

Biography

Sandy D. Jap

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Sandy Jap is a Professor of Marketing at the Goizueta Business School at Emory University. She is a co-founder of the Emory Marketing Analytics Center (MAC) and an international expert in the management of partnering relationships and business-to-business issues. Her research centers on the development of organizational relationships, go-to-market strategies, and e-procurement. Her current focus is the development of decision support systems for multichannel sales attribution and media optimization.

Sandy has won numerous awards for her impact on the field and the work has received significant attention from the academic community and the marketplace, including *The Wall Street Journal*, *CFO Magazine*, and *Harvard Business Review*. Her work appears in a variety of books and she is an editorial board member at leading marketing journals. ***Partnering with the Frenemy*** is her first book.

Prior to joining Goizueta, Sandy served on the faculty at the Sloan School of Management at the Massachusetts Institute of Technology for six years and was a Visiting Associate Faculty member at the Wharton School at the University of Pennsylvania. She teaches channel strategy and retailing classes for MBA, executive, and undergraduate programs, and the marketing strategy seminar in the PhD program. She received her PhD from the University of Florida (Go Gators!) and enjoys life with her kids. Tennis, red wine, and Cape Cod summers come in a very close second.

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