

Year	Past President	President	President Elect	Treasurer*	Treasurer in Training**	Director of Academics^	Perspectives Director (Academic-Industry)	Perspectives Director (Academic-Government)	Perspectives Director (International)‡	At-Large Director 1‡‡	At-Large Director 2‡‡	Executive Director
2016	Amna Kirmani	Mary Frances Luce	Margaret Campbell	Frederic Brunel	XXX	XXX	Rob Kozinets	Zeynep Gurhan-Canli	Simona Botti	Page Moreau	Hope Schau	Rajiv Vaidyanathan
2015	Linda Price	Amna Kirmani	Mary Frances Luce	Rebecca Hamilton	Frederic Brunel	XXX	Rob Kozinets	Zeynep Gurhan-Canli	Pierre Chandon	Page Moreau	Susan Fournier	Rajiv Vaidyanathan
2014	Angela Lee	Linda Price	Amna Kirmani	Rebecca Hamilton	XXX	XXX	Rob Kozinets	Connie Pechmann	Pierre Chandon	Jennifer Argo	Susan Fournier	Rajiv Vaidyanathan
2013	Jeff Inman	Angela Lee	Linda Price	Meg Meloy	Rebecca Hamilton	XXX	Amitava Chattopadhyay	Connie Pechmann	Pierre Chandon	Jennifer Argo	June Cotte	Rajiv Vaidyanathan
2012	Sharon Shavitt	Jeff Inman	Angela Lee	Meg Meloy	XXX	XXX	Connie Pechmann	Stijn van Osselaer	Stijn van Osselaer	Stacy Wood	June Cotte	Rajiv Vaidyanathan
2011	Geeta Menon	Sharon Shavitt	Jeff Inman	Cele Otnes	Meg Meloy	XXX	Amitava Chattopadhyay	Mary Frances Luce	Stijn van Osselaer	Stacy Wood	Rebecca Ratner	Rajiv Vaidyanathan
2010	Chris Janiszewski	Geeta Menon	Sharon Shavitt	Cele Otnes	XXX	XXX	Robert Woodard	Mary Frances Luce	Stijn van Osselaer	Darren Dahl	Rebecca Ratner	Rajiv Vaidyanathan
2009	Punam Keller	Chris Janiszewski	Geeta Menon	Tina Lowrey	Cele Otnes	Mary Gilly	Robert Woodard	Mary Frances Luce		Darren Dahl		Rajiv Vaidyanathan
2008	Merrie Brucks	Punam Keller	Chris Janiszewski	Tina Lowrey		Mary Gilly	Robert Woodard	Connie Pechmann				Rajiv Vaidyanathan
2007	Barbara Kahn	Merrie Brucks	Punam Keller	Laura Peracchio		Mary Gilly	Joe Plummer	Connie Pechmann				Rajiv Vaidyanathan
2006	David Mick	Barbara Kahn	Merrie Brucks	Geeta Menon		Kim Corfman	Joe Plummer	Connie Pechmann				Rajiv Vaidyanathan
2005	Debbie MacInnis	David Mick	Barbara Kahn	Sharon Shavitt		Kim Corfman	Joe Plummer	Chris Moorman				Rajiv Vaidyanathan
2004	Wes Hutchinson	Debbie MacInnis	David Mick	Dennis Rook		Kim Corfman	Marty Horn	Chris Moorman				Jim Muncy
2003	Steve Hoch	Wes Hutchinson	Debbie MacInnis	Susan Bronarczyk		Tom O'Guinn	Marty Horn	Chris Moorman				Jim Muncy
2002	Valerie Folkes	Steve Hoch	Wes Hutchinson	Joan Meyers-Levy		Tom O'Guinn	Marty Horn	Jan Pappalardo				Jim Muncy
2001	Marsha Richins	Valerie Folkes	Steve Hoch	Debbie MacInnis		Tom O'Guinn	Chris Wright-Isak	Jan Pappalardo				Jim Muncy
2000	Joe Alba	Marsha Richins	Valerie Folkes	Barbara Loken		Mike Houston	Jan Pappalardo					Jim Muncy
1999	John Sherry	Joe Alba	Marsha Richins	Barbara Kahn		Mike Houston	Christine Wright-Isak	Alan Levy				Keith Hunt
1998	John Lynch	John Sherry	Joe Alba	Barbara Stern		Mike Houston	Kathryn Jocz	Alan Levy				Keith Hunt
1997	Debbie Roedder John	John Lynch	John Sherry	Kim Corfman		Dipankar Chakravarti	Kathryn Jocz	Alan Levy				Keith Hunt
1996	Don Lehmann	Debbie Roedder John	John Lynch	Marsha Richins		Dipankar Chakravarti	Kathryn Jocz	Thesia I. Garner				Keith Hunt
