



Penn State President Neeli Bendapudi

Curriculum Vitae

EDUCATION

Ph.D., 1994 — University of Kansas (marketing)

MBA, 1985 — Andhra University, India (business administration)

BA, 1983 — Andhra University, India (English)

LEADERSHIP POSITIONS

2022-Present — President, The Pennsylvania State University

2018-21 — President, University of Louisville

2016-18 — Provost and Executive Vice Chancellor, University of Kansas

2011-16 — Dean, School of Business, University of Kansas

2007-08 — Executive Vice President and Chief Customer Officer, Huntington National Bank

2006-07 — Customer Experience Consultant, Huntington National Bank

2005-11 — Founding Director, Initiative for Managing Services, The Ohio State University

TEACHING POSITIONS

2018-21 — Professor of Marketing, University of Louisville

2011-18 — Professor of Marketing, University of Kansas

2008-11 — Professor of Marketing, The Ohio State University

2002-08 — Associate Professor of Marketing, The Ohio State University

1996-2002 — Assistant Professor of Marketing, The Ohio State University

1994-96 — Assistant Professor of Marketing, Texas A&M University

SELECT TEACHING HONORS

2003 — Academy of Marketing Science Outstanding Marketing Teacher Award

2001 — The Ohio State University Alumni Distinguished Teaching Award (highest teaching award OSU)

Multiple years — The Ohio State University Outstanding MBA Elective Professor Award

Multiple years — The Ohio State University Outstanding EMBA Professor Award

Multiple years — The Ohio State University MBA Best Core Professor Award

1993 — University Distinguished Teaching Assistant Award, University of Kansas (highest teaching award for graduate students at KU)

SELECT RESEARCH

2010 — N Bendapudi (2010), "Coproducing class participation," *Talking about Teaching*, 4, 42-46.

2010 — N Bendapudi, R. Raggio and T. Shervani, (2010) "Readiness Assessment for Entering Service Markets," Featured in HBR blog, *Is Mr. Clean Service Ready?*

2009 — N Bendapudi and V Bendapudi (2009), "How to use Language that Employees Get," *Harvard Business Review*, September. Reprinted in *US Airways in-flight magazine*, October.

2008 — F Sanfilippo, N Bendapudi, A Rucci and L. Schlesinger (2008), "Strong Leadership Drives Culture and Performance Change," *Academic Medicine*, 83(9):845-854.

2007 — L Berry and N. Bendapudi (2007), "Healthcare: A Fertile Field for Service Research," *Journal of Service Research*, 10(2), 111-122.

2006 — N Bendapudi, L Berry, K Frey, J Parish, and W Rayburn (2006), "Patients' Perspectives on Ideal Physician Behaviors," *Mayo Clinic Proceedings*, March 2006, pp. 338-344. (Lead article with editorial commentary)

2005 — N Bendapudi and V Bendapudi, "Creating the Living Brand (2005)," *Harvard Business Review*, (HBR Bestseller)

2003 — LL Berry and N Bendapudi, "Clueing in Customers (2003)," *Harvard Business Review*, February 2003. (HBR Bestseller)

2003 — N Bendapudi and RP. Leone (2003), "Psychological Implications of Customer Participation in Coproduction," *Journal of Marketing*.

2002 — N Bendapudi and RP. Leone (2002), "Managing Business-to-Business Customer Relationships Following Key Contact Employee Turnover in a Vendor Firm," *Journal of Marketing*, April, 83-101.

2001 — N Bendapudi and RP Leone (2001), "How to Lose Your Star Performer, Without Losing Customers, too," *Harvard Business Review*, November, 104-115.

1997 — N Bendapudi and LL. Berry (1997), "Customer Receptivity to Relationship Marketing," *Journal of Retailing*, 73(1), 15-37.

1996 — N Bendapudi, SN Singh and V Bendapudi (July 1996), "Enhancing Helping Behavior: An Integrative Framework for Promotion Planning," *Journal of Marketing*, 33-49.

SELECT RECOGNITION & AWARDS

2021 — Diverse Issues in Higher Education's "25 outstanding women"

2020 — Louisville Business First Most Admired CEO, Enterprising Women

2020 — MediStar Leadership in Healthcare Award

2020 — South Central Province of Kappa Alpha Psi Fraternity, Inc., Greek Life Service Award

2020 — Louisville Central Community Center Community Service Award

2019-20 — Presidential mentor, NCAA Division I Pathway Program

2019 — Muhammad Ali Center Daughters of Greatness Award

2016 — The Most Powerful Business Leaders in the Kansas City area, Ingram's Magazine

2016 — Fifty Kansans You Should Know, Ingram's Magazine

2015-16 — Co-chair, Globally Competitive Sectors, KC Rising

2014 — Inducted into KU Women's Hall of Fame

2012 — Influential Woman of 2012, KC Business Journal

SELECT SERVICE ACTIVITIES & CIVIC ENGAGEMENT

2021 — Board member, Louisville Healthcare CEO Council

2021 — Vice Chair, Atlantic Coast Conference

2021 — Presidential mentor, NCAA Women Leaders Executive Institute

2012-18 — Board member, Kansas State Works

2011 — Board member, Big Brothers, Big Sisters of Central Ohio

2007-08 — Fellow, International Women's Forum Leadership Foundation

2003-06 — Elected representative, Academic Council of the American Marketing Association (one of nine elected representatives)

1996-2005 — Member, Editorial Review Board, Journal of Marketing

Multiple years — Ad hoc reviewer: Academy of Management Review, Journal of the Academy of Marketing, Science, Journal of Marketing Research, Journal of Consumer Research and others

BUSINESS BOARDS

2005-Present — Board of Directors, Lancaster Colony Corporation

2015-18 — Board of Directors, MRI Global

Board of Directors, Sheetz

Board of Directors, Freight Quote

Board of Directors, CTL Enterprises

PROFESSIONAL ASSOCIATIONS

American Marketing Association

Association for Consumer Research

International Women's Forum

Women Corporate Directors