



# KILTS CENTER THE YEAR IN REVIEW

From supporting faculty research to connecting students and alumni, the Kilt Center continued to advance marketing theory and practice in 2021–22.



CHICAGO BOOTH 

Kilts Center  
for Marketing



## Overview

In 2021–22, the Kilts Center was tremendously successful in its efforts to support researchers, students, alumni, and corporate partners. Our leadership and staff are committed to creating a community where Booth students, alumni, and faculty can flourish. We're also grateful to our donors, who support us through their generous gifts and pledge payments.

This Year in Review offers a summary of the Center's accomplishments from the past year as well as a chance to celebrate our community and the positive impact they are making at Booth and in their industries.



# Data Relationships and Research

The Kilts Center houses [research datasets](#) that include consumer data, anonymized credit information, and advertising impressions. In the past year, we expanded our existing research datasets, secured new data relationships, and broadly provided academics more information to mine for their research.

Research leveraging these data track trends and issues and can have an impact on public policy, from how personalized messaging can lead to an uptick in [engagement in SNAP](#) (food stamps) benefits to better understanding if and how women are subject to a [pink tax](#). This research has appeared in prominent publications including *Marketing Science*, *National Bureau of Economic Research*, and *Journal of Consumer Psychology*.

## Research by the Numbers



**1,420**

Faculty and PhD students worldwide, including 84 from Booth, used NielsenIQ data.

**824**

Working papers featured data from the Kilts Center archive.

**13**

Researchers used the TransUnion database for more than 20 different projects.

**70+**

Book chapters or articles published by Booth marketing faculty.



# Data Relationships and Research—Publications

## Insights from *Chicago Booth Review*

Over the past year, *Chicago Booth Review* published articles highlighting marketing faculty research on topics such as the importance of running experiments, the positive power of social media influencers, and how political ads affect commercial advertising. Explore some of these stories below.

### Marketing for Good Is a Business Imperative

[Corporate goals need to include a social mission and social identity.](#)



### Without Cookies, Online Advertisers Have to Piece Together Crumbs

[Companies have few good options for constructing accurate user profiles.](#)



### Why Making Yourself Uncomfortable Can Be Motivating

[Leaning into the awkwardness allows people to grow and progress.](#)



### Want Consumers to Buy Electric Cars? Give Them Tax Credits

[Inspire consumers to make more eco-friendly purchases.](#)



### Does Mandatory Health Labeling Lead to Healthier Choices?

[Recent years have seen a new wave of food packaging reforms.](#)



### Why Locking In Subscribers Is Bad for Business

[Subscription-based businesses sometimes come with a catch.](#)



## Events and Alumni Engagement

Every year, the Kilts Center hosts events that allow senior executives, academics, and high-level alumni to share their journeys and learnings with the Booth community. These events provide a space for insightful back-and-forth, intimate discussions, and the ability to challenge the status quo in favor of pathbreaking points of view.

In the past fiscal year, the Kilts Center hosted events that followed three tracks: brand and general management, tech product management/product marketing management, and general interest.

### Events by the Numbers

35

Events hosted by the Kilts Center, many in partnership with student groups, faculty, and Booth partners.

45+

Alumni who participated in events, including panels, interview prep, and fireside chats.

1,200

Students from the Full-Time, Evening, Weekend, and Executive MBA programs attended Kilts Center events.



“Anyone looking to pursue a career in marketing should have passion. As marketers, we have the exceptional opportunity to make brands relevant, and the only way to achieve that is by doing it passionately.”

–CAMILA POGGI, CLASS OF 2023



# Events and Alumni Engagement



## Chicago Marketing Summit

Nearly 70 senior-level, US-based alumni convened for our annual summit to discuss branding in the era of marketing for good with alumni from Pfizer, Converse, PepsiCo, and Pernod Ricard.



## International Marketing Summit

More than 20 EMEA-based alumni joined our inaugural [International Marketing Summit](#) at the Robert Rothman, '77, London Campus, to discuss marketing for good and corporate environmental, social, and governance (ESG) initiatives.

## Hear from Students

In these blogs, MBA students reflect on how Kilts Center events relate to their career goals and enhance their Booth experience.



### An Annual Technology Workshop

Booth Technology Group co-chairs highlight their annual PM/PMM workshop, in which alumni practice product-focused cases with students.



### Building a Career in Marketing at Booth

Current MBA student Saron Strait reflects on how Booth prepares students to become well-rounded marketers.



### Marketing Case Competition

To reflect the growing interest in tech, the Kilts Center and Whirlpool hosted a competition that showed the importance of marketing skills in product management.



## The Booth Marketing Community

The Kilts Center strives to build a community at the intersection of marketing and tech. With this goal in mind, the team aims to show—via events, innovations in the curriculum, and the facilitation of research—that no matter the industry or job function, marketing skills prepare Booth students to grow a product, brand, or business.

Through courses, hands-on experience with data, and opportunities to write about their experiences, students take a well-rounded journey and share their insights with each other, prospects, and alumni. Alumni deepen their ties with the marketing community by sponsoring marketing lab courses, and the media regularly taps marketing faculty to share their thought leadership.

### Our Community by the Numbers

15

Incoming Full-Time, Evening, and Weekend MBA Program students received Kilts Fellowships.