1995	Alice Tybout	Don Lehmann	Debbie Roedder John	Mita Sujan		Dipankar Chakravarti	Rebecca H. Holman	Thesia I. Garner				Keith Hunt
1994	Terry Shimp	Alice Tybout	Don Lehmann	Leigh McAllister		Richard Lutz	Rebecca H. Holman	Thesia I. Garner				Keith Hunt
1993	Alan Andreasen	Terry Shimp	Alice Tybout	Merrie Brucks		Richard Lutz	Rebecca H. Holman					Keith Hunt
1992	Sidney Levy	Alan Andreasen	Terry Shimp	Deborah Roedder-John		Richard Lutz	Diane Schmalensee					Keith Hunt
1991	Elizabeth Hirschman	Sidney Levy	Alan Andreasen			John Calfee	Diane Schmalensee					Keith Hunt
1990	Morris Holbrook	Elizabeth Hirschman	Sidney Levy	Valerie Folkes		John Calfee	Diane Schmalensee	Kent Monroe				Keith Hunt
1989	Richard Lutz	Morris Holbrook	Elizabeth Hirschman	Terry Shimp		Kent Monroe	Rebecca Holman					Keith Hunt
1988	James Bettman	Richard Lutz	Morris Holbrook	Debra Scammon		Thomas Kinnear	Rebecca Holman	John Calfee				Keith Hunt
1987	Russell Belk	James Bettman	Richard Lutz	Valarie Zelthaml		Tom Kinnear	Rebecca Holman	Hans Thorelli				Keith Hunt
1986	Peter Wright	Russell Belk	James Bettman	Melanie Wallendorf		Tom Kinnear	Larry Percy	Hans Thorelli				Keith Hunt
1985	Jagdish Sheth	Peter Wright	Russell Belk	Elizabeth Hirschman		Gary Ford	Larry Percy	Hans Thorelli				Keith Hunt
1984	Ken Bernhardt	Jagdish Sheth	Peter Wright	Rick Bagozzi		Russ Belk	Larry Percy	Gary Ford				Keith Hunt
1983	Gerald Zaltman	Kennet Bernhardt	Jagdish Sheth	Alice Tybout		Russ Belk	Bill Wells	Gary Ford				Keith Hunt
1982	Jerry Olson	Gerald Zaltman	Kennet Bernhardt	Mike Houston		Peter Wright	Bill Wells	Gary Ford				Keith Hunt
1981	William Wilkie	Jerry Olson	Gerald Zaltman	Carol Scott		Peter Wright	Bill Wells	Michael Mazis				Tom Kinnear
1980	Keith Hunt	William Wilkie	Jerry Olson	Don Lehmann		Peter Wright	Stanley Shores	Michael Mazis				Tom Kinnear
1979	Jerome Kernan	Keith Hunt	William Wilkie	E. Laird Landon		Jim Bettman	Stanley Shores	Michael Mazis				Tom Kinnear
1978	Harold Kassarjian	Jerome Kernan	Keith Hunt	Russell Belk		Jim Bettman	Stanley Shores	Jerry Olson				Tom Kinnear
1977	David Gardner	Harold Kassarjian	Jerome Kernan	Rich Lutz		Jim Bettman	Gerry Zaltman	Jerry Olson				Ken Bernhardt
1976	Jacob Jacoby	David Gardner	Harold Kassarjian									
1975	William Wells	Jacob Jacoby	David Gardner	Jerry Olson		Gerald Zaltman						
1974	Robert Pratt	William Wells	Jacob Jacoby	Philip Kuehl								James R. Taylor
1973	Joel Cohen	Robert Pratt	William Wells	David M. Gardner		Hal Kassarjian	Barbara Burns (HEW)					
1972	Robert Perloff (Chairman)	Joel Cohen	Robert Pratt	George Haines		William D. Wells	Frederick Woodworth (FTC)				Philip Kuehl	
1971	James Engel (Chairman)	Robert Perloff (Chairman)	Joel Cohen								Philip Kuehl	
1970	James Engel (Chairman)	Robert Perloff (Chairman)	Joel Cohen									
1969		James Engel (Chairman)	James Engel (Chairman)									

* Treasurer position was converted from 1-year term to 2-year term starting in 2008

**Treasurer in Training is a non-voting member

^ Director of Academics position was discontinued after 2009

‡ Perspectives Director (International) position was started in 2010

‡‡ At-Large Directors positions were started in 2009 and 2010