

JOHN A. DAVIS

Lundquist College of Business
 University of Oregon
 R: 360.409.9580
 E: jddavis1@uoregon.edu

ACADEMIC EXPERIENCE

University of Oregon Lundquist College of Business Eugene, OR	Professor of Practice Center for Sustainable Business Practices	2022-now
Duke CE	Regional Managing Director Asia, North America	2015-2021
SP Jain School of Global Management Dubai/Singapore/Sydney	Dean, Global MBA & MGB	2010-11, 2013-15
University of Oregon Lundquist College of Business Eugene, OR	Interim Dept. Coordinator (2012/13) Faculty (AY 2011/12-2012/13)	2011-13
Emerson College Boston, MA	Dept. Chair, Professor of Marketing	2009-10
Singapore Management University	Professor of Marketing Practice (2009) Associate Professor of Marketing Practice (2006-08) Director, Centre of Marketing Excellence (2006-2009) Adjunct Faculty, Marketing Director of Business Dev. (2004-05)	2004-09
Additional Faculty Roles	International Olympic Academy-Greece (2010, 2012) UC Davis School of Management Executive Education, Adjunct Faculty (Spring 2003) University of Washington Business School, Adjunct Faculty, Marketing (2001-2003) Stanford University Instructor-SWOPSI	2001-13

EDUCATION

Columbia Business School (*MBA-1990*)
 Stanford University (*BA, Political Science-1983*)

HONORS AND AWARDS

Academic

BAC Teaching Award, Lundquist College of Business, Univ. of Oregon, Spring 2012
'Best Professor in Marketing', given by 'Asia's Best B-School Awards'-CMO Asia 2010
'Most Inspiring Professor' Award Singapore Management University 2007
Dean's Teaching Honor (top 20 faculty overall) 2008/2009
Dean's Teaching Honor (top 20 faculty overall) 2007/2008
Dean's Teaching Honor (top 20 faculty overall) 2005/2006
Dean's Teaching Honor (top 20 faculty overall) 2004/2005

Industry

- Nominee for 'Dottie Award' in 2004 for outstanding marketing and creative work
- Fast Company Magazine 'Fast 50 Companies' Honorable Mention in 2002, 2003
- Presidential Achievement Award, Transamerica Corporation, 1997
- Team of Year Award, Transamerica Corporation, 1997
- Four Star Award by Best Places to Stay, as owner of Northwest Resorts
- AAA Three Diamond Award, as owner of Northwest Resorts

RESEARCH STREAMS

Business Sustainability
International Business and Brand Strategy
Sports Marketing
Leadership
Marketing and Sales Management
Marketing Measurement and Accountability

PUBLICATIONS

Books Published

Davis, John A. *Radical Business*. Publication date: April 2022. Publisher: Emerald Press.
Davis, John A. *Measuring Marketing-100+ Essential Metrics Every Marketer Needs*. 3rd Edition ©2018 DeGruyter.
Davis, John A. and Mark Farrell. *The Market Oriented University*. ©2016 Edward Elgar Publishing
Davis, John A. and Jessica Zutz Hilbert. *Sports Marketing: Creating Long-Term Value*. ©2013 Edward Elgar Publishing.
Davis, John A. *Measuring Marketing-110+ Key Metrics Every Marketer Needs*. 2nd Edition ©2013 John Wiley & Sons.
Davis, John A. *The Olympic Games Effect-How Sports Marketing Builds Strong Brands*. Second Edition ©2012 John Wiley & Sons. (NOTE: selected as one of the best marketing books of 2012 by Expert Marketeer)
Davis, John A. *Competitive Success-How Branding Adds Value*. ©2010 John Wiley & Sons.

Davis, John A. *The Olympic Games Effect-How Sports Marketing Builds Strong Brands*. ©2008 John Wiley & Sons.

Davis, John A. *Magic Numbers for Sales Management*. ©2007 John Wiley & Sons.

Davis, John A. *Measuring Marketing-103 Key Metrics Every Marketer Needs*. Second Edition ©2006 John Wiley & Sons.

Davis, John A. *Magic Numbers for Consumer Marketing*. ©2005 John Wiley & Sons.

Book Chapters

Davis, John A., “Successful Brand Building Means Evoking History: The Case of the Olympic Games.” In *Marketing: Fast Track to Success*, by Chris Ritchie ©2009 FT Prentice Hall 2009.

Practitioner Articles

Davis, John A. “Sustainability: Are You Contributing to the Communities You Serve?” CEO Today, July 2022 (<https://www.ceotodaymagazine.com/2022/07/sustainability-are-you-contributing-to-the-communities-you-serve/>).

Davis, John A. “Be Part of the Solution.” The European, July 2022 (<https://the-european.eu/story-28220/be-part-of-the-solution.html>).

Davis, John A. “The Five Ambassadors: Behaviors of Top Performing Leaders.” CEO Today, June 2022 (<https://www.ceotodaymagazine.com/issues/2022/07/28/>).

