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Specialties:

- Customer Loyalty
- Marketing Research
- Product Development
- Sales
- Marketing Strategy



The UW Oshkosh College of Business is accredited by the AACSB International, the premier business school accrediting body - a distinction earned by less than 10 percent of business programs worldwide.

Bryan Lilly

Professor of Marketing

Summary

Dr. Lilly spent eight years in industry and has been involved in numerous marketing and operations projects. Bryan's research focuses on managerial and consumer decision making, and he has developed software simulation programs that test decision making abilities.

Dr. Lilly serves as an officer for Sales and Marketing Professionals of Northeast Wisconsin.

Selected Publications

Refereed Journal Article (Published)

Lilly, B. S., Simmons, J. R. (2010). *The University and Student Political Engagement*. **Political Science and Politics**.

Refereed Journal Article (Published)

Lilly, B. S. (2009). *Optimizing stimuli order in marketing experiments: a comparison of four orders using six criteria*. **Journal of Targeting Measurement and Analysis for Marketing**, 17 (4).

Education

Indiana University – Ph.D, Marketing

Northwestern – M.B.A.

The Ohio State University – B.S.

Certification – Production and Inventory Management

Professional Memberships

Sales and Marketing Professionals of Northeast Wisconsin

American Marketing Association

Consulting Areas

Customer Research

Product Development

Marketing Strategy