

Curriculum Vita of Jeffery T. Wack

Jeffery T. Wack

New Haven, CT and New York City, NY, USA

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Education

1982

Ph.D. Yale University.

Awarded 5-year full fellowship in applied research and social psychology.

Dissertation Topic: Multivariate assessment of the interaction of attributions, emotions, and behaviors in problem encounters in service organizations.

Dissertation Committee: Judith Rodin, currently president of the Rockefeller Foundation; Irving Janis (Groupthink), Gerald Singer (TV effects on children), Robert Abelson (Cognitive script theory), Dennis Turk (Stress and coping)

Coursework: Multivariate statistics, research design, attitudes and behavior. In Yale School of Business, marketing, policy, and decision making.

1980

M.Phil. Yale University.

1979

M.S. Yale University.

1976

B.S. Duke University.

Concentrations: Psychology, Biochemistry and Political Science.

Honors: Magna cum laude, and with distinction.

1967-71

Urbana (IL) High School

1966-67

Njala University International Middle School, Sierra Leone, West Africa

1965-66

Home-Schooled via Calvert School system, Sierra Leone, West Africa

Professional History

1983-

President, JTWack & Company LLC.

2014-

Professor of Marketing, Teacher's College, Columbia University. Co-teach Strategic Marketing in Klingenstein Master's in Education Degree program.

1987-2008

Graduate Marketing Faculty, Yale University.

Taught and wrote on the topic of managing demand for non-profits' services by coordinating program design, pricing, promotion, and distribution strategies.

1992-94

Special Assistant to the Chief Operating Officer, Yale-New Haven Hospital.

Led the institution's initiative to adopt strategic marketing. Among many other projects, led a cross-functional team that developed and executed a communications campaign in support of the launch of a new Children's Hospital; the project won a juried award for excellence from the American Hospital Association. Simultaneously guided the COO in upgrading the marketing function and resources, and advised on the design of a new vice president position to oversee it.

1982-83

Senior Research Analyst, Consumer Reports Magazine.

Pioneered large (100,000+) sample survey methods for purpose of measuring differences in consumers' satisfaction among brands within specific product/service categories.

1979 & 1976

Department of Health, Education, & Welfare, Washington DC.

- National Center for Health Care Technology, USPHS 1979. Authored speeches for Senator Ted Kennedy (D-MA) and Representative Henry Waxman (D-CA) on the social and behavioral consequences of the adoption of new technologies.
- Office of the Surgeon General, 1976. Interned as member of team evaluating long term care programs. Subsequently wrote policy journal article on the human consequences of legislated environments.

Boards and Trustee Roles

AISAP Certification Advisory Council (2015-), advising on curriculum for admissions professionals certification courses.

Executive Committee, TABS' North American Boarding Initiative (NABI), 2014-2015.

Trustee, ASSIST (American Secondary Schools for International Students and Teachers) (2012-), a non-profit that provides one-year scholarships to outstanding international students to attend American independent secondary schools on scholarships.

Search Committee for National Association of Independent Schools President (2011-)

Executive Committee and Board of Directors, National Association of Independent Schools (2005-2011)

- Chair, Entrepreneurial Task Force (2005-2009): Led creation of a for-profit division generating \$12 million in revenues; negotiated acquisition; hired CEO and introduced 5-person field sales force
- Chair, Member Services Committee (2006-2011): Completed overhaul and introduction of membership categories, pricing, and services; oversight of member recruitment and retention, new product development.
- Service on Governance, and Finance, committees
- Acclaimed by the president as “the board’s strategist”, by the chair as “tenacious”

Executive Committee, Tweed-New Haven Airport Authority (1999-2004)

- Appointed by Regional Council of Governments
- Completed multi-year design of, and obtained FAA and State funding for, airport master plan

Board of Directors, Greater New Haven Chamber of Commerce (1992-02)

- Chair, Air Service Development Committee: Led recruiting of airline service, including introduction of United Airline jet service to Chicago; Volunteer of the Year, 1995

Board of Directors, Technology Investment Fund (1984-87)

Awards

- EFFIE for Use of Research in Developing and Evaluating a Print Campaign, American Marketing Association (New York), 1996. For creation of Memorial Sloan-Kettering's "Best Cancer Care. Anywhere." tagline and campaign, in partnership with McCann-Erickson.
- Volunteer of the Year, Greater New Haven Chamber of Commerce, 1995. (Led successful recruitment of United Airlines and other carriers to Tweed-New Haven Regional Airport.)
- Touchstone Award, Research & Planning, American Hospital Association, 1994. (Launch of Yale-New Haven's Children's Hospital)
- Heavy Hitter, Speaking Award from Council for the Advancement of Secondary Education, 1992 and others.
- NATO Fellowship, Cambridge University, 1978. (To attend behavioral science research conference.)