Davis, John A. “The Role of Sport in Helping Solve Global Crisis.” Irish Tech News, June 2022 (<https://irishtechnews.ie/the-role-of-sport-in-helping-solve-global-crisis/>).

Davis, John A. “What Next? Seven Leadership Strategies for a Crisis.” Forbes Magazine, June 2022 (<https://www.forbes.com/sites/sallypercy/2022/06/01/what-next-seven-leadership-strategies-for-a-crisis/?sh=2604df7bf3a9>),

Davis, John A. “Navigating Turbulent Waters”. Indian Management, June 2022 (<https://www.aima.in/management-perspectives/navigating-turbulent-waters>).

Davis, John A. “New Business Model: Measure Value Creation In 4 Areas.” MinuteHack. May 30, 2022 (<https://minutehack.com/opinions/new-business-model-measure-value-creation-in-4-areas>).

Davis, John A. “5+ Brands Leading the Way as Truly Radical Organizations”. CEO Today. May 16, 2022 (<https://www.ceotodaymagazine.com/2022/05/5-brands-leading-the-way-as-truly-radical-organisations/>).

Davis, John A. “Does Your Business Make Goods or is it a Force for Good?” CEO Today online. May 5, 2022 (<https://www.ceotodaymagazine.com/2022/05/does-your-business-make-goods-or-is-it-a-force-for-good/>).

Davis, John A. “5 Lessons in Business Strategy for the Age of Perpetual Crisis.” CEO Today Magazine, May 2022 (<https://www.ceotodaymagazine.com/2022/05/5-lessons-in-business-strategy-for-the-age-of-perpetual-crisis/>).

Davis, John A. “Moving Into the Future.” *Dialogue Journal*, Q3 Issue 2021 (<https://dialoguereview.com/moving-into-the-future/>).

Davis, John A. “Culture by Design.” *Dialogue Journal*, Q4 Issue 2020 (<https://dialoguereview.com/culture-by-design/>).

Davis, John A. "Marketing for the Next Normal." *Dialogue Journal*, Q3 Issue 2020 (<https://dialoguereview.com/marketing-for-the-next-normal/>).

Davis, John A. "Brand Distinction Inspires Change." *Dialogue Journal*, Q2 issue 2020 (<https://dialoguereview.com/brand-distinction-inspires-change/>).

Davis, John A. "Getting a Grip on Global Reputation." *Dialogue Journal*, Q4 issue 2019 (<https://dialoguereview.com/getting-grip-global-reputation/>).

Davis, John A. "Marketing must help business become a force for good." *Dialogue Journal*, Q3 issue 2019 (<https://dialoguereview.com/marketing-must-help-business-become-force-good/>).

Davis, John A. "Climate Change: Radical Marketing the Way to Go", *The Business Times*, May 2019 (<https://www.businesstimes.com.sg/opinion/climate-change-radical-marketing-the-way-to-go>).

Davis, John A. "The Five Ambassadors of Leadership." *Dialogue Journal*, Q2 issue 2019 (<https://dialoguereview.com/five-ambassadors-leadership/>).

Davis, John A. "The Olympics: Brand Building Champion." *Dialogue Journal*, Q1 issue 2019 (<https://dialoguereview.com/olympics-brand-building-champion/>).

Davis, John A. "Brand of Gold." *Dialogue Journal*. Q4 issue 2017 (<https://dialoguereview.com/brand-gold/>).

Davis, John A., and Mark Farrell. "Embrace Disruption" *EFMD Global Focus*, October 2016 (https://issuu.com/efmd/docs/efmd_global_focus_1003_online/1).

Davis, John A., and Mark Farrell. "Transforming the Institution to Treat Students Like Customers." July 2016 (https://evollution.com/attracting-students/customer_service/transforming-the-institution-to-treat-students-like-customers/).

Davis, John A., "Can Online Education Disrupt the Customized Training Space?" *The Evollution*. July 2015 (<https://evollution.com/opinions/online-education-disrupt-customized-training-space/>).

Davis, John A., and Mark Farrell. "Riding the Tide of Disruption in Higher Education." *Dialogue Journal*. Q3 issue 2015 (<https://issuu.com/revistabibliodiversidad/docs/dialogue-8/66>).

Davis, John A. "Why a High Global IQ is Essential". *Middle East Business Intelligence (MEED)*. September 22, 2013.

Davis, John A., Dae Ryun Chang. "Think Small in Olympic Sponsorship." *Harvard Business Review* (August 2012).

Davis, John A., "Scoring the London Olympics' Performance." *Harvard Business Review* (August 2012).

Davis, John A., "The Brand Halo Effect." *The Singapore Marketer* (December 2009).

Davis, John A., "Measuring Marketing Properly." *The Singapore Marketer* (December 2006).

Davis, John A. "About Brands and Branding." *Singapore Management University* (Winter 2005).

Davis, John A. "Stick to Your Core, Market It Relentlessly." *The Business Journal* (Fall 2002).

