

## BIOGRAPHICAL SKETCH

**Douglas L. MacLachlan** is Emeritus Professor of Marketing, Department of Marketing and International Business, **Michael G. Foster School of Business, University of Washington**. He retired from UW on December 31, 2012. He has a BA in Physics, MA in Statistics, MBA and PhD in Marketing, all from the University of California, Berkeley. He taught primarily Marketing Research, Database Marketing and Decision Models, Multivariate Data Analysis, Data Mining and Customer Analytics. In addition to being formerly Vice President of an electronic systems corporation, he has had extensive experience in consulting, marketing research, and management development. He has published over 100 articles in academic and business journals and has presented papers at numerous professional conferences and universities. A past president of the Puget Sound chapter of the American Marketing Association (1978-79), he also has membership in INFORMS, the European Marketing Association, and the Puget Sound Research Forum, among other professional organizations. He has been chairman of University of Washington's Department of Marketing and International Business for five terms in his more than 40 years with UW. He was Associate Dean for Academic Programs in the UW Business School and Executive Director of UW's Center for International Education and Research between 1996 and 2000. He was the Business School's Faculty Director of International Alliances 2003-2006. He was a Director and Trustee of the University Book Store in Seattle ([www.ubookstore.com](http://www.ubookstore.com)) 1985-2000 and 2003-2008. During 1988-89 he was named Nordstrom Professor in Retail Marketing, he held the Ford Motor Company Professorship during 1989-90, and was the Simpson Timber Faculty Scholar 1992-94. He received the Marion B. Ingersoll endowed professorship in 2007. He was a Visiting Scholar at the European Institute of Business Administration (INSEAD) in Fontainebleau, France (1982-83). He spent a sabbatical leave in 1991-92 as Visiting Professor of Marketing at Catholic University in Leuven, Belgium. He taught in Romania on numerous occasions in UW's joint Executive MBA program with ASEBUSS in Bucharest. While on sabbatical leave throughout 2001, he was Visiting Professor at Koç University in Istanbul, Turkey. Important travel has included doing research, lecturing and/or presenting scholarly papers in Denmark, Finland, Norway, England, Brazil, Canada, Belgium, France, Germany, Turkey, Greece, Israel, Singapore, Australia, Japan, South Korea, China, Colombia and Russia. He was President of the Pacific Northwest Branch of the Clan MacLachlan Society of Scotland (1995-2009). For fun, he enjoys sailing aboard his old wooden gaff-ketch [Bimi](#), international travel, attending music and drama performances, and sports events. He and his wife Natalie have two married adult children, four beautiful granddaughters, and a small terrier-poodle named Shadow.

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