



**Dr. Srinivas K. Reddy**  
Director

Dr. Srinivas K. Reddy is Professor of Marketing, and the Director of the Coca-Cola Center for Marketing Studies, Terry College of Business at the University of Georgia. He holds M.Phil and Ph.D. degrees in Business Administration from Columbia University. Prior to coming to the University of Georgia, Dr. Reddy has taught at New York University, Columbia University, and the University of California, Los Angeles and recently (1999) was a visiting professor at Stanford Business School.

Dr. Reddy's expertise is in new product development, marketing and competitive strategy involving new brands and services. Dr. Reddy's research on brand and marketing strategy and has been published in *Journal of Marketing*, *Journal of Marketing Research*, *Management Science*, *Marketing Letters*, *Journal of Academy of Marketing Science* and *Journal of Business Research*. He has consulted and taught executive programs for IBM, Pfizer, Bristol-Myers-Squib, Cox Interactive Media, Satyam Computer Services, Chase Manhattan Bank, Cox Interactive Media, United Parcel Service, Equitable, Ford Foundation and Price Waterhouse Coopers. He is a consultant with Duke Corporate Education. He has been recognized for his outstanding teaching and was the recipient of Award for Teaching Excellence in 1994. He was nominated as the MBA Teacher of the Year in 1999 and 2000.

Dr. Reddy's research on brand and marketing strategy and has been published in *Journal of Marketing*, *Journal of Marketing Research*, *Management Science*, *Marketing Letters*, *Journal of Academy of Marketing Science* and *Journal of Business Research*. Scholarly research published include, *Vertical Extensions: Strategies for Changing Brand Prestige* (**Journal of Marketing Research**, Forthcoming), *The Impact of Brand Extension Introduction on Consumer Choice*, (**Journal of Marketing**, October 2001), *The Impact of Parent Brand Attribute Beliefs and Affect on Brand Extension Evaluation* (**Journal of Business Research**, September 2001), *Affinity Partnering: Conceptualization and Issues*, (**Handbook of Relationship Marketing**, 2000), *Symbolic and Functional Positioning of Brands*, (**Journal of Consumer Marketing** 1998), *SPOT: Scheduling Programs Optimally for Television* (**Management Science**, 1998), *Determinants of the Success of Broadway Shows* (**Journal of Marketing Research**, 1998), *To Extend or Not to Extend: Success Determinants of Brand Line Extensions*, (**Journal of Marketing Research**, May 1994).

Dr. Reddy along with Professor Krishna Palepu of Harvard Business School was the advisor to the Chief Minister of Andhra Pradesh, India on the state's Vision 2020 program for economic development. Professor Reddy was the founding director of Quantum National Bank, Atlanta in 1995, which has assets currently in excess of \$100 million. He is also the founder of enLeague, a startup company involved in developing technological solutions for enterprise peer-to-peer networks. enLeague is the first startup to be funded by the Coca-Cola's incubator Fizzion.