**CURRICULUM VITAE**

**THOMAS PATRICK BARWISE**

Emeritus Professor of Management and Marketing

London Business School, Regent’s Park, London NW1 4SA, UK

Chairman, Archive of Market and Social Research

[**pbarwise@london.edu**](mailto:pbarwise@london.edu)

[**www.patrickbarwise.com**](http://www.patrickbarwise.com)

**EDUCATION**:

1985 **London University (External)**

PhD: "Mass Attitudes and Routine Choice Behaviour"

1971-73 **London Business School** (IBM Advanced Degree Studentship)

MSc (Distinction): Business Studies

* 1. **Lincoln College, Oxford** (Old Members' Scholar)

BA (Honours): Engineering Science with Economics. MA 1973

**EMPLOYMENT**:

1. **London Business School**: Professor of Management and Marketing 1990- (Emeritus 2007-); Senior Lecturer in Marketing 1987-90; Lecturer in Marketing 1982-87; Senior Research Officer 1976-82

1974-76 **Graphic Systems International**: Marketing Director

1973-74 **The Austin-Hall Group:** Assistant to Chief Executive

1968-71 **IBM United Kingdom:** Systems Engineer, technical sales.

(Outstanding Contribution Award 1971)

**ROLES AT LONDON BUSINESS SCHOOL**

**TEACHING:** MBA and executive teaching (1976-2006): marketing management, competitive positioning/strategy, strategic investment decisions and “Making Things Happen” (middle management and innovation)

PhD supervision:

* **Anita Elberse** (2002, now a chaired professor at Harvard Business School): sequential product release in international markets
* **Seán Meehan** (1997, now a chaired professor at IMD, Lausanne): market orientation (winner of Marketing Science Institute’s Alden G Clayton award for dissertation proposal)
* **Laura Cousins** (1985, now an adjunct senior teaching fellow at University College London): marketing planning in theory and practice

**RESEARCH:** Wide range of research interests with an emphasis on applied empirical research:

* Consumer/audience behaviour
* Brands
* Advertising, new media and marketing expenditure trends
* Customer focus, innovation and marketing leadership
* Market metrics and financial reporting
* Strategic investment decisions
* Broadcasting policy

See separate publications list.

**MANAGEMENT:**

2009-11 Trustee, staff pension scheme

2008 Interim Head of External Relations (6.08-11.08)

2004-06 Chief Examiner and Senate representative

2004-06 Director, MBA Projects

1996-2004 Director/Chairman, Future Media Research Programme  
1993-2000 Director, Centre for Marketing  
1991-93, 98-02 Joint Managing Editor, Business Strategy Review  
1990-92 Faculty Dean  
1989-92, 98-00 Elected Governor  
1989-93, 98-01, 04-06 Chairman, Marketing Faculty  
1986-88 Director, London Executive Programme  
1983-86 Director, Alumni Affairs

**OUTSIDE ACTIVITIES**

**Consulting/management workshops**. Clients in financial, marketing, retail and professional services, central government, consumer goods, telecoms, and media

**Expert witness for commercial/competition/tax cases** in Alicante, Brussels, Dublin, Frankfurt, London, Paris, and Washington. Clients mostly consumer product companies but also tax authorities and some other corporate clients

**Applied research/consulting** for broadcasters, media regulators and central government: Independent Review of the BBC’s Digital TV Services, 2004; Evaluation of the Capability Reviews Programme, 2007; The Impact of the Commercial World on Children’s Wellbeing, 2009; Incorporating Social Value into Spectrum Allocation Decisions, 2015; The Consequences of Privatising C4, 2016

**Start-up businesses (advisor and early investor)**

Research Now (online field research): 2000-09; IPO 2005, sold to eRewards 2009. Verve (brand research communities/panels) 2009-; StikiPixels (Occupy White Walls art curation/gallery-building game) 2015-; Attest Technologies (market research/analytics) 2016-; OnKAI (platform for community healthcare professionals) 2018-

**Which?** **(the UK’s leading consumer organization)**

Council member, 1995-2000, 2006- 15; Deputy Chairman 1998-2000; Chairman 2010-15, a period of significant expansion in Which?’s commercial and direct mission-related activities. I chaired the Council of Trustees and sat on the Board (commercial activities), the remuneration committee and the investment committee. I stood down in 2015 because of tenure rules (which I introduced).

**Other selected pro bono activities**

Chair, Which?/ISBA task force on commercial activities in schools, 2000-01

Hansard Society (Puttnam) Commission on Parliament and the Public, 2004-05

Honorary Fellow, The Marketing Society, 2009-

Management Committee, Society of Authors, 2010-13

Patron, The Market Research Society, 2013-

Trustee, Archive of Market and Social Research 2018- (Chairman 2019-)

**Other outside activities**

Occasional columnist,*FT Creative Business*, 2001-03 (13 columns)

Fellow of the Sunningdale Institute, a UK government virtual academy on public service management (2005-11)

Specialist Advisor to House of Lords Select Committee on Communications inquiry into the regulation of TV advertising (2010-11)

Visiting Fellow, Reuters Institute for the Study of Journalism, Oxford University, 2011-14

Visiting Senior Fellow in Media and Communication, LSE, 2015-16

Listed in *Who’s Who* (and IMDb)

**CURRENT PORTFOLIO**

**Research, Writing and Policy Engagement**

My main current research, writing and policy engagement focuses on **media audiences/economics and broadcasting policy**, especially the future of UK public service broadcasting (see my recent publications)

**Outside Activities:**

My main outside activity now is as Chairman of the **Archive of Market and Social Research** <https://www.amsr.org.uk/>, a small, volunteer-led charity set up in 2017 to persuade UK market research companies to hand over their old data and research, rather than destroying it, and for AMSR to scan it and turn it into an open-access online archive.

I am also a member of the Research and Impact Committee and the Marketing Advisory Group of **Drinkaware** <https://www.drinkaware.co.uk/>, an industry-funded UK charity aiming to reduce problem drinking.

Finally, I still present at **events** (conferences, workshops and parliamentary committees) on media and marketing and do some **consulting and expert witness work**.