Publications

Wack, Jeffery T. - Marketing 101. Lead chapter in the Handbook for Marketing Independent Schools, National Association of Independent Schools, Washington DC, 2011.

Wack, Jeffery T. - The Marketing Perspective on Affordability and Demand. In Affordability and Demand: Financial Sustainability for Independent Schools, Washington DC: NAIS, 2009.

Gombeski, W.R., Wise, A., Wack, J. T., McIntyre, S. and Perkins, A. Ready, Aim, Interview – A New Study Analyzes Target Survey Audiences. Marketing Health Services 25(3):41-43, 2005.

William R Gombeski, R Kyle Kramer, Lisa Freed, JoAnne Foody, Janet Parkosewich, Tammi Wilson, Jeffery T Wack, Gail D'Onofrio - Women's Heart Advantage Program: The Impact 3 Years Later The Journal of Cardiovascular Management, 2005, 16(4):27-34.

Gombeski, William R. Jr., Kantor, David, Bendycki, Nadine A. and Wack, Jeffery T. - Improve Your Marketing Effectiveness and Net Income through Better Prospecting, Health Marketing Quarterly, Vol. 19(4), 2002, 3-19.

Wack, Jeffery T. - What Marketing Should Be, Marketing Independent Schools in the 21st Century, Washington DC: NAIS, 2001, 19-28.

Wack, Jeffery T. and Gombeski, William R. Jr. - Contemporary Marketing in health care, Yale Management Guide for Physicians. Stephen Rimar (Ed.), New York: John Wiley & Sons, 1999.

Wack, Jeffery T. - Health Care Marketing Research, Connecticut health care, 1986.

Wack, Jeffery T. and Permut, Steven. - Using Marketing Research in Litigation. Marketing Handbook: Marketing Management (Vol. II), Edwin E. Bobrow and Mark David Bobrow (Eds.), New York: Dow-Jones Irwin, 1985.

Rodin, J., Wack, J.T., Ferrannini, E., and DeFronzo, R.A. - Effect of Insulin and Glucose on Feeding Behavior, Metabolism, 1985, 826-831.

Turk, D.T., Wack, J.T., and Kerns, R.D. - An Empirical Examination of the "Pain Behavior" Construct, *Journal of Behavioral Medicine*, 1984, 119-130.

Wack, Jeffery T. and Turk, Dennis. - Latent Structure in Strategies for Coping with Pain, *Health Psychology*, 1984, 3, 27-43.

Wack, Jeffery T. and Rodin, Judith. - Smoking and its Effects on Body Weight and the Systems of Calorie Regulation, *American Journal of Nutrition*, 1982, 35, 366- 380.

Rodin, J., Bohm, L., and Wack, J.T. - Control, Coping, and Aging: Models for Research and Intervention, *Applied Social Psychology Annual*, 1982, 3, 153-180.

Wack, Jeffery T. and Rodin, Judith. - Nursing Homes for the Aged: The Human Consequences of Legislation-Shaped Environments, *Journal of Social Issues*, 1978, 34, 6-21.

- Excerpt appearing in *Psychology Today*, July 1979.
- Reprinted in V. Barry (Ed.), *Moral Aspects of Health Care*, Belmont, CA: Wadsworth, 1982.

Reviewer for *Journal of Consumer Marketing*, *Journal of Business Forecasting*, *Journal of Services Marketing*, and several psychology journals.

Professional Articles and Reports

In collaboration with writers at Consumer Reports, several dozen consumer research-based articles, including cover stories on:

- Commercial Weight Loss Programs (1994)
- Health Maintenance Organizations (1993)
- Condoms (1992)
- Mail Order Catalog Services (1987)
- Household Finances and Budgeting (1986)
- Auto Insurance (1985)
- Fast Food Restaurants (1984)
- Personal Computers (1983)

Survey research projects for Consumer Reports Travel Letter and Consumer Reports on Health, results of which have been cited in *New York Times*, *USA Today*, other media.

