



Nina Diamond is an Associate Professor of Marketing at DePaul University in Chicago where she teaches graduate and undergraduate courses in new product management, marketing strategy and customer behavior, and conducts research on customer behavior. She has published articles in the Journal of Marketing and the Journal of Retailing, among others, and regularly presents papers at conferences sponsored by the Association for Consumer Research. As a partner in the B/R/S Group, a consulting and market research firm, Dr. Diamond also works with Fortune 500 companies on a variety of marketing strategy, new product, and marketing communication projects.

Earlier in her career, Dr. Diamond served as a brand manager, group brand manager, vice president of marketing, and general manager for several consumer packaged goods and durables firms, including The Pillsbury Company/Grand Metropolitan LLC, American Home Products, Dow Chemical, and Whirlpool Corporation.

Dr. Diamond has an M.A. and Ph.D. in Human Behavior Research from Adelphi University, and a graduate degree from New York University's Stern School of Business.