Refereed Journal Articles

Choi, Jiwon, Kim Hyunchil, John A. Davis, Ki-Young Lee, Sangpil Han. "The Effectiveness of Image Congruence and the Moderating Effects of Sponsor Motive and Cheering Event Fit in Sponsorship: Evidence from the Cases of the South Korea 2002, 2006 World Cup Campaigns." *International Journal of Advertising* (Issue 32, Number 2, 2013)

ACADEMIC CONFERENCE PRESENTATIONS

- 2012 Sports Marketing Association 10th Annual Conference-Orlando. '*The Role of New Media in Current Olympic Marketing.*' My Olympics research was delivered on my behalf by Dr. Lynn Kahle from the University of Oregon due to my keynote address in London at the conference described under 'Keynote Addresses and Invited Talks.'
- 2012 American Marketing Association Summer Educator's Conference-Chicago '*Using New Media to Build the Youth Olympic Games Brand.*'
- 2010 Lausanne Sports Management Conference 'Bridging Research and Practice', "*The Impact Of Sports Marketing And Sponsorship On Corporate And National Brand Building: The Development Of The Olympic Brand And The Olympic Games In The Modern Era*".

2009 Yonsei University Global Sports Marketing Conference, "*The Impact of Sports Marketing and Sponsorship on Corporate and Nation Brand Building*"

EDITORIAL AND REVIEWER ACTIVITIES

Editorial Board-*Journal: Innovative Marketing* (2010-2015)

John Wiley and Sons (2004-2018)

ACADEMIC COURSES TAUGHT

Visiting Professor

Olympic Marketing and Sponsorships (Summers-ongoing)

School of Communication

Principles of Marketing (Fall 2009)

Sports Marketing (Spring 2010)

School of Business (MBA, EMBA and undergraduate)

- Sustainable Business Seminar (Fall 2022, 23)
- Sustainable Marketing in the Wine Industry-Italy (Summer 2023)
- Sustainable Business Development (Fall 2022, 23)
- Brand Strategy (Spring 2013)
- Marketing Strategy (Winter 2013)
- Sales Management and Personal Selling (2012, Winter 2013)
- Olympic Games Marketing (2012)
- Value for Customers (2011, 2012)
- Marketing in a Global Context (2011)
- Sales and Channel Development (2011)

- Delivering Value Through Customer Relationships-MBA course (Fall 2008, Spring 2009)
- Sports Marketing (Spring 2006 -2009)
- Technology Marketing, Singapore Management University (Spring 2005)
- International Marketing, RV Management/University of Edinburgh (Fall 2004)
- Marketing Strategy, RV Management/University of Edinburgh (Summer 2004)
- Strategic Brand Management, Singapore Management University (2004-2008)
- Marketing Strategy, University of Washington EMBA Program (Fall 2001, 2002)
- Marketing Strategy, University of Washington TMMBA Program (Spring 2002)
- The Politics of Cooperation versus Confrontation, Stanford University (Fall 1983)

EXECUTIVE EDUCATION TEACHING EXPERIENCE

- SIDF-in partnership with London Business School: Singapore 2023
- ADQ (Abu Dhabi Development Holding Company)-in partnership with London Business School: Singapore and U.S. 2022.
- ADIC (Abu Dhabi Investment Council): UAE. 2022, 2023.
- Visa Inc., Asia Pacific Leadership Program. 2022.
- RHB Bank, Malaysia: Leadership Signature Program. 2021.
- International Monetary Fund (IMF)-Leadership Series; Learning Series 2019-20. Washington DC.
- Aditya Birla Group, *Leadership Expectation and Fulfilment – LEAF* (2018). Mumbai.
- Clix Capital, *Innovation and Leadership* (2018). New Delhi.
- KL Kepong, *Senior Leadership Programme* (2018). Kuala Lumpur.
- Thai Management Association (TMA), *'Transforming to Creative Value.'* (2018). Bangkok
- BankMuscat, *Innovation, Customer Value & Organizational Networks* (2016). Muscat.
- Sime Darby, *Customer Value & Organizational Networks* (2015-17). Kuala Lumpur.
- SCG, Programs: *MDP, MAP, BEST and Leadership Labs* (2015-19). Bangkok.
- SCCC, *Strategy-Customer-Org Networks* (2015-16). Bangkok.
- Petronas, *Design Thinking* (2015). Kuala Lumpur.
- IAG, *Customer Value* (2015). Auckland, Brisbane
- SingTel, *Customer-Centric Marketing* (2014). Singapore
- China Mobile, *Brand Strategy* (2011). Shanghai
- ABN-AMRO, *Sales Leadership* (2008). Singapore
- Munich Business School EMBA (2007-2008). Singapore
- Innovation and Product Leadership, *SingTel* (Summer 2007, 2008). Singapore
- Brand Strategy, *OCBC* (Summer 2007). Singapore
- Digital Branding, *MICA* (Summer 2007). Singapore
- Brand Strategy, *MSIG Leadership Development Program* (2006-2008). Singapore
- Branding Fundamentals, *MSIG Emerging Leaders Program* (2006-2008). Singapore

