

BUSINESS: MARKETING: MARKETING ANALYTICS AND INSIGHTS, MBA

PEOPLE

A.C. NIELSEN CENTER FOR MARKETING ANALYTICS AND INSIGHTS

For information about the faculty and their research interests, please visit the directory (<https://wsb.wisc.edu/faculty-research/academic-departments/marketing/faculty/>).

Neeraj Arora, MBA, Ph.D.
Professor
Faculty Director
neeraj.arora@wisc.edu

Kristin Branch, BBA, MBA
Faculty Associate
Director
kristin.branch@wisc.edu

Sarah Kervin
Assistant Director
sarah.kervin@wisc.edu