"Strategies for Encouraging the Adoption of Marketing Practices and Skills," *National Association of Independent Schools' Marketing and Admissions Newsletter*, Spring 1998.

"Is Your Marketing Effective," *Inside Private School Management*, Vol 1(9), 1997.

In addition, numerous proprietary reports on marketing and research projects.

Selected Seminars, Lectures, Addresses

Keynote Addresses: Connecticut Association of Independent Schools Trustees 2009; Ohio Association of Independent Schools Admission Workshop 2008; Virginia Association of Independent Schools Heads Conference 2007.

The Business of Independent Schools Institute, Producer and Faculty, University of Chicago 2005, Harvard 2006-8

Marketing and Advancement Institute for Independent Schools, Producer and Faculty, Airlie VA 1996; Denver 1997, Charleston 1998, Scottsdale 1999, New Orleans 2000, Savannah 2001, San Antonio 2002, Santa Fe 2003, Charleston 2004, San Francisco 2005, Annapolis 2006, San Antonio 2007, Savannah 2008, New York City 2009, Harvard 2010, Orlando 2011, Annapolis 2012.

What Trustees and Heads Should Know about Marketing (invited workshop), National Association of Independent Schools, Boston 2006

Drivers of Demand for Independent Schools, Keynote for Connecticut Association of Independent Schools, Hamden 2006

Marketing Concept for Schools, Keynote for New York Association of Independent Schools, 2006

The Role of Market Research in Development, Ivy-Stanford-MIT Development Conference 2006.

What Business Officers Should Know about Marketing, Keynote for ABOIS, Boston 2005

Collaborative Marketing: A Marketing Management Model for Schools, Invited Presentation, Council for the Advancement of Secondary Education Annual Conference, Washington DC 2003.

Drivers of Demand for Private Schooling, Invited Presentation, Association of Independent Schools of Greater Washington (DC) 2003.

Marketing as Schools Should Practice It, National Association of Independent Schools, Annual Conference, Boston 2001.

Public's Perceptions of Independent and Public Schools: The NAIS Opinion Poll, Association of Independent Schools of New England (AISNE), and Pennsylvania Association of Independent Schools (PAIS), 2000.

Marketing Academy for Boarding Schools, TABS, Washington DC 2000.

Surveys and Focus Groups in Support of Development and Fundraising, Invited Address, Council on Foundations Annual Conference, Milwaukee 2000.

Marketing Workshop for School Leaders, National Association of Independent Schools Annual Conference, New York City, 1998.

Market Research Techniques for University Planners, Council for the Advancement and Support of Education (CASE), Boston, Chicago 1997.

Market Research and Planning for nonprofits, Seminar, Council for the Advancement of Secondary Education, New Orleans, 1997.

The Public's View of Managed Care, Invited Address, Annual Health Care Conference, Blue Cross & Blue Shield and the University of Connecticut, North Haven, 1996.

Customer-Focused Market Planning, Invited Address, Council on Foundations Advancement Institute, San Diego, 1996.

Marketing: What It Isn't, Invited Presentation, NAIS Regional Directors Conference, Santa Fe 1994; also presented to Virginia Association of Independent Schools, 1995; Maryland Association of Independent Schools, 1995.

Marketing's Contributions to Traditional Development and Fundraising, Invited Address, Council on Foundations, Minneapolis 1995.

What Marketing Has to Offer the nonprofit's Development Efforts, Keynote Speaker, Council for the Advancement and Support of Education, Williamsburg, 1993.

Research-Based Strategies for Creating and Maintaining Image, Council for the Advancement and Support of Education, Washington, DC, Boston/Chicago, 1991- 93 (Participant-voted awards for teaching excellence).

Customer Service Management Strategies for the Public Sector, State of Connecticut Senior Management Training, Guilford, 1991.

Consumer Research Techniques Seminars, Chamber of Commerce of the United States' Centers for Leadership Development, San Jose/Boulder/Dallas/Athens/Newark/ South Bend, 1985-87.

Multivariate Comparison of Health Professionals' Cognitions of Pain Behaviors. Behavioral Medicine Annual Convention, Baltimore, 1983.

Developing a Classificatory System of Strategies for Coping with Pain. Invited Address, 59th Annual of the International Association for Dental Research, Chicago, 1983.

Latent Structure in Strategies for Coping with Pain. American Pain Society Convention, New York, 1980.

Human Consequences of Legislation-Shaped Environments. American Psychological Association Annual Convention, New York, 1979.