- Marketing and Branding, *EDB Business Management Program* (2006-2008). Singapore
- Evidenced-Based Service Delivery II, *SingHealth Clinician Leadership* (2006-2009). Singapore
- Evidenced-Based Service Delivery I, *SingHealth Young Clinician Program* (2006-2009). Singapore
- Brand Strategy, *SingHealth 5 Cs* (2006, 2007). Singapore
- Internal Branding, *SingHealth*, (Spring, Summer 2006). Singapore
- The Role of Sales and Marketing in Technology, *Intertek* (Winter, Spring, Summer 2006). Shenzhen, Shanghai
- Marketing and Branding, *SPRING Singapore* (Fall 2005). Singapore
- Brand Strategy, *InterContinental Hotels Group* (2005-2008). Cairo
- Internal Branding, *IBM Executive Leadership* (Fall 2005). Beijing
- Brand Strategy, *NOL-Neptune Orient Lines* (Summer 2005)—Faculty Director. Singapore
- Strategic Marketing and Branding, *Keppel Marine* (2005-2006). Singapore
- Strategic Marketing Program, *ChicagoGSB and SMU* (Summer 2005). Singapore
- Asian Branding, *Swiss Federal Institute of Technology International Senior Executives* (Summer 2005). Singapore
- Branding, *EDB Firefly* (2005-2007)—Faculty Co-Director (teaching 2006-2007). Singapore
- Marketing, *Schneider Electric* (Spring, Fall 2005)-Faculty Director. Singapore
- Marketing Strategy and Trust Development, *Allianz* (Spring 2005). Singapore
- Strategy and CRM, *Synovate Asia Pacific* (Summer 2004). Singapore
- Marketing and Sales Strategy, *IBM Asia Pacific* (2004-2008)—Faculty Director (teaching 2006-2007). Singapore, Beijing
- Branding HR, *Human Capital Management Program* (Fall 2004, Fall 2005). Singapore
- Strategy and Marketing, *Singapore Economic Development Board* (2003-2008). Singapore
- Sales Management and Business Development, *SK Telecom* (Summer 2003). Seattle
- Marketing and Sales Strategy, *NCCU-High Technology Leaders Program* (Summer 2002, 2003). Seattle
- Brand Strategy, UC Davis School of Management Executive Education Program (Spring 2003). Davis
- Marketing Management, *Boeing Senior Managers Program* (Summer 2002). Seattle

ADMINISTRATIVE LEADERSHIP

- Director Center for Sustainable Business Practices, Lundquist College of Business, University of Oregon
- Regional Managing Director & Executive Director-(North America and Asia), Duke CE 2015-2021
- Dean, GMBA and MGB, SP Jain School of Global Management Dubai-Singapore-Sydney 2010-11, 2013-15

- Interim Department Coordinator, Lundquist College of Business, University of Oregon AY 2011/2012
- Department Chair-Marketing Communications, Emerson College 2009-10
- Communication Week Symposium, Emerson College, March 2010
- Director, Centre for Marketing Excellence-Singapore Management University 2006-09
- Director-BRITE Conference with Columbia University, March 2009
- Co-Director-Andreas Weigend-Shaw Lecture Series and Panel Symposium, October 2008
- Director-BrandFinance “Brand Acquisitions” Conference at SMU, March 2008
- Supported SMU’s Podcamp in July 2007
- Supported SMU’s INFORMS Marketing Science Conference in June 2007
- Co-Director 2006 SMU Conference on ‘The Asian Brand Experience’
- Co-Director 2005 SMU conference with the Marketing Science Institute on ‘State of the Art Marketing’, along with Australian Graduate School of Management
- Board member, Business Innovations Group 2006-09
- Board member, Lee Kuan Yew Global Business Plan Competition 2008-09
- Faculty advisor, Institute for Service Excellence at Singapore Management University (ISES)-2008-09
- Faculty advisor-MBA Planning Committee-2008-09
- Faculty member-QAFU Committee (Quality Assurance for Universities) AY 2006/07
- Faculty advisor-Teaching Excellence Task Force-2006

KEYNOTE ADDRESSES AND INVITED TALKS

- Speaker, Duke University Fuqua School of Business, Global Markets, May 2023 ‘*Business as a Force for Good*’
- Speaker-Panel Moderator, Summit for Sustainable Organizations, University of Oregon April 2023
- Speaker, Prescott MBA Program, February 2023 ‘*Business Transformation*’
- Speaker, Stanford University, November 2023 ‘*Radical Business*’
- Speaker, Economic Development for Central Oregon, April 2022. ‘*Business’s Role in a Changing World*’
- Featured speaker, Global Soft Power Summit, London. March 2022. ‘*Global Sports Strategy and Nation Soft Power Dynamics*’
- Guest speaker, Arizona State University, with Professor Scott Day. February 2022.
- Keynote speaker, ‘*Key Requirements for Today’s CEOs*’, Vietnam Business Executive Network, October 2020
- Guest panelist, Agile Dashboard, LinkedIn Learning, July 2020 & January 2021.
- Featured speaker, SLASSCOM Sri Lanka ‘*Reimagining Leadership*’ March 2019.
- Keynote speaker, J. Keells Sri Lanka ‘*Reimagining Leadership*’ March 2019.

