



The PhD Project Hall of Fame
2014 Honoree
Jerome D. Williams
Professor of Marketing
Rutgers University

Dr. Jerome Williams is such a vital part of The PhD Project and a trailblazer for the marketing discipline. When Dr. Williams began his career in 1986, he was the only African American to receive a PhD in marketing. He has and continues to use every resource to encourage people of color to pursue a career as a marketing academic. Further, Dr. Williams has used his research as an opportunity to transform the lives of consumers and young scholars. Dr. Williams and his work on racial profiling has been featured on many national outlets including Huffington Post and National Public Radio. However, despite his busy schedule he always finds time to participate and help The PhD Project. Dr. Williams has been instrumental in the lives of many PhD Scholars.

Jerome D. Williams is a Distinguished Professor and the Prudential Chair in Business at the Rutgers Business School-Newark and New Brunswick (RBS). He was a member of the Institute of Medicine Committee on Food Marketing and Diets of Children and Youth that authored the book **Food Marketing to Children and Youth: Threat or Opportunity?** and was appointed by the U.S. Census Bureau to Chair the 2010 Communications Contract Academic Assessment Team. He also is co-editor of two books, *Advances in Communication Research to Reduce Childhood Obesity* and *Diversity in Advertising: Broadening the Scope of Research Directions*, and co-author of a forthcoming book on diversity and inclusion in the marketplace and the fair treatment of customers from diverse backgrounds. He currently serves as an Associate Editor of *Journal of Public Policy & Marketing*.

Williams' current research interests cover a number of areas in the consumer marketing domain, with an emphasis on multicultural marketing. He has conducted research on social marketing communications and promotion strategies targeting multicultural market segments and consumer behavior of multicultural market segments related to public health communication issues. He has consulted as an expert witness in over 100 court cases on social marketing issues related to consumer racial profiling. He currently sits on the Board of Directors of the American Marketing Association and is Chairman of the American Marketing Association Foundation.