



**Dr. Roberto** is currently the chairman and president of Roberto & Associates, Inc. (RAI), a training, consulting and publishing agency. He sits on the board of directors of some other organizations including Social Weather Stations where he is a research fellow. RAI's market research sister company. Before setting up RAI in 1982, Dr. Roberto was executive vice president of Consumer Pulse Inc. (now known as AC Nielsen); vice president of Media Pulse, Inc.; and executive director of the International Council for the Management of Population Programmes (ICOMP).

Dr. Roberto has done extensive consultancy work region-wide for national and transnational corporations and multinational agencies. In the Philippines, he has been consultant for marketing planning, product management and marketing research to practically all the leading multinational corporations in the consumer goods, pharmaceutical, household products, beverage, cosmetics, processed food, banking, advertising, and airline industries. He has consulted overseas for several major multinational corporations in Australia, Hong Kong, Indonesia, Japan, Malaysia, Singapore, Thailand, and Taiwan. These include Procter & Gamble, Unilever, Citibank, Pfizer, McCann-Erickson, Nestle, AC Nielsen, etc. He has also been involved in social marketing planning and research, and consulting for such international organizations as the World Bank, the UN Fund for Population Activities, the International Labour Organization, the UN Development Programme, the Asian Development Bank, the Ford Foundation, the International Development Research Centre, the Population Council, and the UN Economic Commission for Asia and the Far East.

Dr. Roberto was the 1985 president of the Marketing and Opinion Research Society of the Philippines (MORES). He was the recipient of the Philippine Marketing Association AGORA Award for Achievement in Marketing Education in 1983, and the Association of Marketing Educators of the Philippines' 1st Lifetime Achievement Award as Marketing Educator in 2004. He is currently helping AIM as a Faculty and Research Fellow of its RVR Center for Corporate Responsibility.

Dr. Ned Roberto was the Coca-Cola Foundation Professor in International Marketing at the Asian Institute of Management in Metro Manila, Philippines. His teaching and research areas of interest included basic marketing, marketing research, social marketing, social marketing research, and consumer behavior. He has also taught at the Northwestern University's Kellogg Graduate School of Management Chicago Campus and at the Euro-Asia Centre of INSEAD Macau and Singapore programs.

Dr. Roberto has authored nine well researched books: three marketing research textbooks – Applied Marketing Research and User-Friendly Marketing Research, 1<sup>st</sup> and 2<sup>nd</sup> editions; three social marketing books – Strategic Decision Making in a Social Program; Social Marketing: Strategies for Changing Public Behavior (coauthored with Philip Kotler); Social



Marketing : Improving the Quality of Life (coauthored with Philip Kotler and Nancy Lee); two market segmentation books – Strategic Market Segmentation; and The Marketer’s Guide to the Socio-Economic Classification of Filipino Customers; and a local governance book – Making Local Governance Work. In 1975, he wrote the first social marketing book – Strategic Decision Making in a Social Program, published by Lexington Books of Massachusetts (USA). He has also published several articles on marketing and social marketing in international journals and has contributed chapters in major books of readings in the field of marketing.

Dr. Roberto received his Doctor of Philosophy in Marketing and a Master in Business Administration from The Kellogg Management School of Northwestern University (1973). He is married to the former Corrie Oliva and has four children and five grandchildren.

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