- Featured speaker, The Human Difference Conference Singapore, *'SHIFT: Transforming Leadership'* February 2019.
- Keynote speaker, Association of Training and Development Kuala Lumpur, November 2018 *'The Dynamics of Value Creation for Leaders.'*
- Keynote speaker, Citibank Partners Forum *'Millennials'* July 2018.
- Featured speaker, Dialogue Session Singapore *'Brand Blue Prints'* November 2018.
- Keynote speaker, Institute of Business and Industrial Development (IBID)-Bangkok, June 2018 *'Brave New World: Transforming from Creating Profit to Creative Value.'*
- Keynote speaker, Siam University. *'Brand Leadership'* July 2017
- Keynote speaker, BrandFinance Global Summit, *'How Leaders Can Build Brand Leadership and Create Meaningful Value.'* Singapore June 2017
- Keynote speaker, Institute of Business and Industrial Development (IBID)-Bangkok, July 2018 *'Leadership Principles to Drive Change and Growth.'*
- Keynote speaker, IBID (Institute of Business and Industrial Development, Thailand). *'Breakthrough Innovation.'* May 2016.
- Speaker, Human Capital Leadership Institute Summit-Singapore, *'Transformative Networks'*, October 2015
- Panelist, ISSA2015 Annual Convention, *Building Singapore's Sustainable Competitive Advantage*, Singapore April 2015
- Keynote speaker, EduTech Australia-*'The Globalisation of Higher Education.'* Brisbane, Australia. June 2014.
- Keynote speaker, BrandFinance Annual Forum 2012-*'Understanding the Value of Sports Brands.'* London, England.
- City of Eugene Author's Series, 2012, *"The Olympic Games Effect."*
- Marketing Forum, Lundquist College of Business, University of Oregon, 2012 *"The Olympic Games Effect."*
- Knight Library University of Oregon Featured Authors, 2012, *"The Olympic Games Effect."*
- TEDx Shanghai, 2011, *"Stateless Brands"*
- Keynote speaker, 2011 HR Conclave, Singapore *"HR Challenges at Global Workplace 2020"*
- Keynote speaker, 2010 6th International Conference on Brand Management, Hong Kong, *"Competitive Success: The New Paradigm of Brand Leadership for Achieving Growth"*
- Keynote speaker, Singapore, October 2010 Growth Innovation & Leadership Summit APAC *"Competitive Success - The New Paradigm of Brand Leadership for Achieving Growth"*
- Featured speaker, Dubai Knowledge, 2010 *"Global Perspectives in Branding"* and *"Brand and Nation Building Through Sports Marketing"*
- Integrated Marketing Communication Symposium, Emerson College, March 2010 *"Entrepreneurship"*
- Co-Moderator, The New York Connection Symposium, March 2010, *"The Digital Explosion"*

- World Knowledge Forum-Seoul, Korea, October 2009, *“Branding Through Sports Marketing”*
- Beijing Olympics Congress-Taipei Symposium, December 2008, *“The Olympic Games Effect”*
- American Chamber of Commerce, August 2008, *“The Olympic Games Effect”*
- BrandFinance Forum, March 2008, *“Best Practices for Strategic Brand Leadership”*
- Asian Financial Services Network, February 2008, *“Measuring Marketing Value”*
- Global Brands Conference, Shanghai, April 2007, *“Brand Experience”*
- Entrepreneurs Organization (EO) Tokyo, March 2007, 2 speeches *“Brand Leadership”*, *“The 5 Ambassadors”*
- Singapore Institute of Management 2007, *“Measuring Marketing”*
- Marketing Institute of Singapore 2006, *“Measuring Marketing”*
- Hospital Management Asia 2006, Singapore *“Hospital Branding and Medical Tourism”*
- YPOs, Singapore-(2006) *“Non-Traditional Marketing”*
- UOB-SMU Entrepreneurial Alliance Inaugural Seminar, Singapore-(2006) *‘Branding for SMEs: Why it is Important’*
- International Conference on Brand Strategies and Management, Hong Kong-(2005) *‘Brand Ambition’*
- Distinguished Universities Alumni League, Singapore (2005), *‘Measuring Marketing’*
- Asia Business Leaders Forum Singapore (2005), Panel Discussion Moderator *‘Playing to Win: An Innovative Approach to Strategizing’*
- UOB-SMU Entrepreneurial Alliance, Singapore (2005) *‘Achieving Competitive Advantage Through Branding’*
- Swiss Fed Institute of Technology-Panel Discussion Chair- (2005) *‘Doing Business in Asia’*
- Singapore iX2005 Conference (with Steve Wozniak, Michael Hawley, Simon Phipps) *‘New Business Development Strategies’*
- InterContinental Hotels Group Keynote Address, Cairo- (2005) *‘Turning Strategy Into Action’*
- Asia Business Forum, Singapore- (2005) *‘Building and Managing Brands’*
- Asia Pacific Business Intelligence Conference, Hong Kong- (2004) *‘Revisiting Business Intelligence: Using BI to Build a Strong Brand to Achieve Competitive Advantage’*
- Strategic Brand Conference, Singapore (2004) *‘The Strategic Brand: Building Strong Brands for Success’*
- B3: Business Perspectives, U.S.- (2003) *‘To Build a Strong Brand, You Have to Look Inside’*
- American Marketing Association (AMA) Leadership Series (2003) *‘Strategy and Leadership’*
- AMA, Eugene, Oregon (2003) *‘Brand Strategy for Start-Ups’*
- Techcoire (2002) *‘The Five Food Groups of Healthy Brands’*
- AMA, Portland, Oregon (2002) *‘Brand Strategy’*
- The Graduates Club/ The MBA Company, San Jose- (2002) *Distinguished Speakers Series*
- NorCal Public Relations Association (2002) *‘Creative Marketing Communications’*

