

# 2026 AMA SUMMER ACADEMIC CONFERENCE

AM> AMERICAN MARKETING  
ASSOCIATION

## Meet the AMA Legends - *Propel Your Career, Get Personal Advice* Saturday, July 25 | 2 PM

Experience an interactive session with the AMA's most distinguished scholars. "Meet the AMA Legends" offers a series of small-group, timed conversations. You'll rotate between tables, engaging directly with each "legend" to gain insights, perspectives, and advice from leaders who shape the field. Moderated by the conference co-chairs, this session is designed to be dynamic, personal, and highly engaging.

### Meet the AMA Legends participating in this session:



Len Berry  
Texas A&M University



Ruth Bolton  
Arizona State University



Gregory S. Carpenter  
Northwestern University



Paul Farris  
University of Virginia



Bernard Jaworski  
Claremont Graduate University



V. Kumar  
Brock University



Debbie MacInnis  
USC Marshall



Linda Price  
University of Wyoming



Roland Rust  
University of Maryland



Lisa K. Scheer  
University of Missouri



Jag Sheth  
Emory University



Yoram (Jerry) Wind  
University of Pennsylvania



Valarie Zeithaml  
University of North Carolina at  
Chapel Hill

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