175

MBA students gained hands-on experience applying concepts learned in class to real company problems.

74

News outlets featured marketing faculty's research, including the *Atlantic*, *Market Watch*, *Quartz*, *Wall Street Journal*, *Financial Times*, and *Business Insider*.

28

Alumni championed student projects for marketing lab courses including Lab in Developing New Products and Services, Algorithmic Marketing Lab, and Digital Marketing Lab.

*"The students get real-world exposure, and we get to work with the smart, scrappy, entrepreneurial Boothies."*

—ALEX WARD, '08



# The Booth Marketing Community—Thought Leadership

## A Spotlight on Booth Community Members

### Show Me the Data

Through unique partnerships with Nielsen, NielsenIQ, and TransUnion, the Kilts Center provides millions of consumer records to researchers exploring topics in marketing and beyond.

[Read more.](#)



### Reaching a New Generation of Hockey Fans

In the New Product Development Lab, Booth students helped the Chicago Blackhawks engage Gen Z and millennial fans. [Read more.](#)



### Predicting the Future of Marketing

Data and AI will only take you so far, says Citi's Murli Buluswar, '01. The future of business belongs to practical and well-rounded innovators. [Read more.](#)



### Crypto and Consumer Choice: Q&A with Assistant Professor Giovanni Compiani

Giovanni shares insights from his research on cryptocurrency demand, investors' beliefs, and consumer behavior. [Read more.](#)





# The Booth Marketing Community— Fellows and Students

## The Kilts Fellowship Program

The Kilts Center continues to evolve the Kilts Fellowship program by expanding it to include Evening and Weekend MBA students. Fellows receive access to exclusive events with marketing faculty as well as the opportunity to build relationships with members of the Booth marketing community. In 2021, the Kilts Center welcomed 15 students to the program.



## The Boothie Experience

The Kilts Center provides programming to help students maximize their internships. Below, a selection of Fellows and Marketing Group co-chairs share their summer experiences and explain how they leveraged what they learned in their first year at Booth.



### [Alejandra Cuevas de la Fuente](#)

This summer, Alejandra interned as a product marketing manager for Microsoft, where she worked with the security team to further adoption of a continuous selling methodology.



### [Noha Sahnoune](#)

As a product marketing manager on Team Xbox at Microsoft, Noha mapped and identified opportunities to improve the first-party player journey through Xbox Cloud Gaming.



### [Nivetha Samy](#)

As marketing manager at American Express, Nivetha was responsible for developing a new top-of-the-funnel channel for new accounts.



### [Zachary Yablon](#)

To support his pivot to marketing, Zachary spent the summer as an MBA marketing intern at PepsiCo, working on the Quaker Oats snacking innovation team to develop new products.



### [Emily Yau](#)

A Marketing Group co-chair and rising second year student, Emily spent her summer at Nestle Coffee Partners as a marketing associate on the Starbucks brand.



# The Booth Marketing Community— Faculty

## Faculty Honors

Our faculty regularly receive recognition for their research and expertise. In FY 2022, the following marketing faculty were honored for their work.

**Pradeep Chintagunta** received the H. Paul Root Award, cosponsored by the American Marketing Association and the Marketing Science Institute.

**Sanjay Dhar** was named the James M. Kilts Jr. Professor of Marketing.

**Jean-Pierre Dubé** was named the James M. Kilts Distinguished Service Professor of Marketing.

**Günter J. Hitsch** was named the Kilts Family Professor of Marketing.

**Brad Shapiro** and **Jean-Pierre Dubé** were appointed members of the National Bureau of Economic Research.

**Abigail Sussman** was named president elect for the Society for Judgment and Decision Making.

**Oleg Urminsky** and **Jean-Pierre Dubé** were academic fellows for the Marketing Science Institute.



**Avner Strulov-Shlain**, assistant professor of marketing, was awarded the inaugural Kilts Family Faculty Research Prize for Excellence in Marketing for his paper “[More than a Penny’s Worth: Left-Digit Bias and Firm Pricing.](#)”



# The Booth Marketing Community— Alumni

## Alumni Achievements

Booth alumni go on to illustrious careers in marketing and beyond. This year, several of them received high honors for their innovative thinking and willingness to embrace marketing for good.



**Carolyn Braff, '13**, head of brand strategy, Gatorade at PepsiCo, made *Sports Business Journal's* 2022 Power Players in Women's Sports.

**Julia Goldin, '93**, landed at No. 13 on the *Forbes* World's Most Influential CMOs 2021 list for her work with Lego Group as global chief product and marketing officer.

**Ann Mukherjee, AB '87, MBA '94**, chairman and CEO, Pernod Ricard North America, was elected to the Marketing Hall of Fame by The American Marketing Association New York.

**Scott Uzzell, '98**, president and CEO of Converse, was named to *Savoy Magazine's* 2022 Most Influential Black Executives in Corporate America.





**Stay in touch with the Kilts Center.**

Subscribe to our [monthly newsletter](#).

Get the latest on faculty research, alumni, student stories, and marketing at Booth.

Follow us on [LinkedIn](#).

Join the Booth marketing community and celebrate their successes.

Visit our [website](#).

Stay up to date on Kilts Center events and our data partnerships.



**Kilts Center**  
for Marketing