



UT AUSTIN PORTUGAL 2019 ANNUAL CONFERENCE

Robert A. Peterson

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Robert A. Peterson holds the John T. Stuart Chair in Business Administration at [The University of Texas at Austin](#), and has been the Principal Investigator of Phases I and II of the UT Austin-Portugal program.

In addition to serving as a professor, he has held numerous administrative roles at the university, including department chair, associate dean, associate vice president, director of the Office of Technology Commercialization, director of the [IC2 Institute](#), and director of the [Bureau of Business Research](#).

His extensive research has resulted in nearly 200 books and refereed publications, including the 13th edition of a marketing strategy textbook, several award-winning articles, and 27,000 research citations. He has served as a consultant on intellectual property matters to numerous companies, including Amazon, AMWAY, Ford Motor Company, Google, and 3M. As an entrepreneur, he has co-founded four companies.

His nonprofit service includes serving as president of the Sheth Foundation for Innovation and president of the Academy of Marketing Science. His government service includes membership on an advisory committee to the United States Census Bureau and representing the United States on the Poland-United States Innovation Program Council.