



**Edward McLaughlin, Applied & Economic Management,
Agriculture & Life Sciences**

Edward McLaughlin (PhD Michigan State University) is the Robert Tobin Professor of Marketing and the Director for the Undergraduate Program in the Dyson School of Applied Economics and Management. He led the program to its first accreditation in 1999, resulting today in a top five ranking in *Business Week's Best Undergraduate Business Schools*. His research interests include economics and strategies of retailing, linking customer satisfaction to firm performance and fresh food marketing. His research has won several national awards and appears in numerous academic journals including *Journal of Marketing*, *Journal of Marketing Research*, *American Journal of Agricultural Economics* and *Journal of Retailing*; he is the author or co-author of three books.

His teaching has ranged from senior level retail strategy to 600-student introductory marketing (20 years). In 1988, he was voted Outstanding Professor by CALS seniors, only the second assistant professor in 35 years to be so recognized and in 2008 was designated a Weiss Presidential Teaching Fellow, Cornell's most distinguished teaching award. McLaughlin teaches at the Graduate School of Management in Lille and Paris, France, at The Netherlands School of Business, and serves as Director of the Cornell-Japan Retail Management Program in Tokyo.

McLaughlin's extension activities revolve around Cornell's Food Industry Management Program, which he has directed for 28 years, and focus on improving the efficiency of the food supply chain. He has extensive international experience, having worked in over 70 countries, including 4 years in Africa with the U.S. State Department, United Nations (translator: French) and World Bank.

McLaughlin's contributions to student life include serving as academic advisor to fraternities, student organizations and sports teams, particularly swimming (15 years). Since 2003 he has served as Cornell's NCAA Faculty Representative, a position appointed by the university president. He has raised over \$500,000 to fund international study trips for Cornell students.

Statement:

Serving as liaison between the Board of Trustees and the faculty in its many dimensions, Faculty Trustees must be effective communicators to both parties. As Director of the Undergraduate Business Program, I have spent 15 years with Cornell Advisory Councils and industry managers bridging communication gaps between the academic world of the faculty and the largely private sphere of executives, alumni and Trustees. In order to ensure and extend Cornell's leading international status, assisting the Trustees to understand our academic perspective is critical. Cornell is poised to help solve the world's most pressing problems, particularly through its exceptional interdisciplinary capabilities. As such, broadening Cornell's charge for public engagement will become essential as society calls on

universities to be more accountable. With extensive international, public and private sector experience, I am well positioned to give strong faculty voice to the Trustees regarding Cornell's mandate as land-grant university to the world.