

Supply Chain Forum

*Addressing Change
and Transformation for
Today's Supply Chain*



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Daniel J. Flint is the Regal Entertainment Group Professor of Business and Director/Founder of the Shopper Marketing Forum in The Department of Marketing and Supply Chain Management, The University of Tennessee, Knoxville. He is a graduate from the U.S. Naval Academy, has a sales engineering background, and a Ph.D. in marketing and logistics from the University of Tennessee. He has worked with many firms in the consumer goods, aerospace, industrial and third party logistics industries on branding, shopper marketing, marketing strategy, account management, and innovation. He works internationally often, and remains very active in both marketing and supply chain management associations. His research focuses on helping businesses develop a proactive customer-orientation, understand what customers, consumers, and shoppers value, improve their marketing strategies, and develop more productive business-to-business connections. Dan has published in top-tier marketing journals such as the Journal of Marketing, the Journal of Consumer Research, and the Journal of the Academy of Marketing Science and top tier logistics journals such as the Journal of Business Logistics and the International Journal of Physical Distribution and Logistics Management. Dan currently is focused on shopper marketing, spending a great deal of time with leading CPG, agency, broker and retailing firms.



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