

***CURRICULUM VITAE***

**Professor Moira K Clark Ph.D.**

Director of the Henley Centre for Customer Management

Henley Business School

University of Reading

**April 2018**

## CAREER SUMMARY

Moira Clark is Professor of Strategic Marketing at Henley Business School and Founder and Director of The Henley Centre for Customer Management. This research centre develops joint initiatives between Henley and a consortium of organizations who seek to further their knowledge and understanding of Customer Management.

Moira is a leading expert in the area of Strategic Customer Management. She has researched and published widely on the subject of Relationship Marketing, customer management, customer experience and service excellence. Publications include for example, the Academy of Marketing Science, The Journal of Retailing, International Journal of Management Reviews and the Journal of Relationship Marketing. She is also co-author of '*Relationship Marketing for Competitive Advantage, Winning and Keeping Customers and Relationship Marketing: Strategy and Implementation*'. Her book '*Business Success through Service Excellence*' examines the crucial factors needed to achieve and maintain service excellence.

Moira is a sought-after commentator on current marketing and Customer Management issues for national press, radio and TV she is also a judge for the prestigious UK Sunday Times Customer Experience Awards. She also has extensive marketing consultancy experience with leading international blue chip companies, sits on a number of advisory boards and is a frequent keynote speaker at many public and in-company seminars and conferences around the world.

Moira joined Henley from Cranfield School of Management in 2005. Prior to her academic career, Moira was an international marketing consultant based in Munich where she was involved with a wide range of industries including service industries, consumer and industrial goods manufacturers. She has also worked as a marketing director for an international health food manufacturer and as a marketing manager for the toiletries subsidiary of Dunhill International

## PERSONAL INFORMATION

**Name:** Moira K Clark

**Title:** Professor of Strategic Marketing

**Present appointment:** **Professor of Strategic Marketing and Founder and Director of the Henley Centre for Customer Management, Henley Business School**

## EDUCATION

2001 **Ph.D. in Marketing**  
Cranfield School of Management  
Supervised by Professor Adrian Payne

1987 **Executive MBA – Upper Quartile**  
Cranfield School of Management

1985 **International Teachers’ Programme**  
Using computer technology for management education  
Centre d’Enseignement Superieur des Affaires (CESA), France

1981 **Postgraduate Diploma in Marketing Management**  
Liverpool Business School

1981 **Diploma in Marketing, Chartered Institute of Marketing**  
Liverpool Business School

1980 **BA(Hons) Business Studies 2(i)**  
Liverpool Polytechnic

## MEMBERSHIP OF PROFESSIONAL BODIES

- Member of the Institute of Learning and Teaching
- Fellow of the Chartered Institute of Marketing
- Member of the Marketing Society
- Freeman of the Worshipful Company of Marketors

## **CAREER SUMMARY**

- 2005 - present**      **Professor of Strategic Marketing, Founder and Director of the Henley Centre for Customer Management, Henley Business School**
- 2010 - 2015**      **Professor of Strategic Marketing, Head of the School of Marketing and Reputation, Henley Business School**
- 1991 – 2005**      **Senior Lecturer and Director of the Cranfield Customer Relationship Management Research Forum (2001-2005), Lecturer (1994-2002), ESRC Teaching Fellow (1991-1994), Marketing & Logistics Group, Cranfield School of Management**
- 1999 – 2002**      **Visiting Partner, Peppers and Rogers Group**
- 1988 – 1991**      **Director, International Marketing Consultant, Stewart & Clark Associates Ltd**

## **RESEARCH AND SCHOLARSHIP**

### **1. RESEARCH**

#### **The Henley Centre for Customer Management – Founded in 2005**

Founder and Director of the Henley Centre for Customer Management. A research centre which undertakes joint research initiatives between Henley Business School and a consortium of organisations that are interested in researching customer management to gain knowledge and understanding of the subject.

As Research Director I lead a team of researchers and PhD students working on research projects for the centre.

## Journal Articles (Academic)

### Refereed

Clark, M., Harrington, T., & Myers, A. (2016) Promoting Excellence in Customer Management: Emerging Trends in Business. *Journal of Emerging Trends in Marketing and Management*, 1 (1), pp.119-129.

Dibley, A., Clark, M., & Myers, A. (2016) Emerging Trends in Customer Management in a Changing World. *Journal of Emerging Trends in Marketing and Management*, 1(1), pp.130-140.

