

**University of Colorado Boulder Professor John G. Lynch, Jr.**  
**Of the Leeds School of Business Gives Thanks for the**  
**2025 AMA-Irwin-McGraw-Hill Distinguished Marketing Educator Award**

**The Honor of a Lifetime.** I'm so grateful to the AMA-Irwin-McGraw-Hill selection committee. Honor of a lifetime. When you get to my stage in a career, you realize how any of our apparent individual accomplishments are the result of the people we get to work with. I have been very lucky in my career for the people around me.

**University of Illinois.** I learned so much from my fellow students in my psych PhD program at **University of Illinois Urbana-Champaign** and had an inspirational advisor in Bob Wyr.

**University of Florida.** It was complete luck then to be hired at **University of Florida** by **Joel Cohen** and **William Wilkie**.... only because the first guy Bob recommended went down to Gainesville and insulted everyone. It was Assistant Professor Nirvana at UF. Joel and Bill hired within a couple of years of me **Dipankar Chakravarti**, **John Sherry**, and **John Wesley Hutchinson**...only to have us followed by all the amazing people who built Florida into what, for decades, has been one of the world's great marketing faculties - **Richard Lutz** (prior recipient), **Alan Sawyer**, **Bart Weitz**, **Chris Janiszewski**, **Steven Shugan**, among many others. The biggest thing I learned there was a value system: don't prize "A publications", but to try to make a contribution to knowledge by our research.

**Duke University, Fuqua School of Business.** My colleagues at Duke were similarly amazing, including three prior recipients of this award: Jim Bettman, **Richard Staelin**, and **Christine Moorman**. At Duke, I learned that it is impossible to be a great marketing group without being a part of a great business school, with strength in all the areas of business.

**University of Colorado Boulder, Leeds School of Business.** For the last 15 years I have been surrounded by inspirational colleagues at the **Leeds School of Business at the University of Colorado Boulder**. I'm very proud of what we have built here in the marketing group and in the Leeds School, where we get to work with amazing colleagues from across the school - like in the Center for Consumer Financial Decision Making. Our successes benefit from contributions of alums and supporters, staff, and students who are all trying to pay it forward. University of Colorado Boulder.

**Colleagues.** I have had the privilege of teaching so many amazing MBA and undergraduate students at all three stops, many of whom have gone on to be brilliantly successful. I'd be remiss not to mention all of my coauthors and the 101 PhD students I have worked with, who dragged me into topics I knew nothing about. We explored new things together, and I've gotten reflected glory for your accomplishments. **Marketing Science Institute**.