- AMA, Reno (2002) *'Marketing and Brand Management'*
- AMA, Sacramento, (2002)-Moderator- *'Panel Discussion-Crisis Marketing'*
- AMA, Sacramento, (2001)-Moderator- *'Panel Discussion-Marketing for Start-Ups'*
- American Marketing Association, Sacramento, (2001)- *'Brand Strategy'*
- University of Washington Business School (2000) *Distinguished Speakers Series*
- UC Davis School of Management *Marketing Speakers Series* (1998) *'Turnaround Marketing'*
- AMA (1997) Panelist *'10th Annual CEO-Marketers Forum'*

MEDIA COVERAGE

- The Dan Nestle Show, Unlocking Radical Business Transformation, April 2023: <https://nestle.libsyn.com/103-unlocking-radical-business-transformation-with-iohn-davis>
- The European (July 2022).
- Irish Tech News (June 2022).
- Indian Management (June 2022).
- CEO Today Magazine guest contributor (May-July 2022).
- Forbes Magazine (May/June 2022). Article on leadership.
- Humans at Work Podcast July 2022 (<https://podcasts.apple.com/us/podcast/middle-managers-and-creating-value-for-society/id1566249611?i=1000566181639>).
- Zoe Routh Leadership Podcast July 2022 (<https://www.linkedin.com/pulse/episode-270-radical-leadership-principles-being-force-zoe-routh/?trackingId=TjrdA7P33sH3I3T9PRaYng%3D%3D>).
- The New P&L (Principles & Leadership in Business) Podcast July 2022 (<https://anchor.fm/principlesandleadership/episodes/The-New-PL-speaks-to-John-A-Davis-Chair--Brand-New-View-LLC-author-Radical-Business-How-to-Transform-Your-Organisation-in-the-Age-of-Global-Crisis-e1l90bk>).
- Stanford Pathfinders interview. March 2022. <https://podcasts.apple.com/us/podcast/stanford-pathfinders-with-howard-wolf/id1446979105>
- The Heart-Centered Leadership Podcast with Deb Crowe. August 2021. <https://debcrowe.com/heart-centered-leadership-podcast/>
- The Brand Called You Podcast. Interviewed by Ashutosh Garg: <https://www.youtube.com/watch?v=XVTCfFDcTjw> and <https://tbcy.in/leadership-in-organizations-and-mazi-gathering%EF%BB%BF/>.
- Lau, Yvonne. 'Japanese sponsors poured \$3 billion into the Tokyo Olympics. What will they get in return?'. Interviewed by author. Published July 23, 2021. Retrieved from <https://fortune.com/2021/07/23/tokyo-olympics-sponsor-toyota-skips-opening-ceremony-cancels-ads/>.
- Campaignasia: Interviewed for Tokyo Olympics 2021 article about 'Pressure on brands rising over Tokyo Olympics. March 15, 2021.
- ANA Magazine: Interviewed for article 'For Brands Advertising in the World Cup, It's Game On. 'June 20, 2018.

