

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 Graz, Austria



Jag Sheth
Emory University



Yoram (Jerry) Wind
University of Pennsylvania



Valarie Zeithaml
University of North Carolina at Chapel Hill

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