program, San Diego, California, August 2008

"Reverse Segmentation: An Alternative Approach" by Ula Jones, Curtis Frazier, Chris Murphy, and John Wurst, 2006 Sawtooth Software conference, Del Ray Beach, Florida, March 2006

"Incorporating Purchase Intent Threshold Information into Preference Based Conjoint Analysis" by John Wurst, Bill Neal, David Feldman, poster presentation at the 10th Annual Advanced Research Techniques Forum (American Marketing Association conference), Santa Fe, New Mexico, June, 1999

"Integrating Frequency of Purchase into a Discrete Choice Framework to Enhance the Estimation of Market Shares" by John Wurst, Warren F. Kuhfeld, and Brian Griner, presented at The Eighth Annual Advanced Research Techniques Forum (American Marketing Association conference), Monterey, California, June 1997

"Designing Efficient Choice Experiments: An Empirical Evaluation" by Warren F. Kuhfeld, Brian Griner, and John Wurst, presented at the Marketing Sciences Conference, University of California at Berkeley, March 1997

"A Comparison of Auditing Inferential Procedures" by John Wurst, presented at the INFORMS National Meeting, Atlanta, Georgia, November 1996

"An Investigation of Audit Sampling Risks Under Rectification" by John Wurst, John Neter, James Godfrey, presented at the INFORMS National Meeting, Los Angeles, Calif. November 1995

"Selected Topics in Dollar-Unit Sampling" by John Wurst, presented at the retirement celebration of Professor John Neter, The University of Georgia, Athens Georgia, October 1990

"Rectification Sampling in Auditing" by John Wurst, John Neter, and James Godfrey, presented at the American Statistical Association 150th Anniversary Meeting, Washington D.C., August 1989

"Rectification Sampling in Auditing" (did not include analytical results presented at ASA Anniv. Meeting) by John Wurst, John Neter, and James Godfrey, presented at the ORSA/TIMS Joint National Meeting, Denver, Colorado, October 1988

"Use of Sieve Sampling in Auditing" by John Wurst, John Neter, and James Godfrey, presented at the Meeting of the International Statistical Institute, Tokyo, Japan, September 1987

"An Investigation of the Sieve Sampling Method for Obtaining Upper Error Bounds in Auditing" by John Wurst, John Neter, and James Godfrey, presented at the TIMS/ORSA Joint National Meeting, New Orleans, Louisiana, May 1987

"Sieve Sampling and Dollar-Unit Sampling in Auditing" by John Wurst, John Neter, and James Godfrey, presented at the annual meeting of the Decision Sciences Institute, Honolulu, Hawaii, November 1986

"Modified Upper Error Bounds for Sieve Sampling in Auditing" by John Wurst, John Neter, and James Godfrey, presented at the TIMS/ORSA Joint National Meeting, Los Angeles, California, April 1986

SERVICE
Ph.D. dissertation committee member: Stephen Asiimwe, College of Public Health, Dept. of Epidemiology & Biostatics (graduated December 2013), University of Georgia. Title: "Implementation Effectiveness of HIV Self-Testing and Preferences for HIV Testing in Uganda."

Ph.D. dissertation committee member: Ming-Yi Huang (graduated December 2011), College of Pharmacy, University of Georgia. Title: "Utilization of Conjoint Analysis to Elicit Preferences for Genetic Testing for Alzheimer's Disease."

Masters thesis committee member: Nathan Lekahal (graduated May 2009), College of Arts and Sciences, Statistics Dept., University of Georgia. Title: "The Exploration of Statistical Ensemble Methods for Market Segmentation."

Ph.D. dissertation committee member: Amy Jo Coffey (graduated May 2007), College of Journalism, University of Georgia. Title: "Linguistic Market Segmentation and Audience Valuation by US Television Advertisers."

SERVICE (Cont.)
University committee work:
BUSN 4000 (Predictive Modeling and Optimization) Instructor Search Committee member, Terry College of Business, The University of Georgia, Spring Semester 2014.

Undergraduate Program Assessment Committee member, Marketing Dept., Terry College of Business, The University of Georgia, Oct. 2010 – present.

Computer and Information Resources Committee member, Terry College of Business, The University of Georgia, Aug. 2016 – present.

Computer Users Committee member, Terry College of Business, The University of Georgia, Aug. 2003 – May 2011.

Dean Search Committee member, Goizueta Business School, Emory University, 1988.

Executive Education Seminars Taught:
Conjoint and Discrete Choice Topics
 American Marketing Association (AMA Advanced School of Marketing Research): 1999-2016
 Institute for International Research: 2005, 2004, 2001,2000, 1999 (with Warren Kuhfeld)
 MetLife: 2010
 Heinz/Del Monte: 2005
 IBM: 1998
 BellSouth: 1998
 BI: 1997

Academic Seminars Taught:
Conjoint and Discrete Choice Topics
 The University of Wyoming: 2014
 Emory University: 2007, 2006
 Georgia Institute of Technology: 2005

Conference committee member:
Advanced Research Techniques Forum, the American Marketing Association, 2007
Sawtooth Software 2006 and 2007 conferences

Ad hoc reviewer and referee:
Marketing Research, Journal of Business and Economic Statistics, Decision Sciences Institute national meetings (prior to 2003)

AWARDS HONORS AND RECOGNITION
MMR Teacher of the Year Award, Master of Marketing Research program (years 2004-2007, 2009-2011, 2013, 2016), Terry College of Business, University of Georgia

MBA Distinguished Educator Award, Emory Business School (1990)

Beta Gamma Sigma member (Business Honorary)

Mentioned in *Business Week's Guide to The Best Business Schools, 2nd Edition*

EDUCATION
Ph.D., University of Georgia
Major: Management Science (Quantitative Business Analysis), Minor: Marketing

Master of Science, University of Miami, Major: Statistics

Bachelor of Science, University of Miami, Major: Chemistry, Graduated with Honors