

## Paul D. Berger

### Managing Director, Market Platform Dynamics

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Paul is a Managing Director at Market Platform Dynamics (MPD) where he works with clients in the areas of data analysis, marketing research, experimental design and database marketing. His expertise is in helping clients design research projects to test the viability of new products, pricing schemes, and other go to market scenarios. Paul also maintains a teaching position as Professor of Mathematical Sciences at Bentley College and previously chaired the Marketing and Quantitative Methods Department at the School of Management at Boston University.

In addition to Paul's consulting and teaching experience, Paul is also widely published in the field of quantitative sciences. His current project is *e-Marketing and e-Commerce: Theory, Practice, and Application* which is forthcoming in late 2008. His prior publications include *Direct Marketing Management* (second edition, 1999), *Cases in Business Statistics* (1995), *Experimental Design with Applications in Management, Engineering, and the Sciences* (2002) and *101 Special Practice Problems in Probability and Statistics* (4th edition, 2007). He has published over 140 refereed articles that have been included in a variety of technical journals including *Management Science*, *American Statistician*, *Technometrics*, *Operations Research*, *Journal of Marketing Research*, *Journal of Direct Marketing*, *Journal of Interactive Marketing*, and *Harvard Business Review*. He serves on the editorial boards of the *Journal of Marketing*, *Journal of Interactive Marketing*, *Journal of Database Marketing and Customer Strategy Management* and *Journal of Relationship Marketing*.

Paul earned his S.B., S.M., and Ph.D. degrees from the Massachusetts Institute of Technology Sloan School of Management. He won the Boston University Metcalf Award, a university-wide award for teaching excellence, and the Boston University John R. Russell award for excellence in executive teaching.