- BusinessTimes: authored article 'It Pays to Realize your Full Brand Potential.' February 22, 2018.
- ChannelNewsAsia TV: 2 Interviews over 2 days: One about the business aspects of the 2018 Winter Olympics in PyongChang, February 2018; the second about the politics of the Olympics.
- ChannelNewsAsia TV: Interview about Singapore Airlines and its decision implement auto-inclusion charges without tell customers. January 2018.
- ChannelNewsAsia TV: Interview about the 2017 F1 race, September 2017.
- Craft and Commerce: Interview for article about Nike vs. Adidas. May 2017.
- ChannelNewsAsia TV: Interview about the 2016 Singapore F1 Grand Prix Economic Impact. September 16, 2016.
- ThinkTank Forum: Interviewed, along with Duke CE CEO Michael Chavez, for Industry Conference Series in Australia. September 2016.
- Colors TV interview: Education in Singapore, July 17, 2014.
- ChannelNewsAsia TV: Interview about the 2014 World Cup. June 13, 2014.
- Wall Street Journal and MINT Asia: interview about business education, sports marketing and the growth of higher education in Asia. February 22, 2014.
- BBC TV: Business Asia Insider Interview about challenges the Winter Olympics have appealing to Asian-audiences. February 7, 2014.
- ChannelNewsAsia TV: Interview about Sochi Olympic Games controversies. February 7, 2014.
- ABC Radio (Australia) FirstBite: Interview about Olympic Sponsors and Controversy with McDonalds and Coca-Cola. February 4, 2014.
- Canadian TV Morning News Hour interview with Jacqueline Milczarek. "Sponsorships for Olympic Athletes." September 11, 2012.
- The Guardian. Barkham, Patrick. "Samsung: Olympic smartphone firm aims for big global wins." August 9, 2012.
- USAToday. Florek, Michael. "Future bright for the million dollar gymnast Gabby Douglas." August 5, 2012.
- Toronto Globe and Mail. Blair, Jeff. "Sponsoring Jamaican speed at Olympic Games." August 4, 2012.
- Harvard Business Review online, August 2012. Davis, John A., Dae Ryun Chang. "Think Small in Olympic Sponsorship."
- Harvard Business Review online, August 2012. Davis, John A., "Scoring the London Olympics 'Performance.'"
- Interviewed on July 24, 2012 on American Public Media's 'MarketPlace' radio show. Topic: "Presidential Campaigns see Olympics as fertile ground for ads."
- Guest on Bloomberg Radio's and CRN Digital Talk Radio's 'Rick Horrow-Beyond the Box Score' show. July 6 and 7, 2012.
- ESPN online. Dosh, Kristi. "Olympic athletes see limited sponsorships." July 31, 2012.
- ADWEEK. Killion, Ann. "The Real Battle for Olympic Gold." July 10, 2012.
- LCB News. Lundquist College of Business, University of Oregon. "World's Strongest Brand." June 11, 2012.

- C-FAX 1070 Radio, Canada. The Murray Langdon Show. "The Olympic Games Effect." June 5, 2012.
- GlobalSportsJobs. Squires, Rory. "Talking Point: Take a chance on Asia?" May 30, 2012.
- KLCC Radio (NPR). Business News Segment. "The Olympic Games." May 29, 2012.
- BFM Business Radio 89.9. "The Olympic Games Effect on Brands." May 24, 2012.
- New York Times. Newman, Andrew A. "Combating Olympic-Class Odors." May 9, 2012.
- Los Angeles Times. Cronin, Brian. "Were the Ancient Greek Olympic athletes really amateurs?" March 21, 2012.
- Dubai Eye 103.8 Middle East radio interview about sports marketing, the bankable football teams in the world, Qatar's winning World Cup bid, and host countries that made a successful turnaround after hosting the Olympics, May 26, 2011.
- HT Times, India, December 8, 2010, "Sports Marketing in India"
- Samsung Corporate Interview about Sports Sponsorship (October 2010)
- Careers 360 Magazine, India, Interview about S P Jain Global MBA program (October 2010).
- The Pioneer Newspaper, India, Interview on Sports Marketing and the Commonwealth Games (October 2010).
- ChannelNewsAsia Interview about Sports Marketing and F1 (September 2010).
- ChannelNewsAsia Interview about Singapore 2010 Youth Olympic Games (August 2010).
- ChannelNewsAsia Interview about President Obama's first 100 days (April 2009).
- ChannelNewsAsia Interview about Tsingtao Beer and its brand turnaround (March 2009).
- ChannelNewsAsia Interview about sports sponsorship investments during economic crisis (March 2009).
- China Daily News and LinZaoBao News: about Barack Obama's international trade proposals (January 2009).
- ChannelNewsAsia Interview about tourism and the global financial crisis (December 2008).
- Interview on 938LIVE! about 2010 Youth Olympics in Singapore (November 2008).
- Bloomberg Interview about F1 SingTel Race in Singapore (September 2008).
- ChannelNewsAsia Interview about U.S. Democratic Convention (August 2008).
- MSNBC interview about Michael Phelps "Phelps Will Get Richer...At Least in the Short-Term" (August 2008).
- BBCNews Radio 4 "You and Yours" program: benefits to Olympic sponsorship (August 2008).
- ChannelNewsAsia Business 360 Panel Discussion About Beijing Protests and Olympic Sponsors (August 2008).
- Interview on 938LIVE! about my new book, "The Olympic Games Effect" (August 2008).
- Knowledge@SMU/Knowledge@Wharton, interview about my book "The Olympic Games Effect" (July 2008).
- Straits Times, interviewed for article on sports marketing (June 2008).
- Peak Magazine, interviewed for article on prestige credit cards (publishing date May 2008).
- ChannelNewsAsia 'Asian Dragons Rising' business series, interviewed about branding for Asian-based companies compared to global brands from other markets (March 2008).

