

# 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



**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

JULY 20 • VIRTUAL | JULY 24-26 • DENVER, CO

Do not miss this unique opportunity