



Kim Saxton Bio

Kim Saxton joined the Kelley School of Business in 2004 and currently is an assistant professor of marketing. She teaches courses in Effective Brand Championing, Internet Marketing, Marketing Strategy and Introduction to Marketing Management. Her primary areas of expertise are Market Segmentation, Competitive Intelligence Systems, Marketing Strategy, Branding and Corporate Reputation.

Prior to joining the Kelley School, Saxton worked for Eli Lilly and Company from 1998-2003 in various roles including marketing strategy, global market research and US affiliate market research. She also previously served as Vice President with Walker Information.

As a consultant, Saxton has worked with many Fortune 500 companies, including NIKE, Inc., The Coca-Cola Company, Hallmark Cards, American Honda, Kraft General Foods, General Foods, BellSouth, Exxon Chemical and General Motors.

Saxton earned a Ph.D. in business from the Indiana University Kelley School of Business in 1996 and her BS in management science from the MIT Sloan School of Management in 1984.

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