Canhoto A. I., and Clark M. (2013) “Customer Service 140 Characters at a Time – the users’ perspective”, *Journal of Marketing Management*, 29 (5-6). pp522-544, (3\*), DOI: 10.1080/0267257X.2013.777355

Canhoto A. I., Clark M., and Fennemore P. (2013) “Emerging Segmentation Practices in the Age of the Social Customer”, *Journal of Strategic Marketing*, 21 (5). pp413-428. (2\*) DOI: DOI:10.1080/0965254X.2013.801609

Rose S., Clark M., Samouel P., and Hair N. (2012) “Online Customer Experience in E-retailing: An Empirical Model of Antecedents and Outcomes”, *Journal of Retailing*, 88 (2). pp. 308-322. (4\*)

F. Lemke, M. Clark and H. Wilson (2011) “Customer Experience Quality: An exploration in business and consumer contexts using repertory grid technique”, *Journal of the Academy of Management Science*, 39 (6). Pp. 846-869. (3\*)

H. Hair, M. Clark and M. Shapiro (2010) “Toward a Classification System of Relational Activity in Consumer Electronic Communities: The Moderators’ Tale”, *Journal of Relationship Marketing*, 9 (1). Pp. 54-65.

S. Rose, N. Hair and M. Clark (2010) “Online Customer Experience: A Review of the Business-to-Consumer Online Purchase Context”, *International Journal of Management Reviews*, 13 (1), pp24-39. (3\*)

“Actioning Customer Insight: An Exploratory Multiple-case Study” (with C. Bailey and H. Wilson), *Romanian Marketing Review*, 2010.

C. Bailey, P. R. Baines, H. Wilson and M. Clark (2009) “Segmentation and Customer Insight in Contemporary Services Marketing Practice: Why Grouping Customers is No Longer Enough”, *Journal of Marketing Management*, 25 (3-4). Pp. 227-252.

## **Professional Journal Articles**

### **Non-refereed**

Mitchell S. and Clark M. (2017) “Trust is the new black”, White Paper for Henley Centre of Customer Management.

Canhoto, A. I. and Clark, M. (2016) 'Role of social media in Business to Business'. Henley Centre for Customer Management

“B2B Customer Experience Factors: Understanding the relationship with SME Customers” (T. Harrington, A. Dibley and M. Clark *Henley Centre for Customer Management Research Report*, January 2015.

“Ease of Doing Business: A Strategic Approach” (M. Clark), *Henley Centre for Customer Management Research Report*, January 2015.

Canhoto, A.I. (2014) ‘With just a smartphone up your petticoat, you can now read Mills & Boon anywhere’, The Conversation with Laura Hood, published 30th April 2014

Water Industry Report on how Ofwat should use customer satisfaction measures to create a comparative service incentive mechanism in the absence of market competition (2013).

“Customer Effort: Help or Hype” (M. Clark and A. Bryan), *BT White Paper and Henley Centre for Customer Management Research Report*, April 2013.

“Employee Engagement Progress Report” (M. Clark and C. Wongworawit), *Henley Centre for Customer Management Research Report*, December 2013.

Fennemore, P., Canhoto, A. I. and Clark, M. (2012) 'An investigation of existing and emerging segmentation practices in online social media networks'. Henley Centre for Customer Management

Canhoto, A. I. and Clark, M. (2012) 'Handling online customer feedback'. Henley Centre for Customer Management

### **Conference Papers (published refereed)**

S. Mitchell and M. Clark (2017) “Fifty Years On, Is Life Cycle Theory Still Relevant? An Exploration And Development Of Life Cycle Models Within The Contemporary Non-profit Context”. British Academy of Management Conference, September 2017

Canhoto, A., Clark, M. Review of published evidence on the benefits of social media for B2B firms AM conference 2017

Clark, M., Harrington, T., & Myers, A. (2016) Promoting Excellence in Customer Management: Emerging Trends in Business. In: Emerging Trends in Marketing and Management Conference, 22-24 September 2016, Bucharest (published in proceedings).

Dibley, A., Clark, M., & Myers, A. (2016) Emerging Trends in Customer Management in a Changing World. In: Emerging Trends in Marketing and Management Conference, 22-24 September 2016, Bucharest (published in proceedings).

EL GENDI, R., Marbach, J and Clark, M. (2016) (2016) Investigation the Role of Customer Experience and Customer Engagement in the Digital Age” ” 4-7th July 2016, Academy of Marketing, Northumbria University, Newcastle.

S. Mitchell and M. Clark (2015) Exploring a pluralistic approach to conceptualise charity brand decision making by volunteers” British Academy of Management Conference Proceedings, September 8-10, Portsmouth, UK.

M. Clark and C. Wongworawit (2015) “The Effects of Service Climate and Organisational Productive Energy on Frontline Employees’ Turnover, Stress, and Sickness Absenteeism” British Academy of Management, September 8-10, Portsmouth, UK.

S. Mitchell and M. Clark (2015) “Exploring the stories that simple metaphors reveal about charity brands” Academy of Marketing Conference Proceedings, Winner best competitive paper award (Brand image and reputation track) July 7-8, Limerick, Ireland.

M. Clark and S. Rose (2014) "Effortless Engagement: An exploration of Ease of Doing Business in B2C and B2B Contexts" The 22nd International Colloquium in Relationship Marketing, September, Newcastle, UK.

S. Mitchell and M.Clark "Exploring the role that brand and social context plays in the choice of charity by UK volunteers” Academy of Marketing Conference Proceedings, Bournemouth, July 2014