- ChannelNewsAsia 'Singapore Business Tonight 'interview about sports sponsorships (March 2008).
- Straits Times, interviewed for article about retail marketing and the use of scents (December 2007).
- Marketing Magazine, interviewed for article on 'Green Branding '(Fall 2007).
- The Business Times, interviewed for article on 'Limited Edition Luxury Brands in Asia ' (August 2007).
- Knowledge@Wharton/Knowledge@SMU, interview about my book "Magic Numbers for Sales Management" (2007).
- Straits Times and MyPaper, interviewed for article on 'Affiliate Marketing on the Internet '(July 2007).
- Radio series on 'Measuring Marketing 'for 938Live! 24 episodes recorded and broadcast in Spring 2007.
- ChannelNewsAsia 'Prime Time Morning", interviewed about President Bush's November 2006 speech in Singapore about the Asia Pacific Economic Cooperation Free Trade Agreement (November 17, 2006).
- ChannelNewsAsia "Singapore Business Tonight Featured Business Leader Interview of the Week", discussing Singapore's efforts to develop a strong international brand reputation (September 29, 2006).
- Singapore Business Visitors Magazine (June 2006).
- VTV and HCMC HTV7-Viet Nam (March 2006).
- Channel News Asia (CNA)-Singapore (January 2006).
- Asia Television-Hong Kong (November 2005).
- Marketing Magazine-China (November 2005).
- Sacramento Bee (August 2005).
- Harvard Working Knowledge, "How Can Business Schools Be Made More Relevant" (July 2005).
- Wiley News (July 2005).
- Straits Times (July 2005).
- TodayNEWS (May 2005).
- The Business Times (May 2005).
- Singapore Management University Newsletter (Spring 2005)..
- Fast Company Magazine (2002, 2003).
- The Business Journal-Sacramento, Portland, Eugene (2001, 2002, 2003).
- Business to Business Magazine (2001, 2002).
- National Public Radio Interviews (2001, 2002).
- CNBC (Summer 2000).
- Real Estate News (1998).
- Best Places to Stay-Pacific Northwest (1994, 1995).
- Best Places to Kiss (1994, 1995).

BUSINESS EXPERIENCE

Duke CE	Regional Managing Director, North America, Asia	2015-21
<p>Duke CE, part of Duke University, is the preeminent provider of custom leadership solutions in the world. We have been ranked in the Financial Times top 5 every year for 20 consecutive years, with 13 years at #1. As the Asia and North America senior executive, I led a diverse team of professionals across the US and in Singapore where I led teams of professionals across multiple offices in Asia: Singapore and India; and the U.S. region. We work with companies globally in over 80 countries. Chair of Duke CE Asia Advisory Board.</p>		
StratX Consulting	Senior Consultant	2023-now
<p>StratX is an Australian-based consultancy that works closely with higher education institutions to identify their unique strengths, aspirations, and market opportunities. By combining extensive research and industry expertise, we create tailored strategies that differentiate them from competitors and position them for long-term success. Our approach empowers institutions to articulate a clear vision, define their mission, and craft strategic plans that align with their core values.</p>		
Brand New View	Founder, Chair	2000-03, current
<p>US, Singapore Leadership development firm helping leadership teams create sustainable value. Comprised of thought and action leaders who share a common belief in developing organizations that create sustainable value for all stakeholders. Fast Company Fast 50 Honorable Mention. Client work includes: Visa, ADIC, SIDF, ADQ, TIAA (formerly TIAA-CREF), Harris, Intertek, International Olympic Academy, SK Telecom, RHB Bank, IMF (International Monetary Fund), Thai Management Association, China Mobile, IHG (Intercontinental Hotels Group), EDB (Economic Development Board), Boeing, St. Hope, VSP (Vision Services Plan), Portland Development Commission, OCBC.</p>		
Informix and Unify Corporations	Vice President Business Development and Marketing, iSell	1999-2000
<p>Silicon Valley Senior executive responsible for global ecommerce business. Company sold to IBM in 2000.</p>		
Transamerica Corporation	Vice President of Marketing	1996-99
<p>Sacramento, San Francisco Transamerica Intellitech Senior executive responsible for products, marketing, business development and strategic partnerships. Received company Presidential Achievement Award; Team of Year honors.</p>		
Northwest Resorts, Inc.	Founder/CEO	1993-96
<p>Portland, OR A boutique resort firm. Owned flagship property plus agreements with 6 other regional hotels. Critically acclaimed by AAA, Best Places to Stay. Sold to investor group.</p>		
Nike	Product Marketing Manager	1990-93
<p>Beaverton, OR Led teams responsible for the product and marketing efforts for 3 businesses: Outdoor (ACG); Cross Training; Limited Edition.</p>		
Hospitality Industry	Director of Sales and Marketing	1983-88
<p>Opened two 4-Star/4-Diamond hotels and led turn-around efforts at two, 4-Diamond hotels. Managed 2 Black Angus Restaurants after graduating from college.</p>		

ADJACENT AFFILIATIONS

Previous Advisory:

- Chair, Board of Advisors, Duke CE Asia
- Medniva, a Singapore-based pharmaceutical start-up
- ESM College
- Heroyk