

Ajay K. Sirsi, PhD

CV highlights are:

- The next book on B2B segmentation is published
- Secured \$3 million in donations from StarTech.com
- The Centre for Customer Centricity is now in its eighth year

Address

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Education

Ph.D., Marketing, Arizona State University, 1994

M.A., Marketing, University of Florida, 1986

M.B.A., Oklahoma State University, 1983

B.Com (Honours), University of Delhi, 1981

Work Experience

2000 – current

Associate Professor of Marketing (tenured)
Director, Centre For Customer Centricity
Schulich School of Business, York University.

1993 - 2000

Assistant Professor of Marketing
Marketing Department, Schulich School of Business, York University.

1989 – 1992

Instructor in Marketing
Marketing Department, Arizona State University.

1986 - 1988

Full Time Lecturer in Marketing, San Diego State University.

Teaching: Executive Level¹

¹ Excellent teaching evaluations at executive, MBA, and undergraduate levels. Please see Honors and Awards for

- Strategic Branding in the Digital Age (I developed this course)
- Achieving Integrated Marketing, Sales, and Customer Strategies (I developed this course based on my book *Marketing Led – Sales Driven*). This course was chosen as the pilot for a blended learning format: in-class and online.
- Strategic Marketing Management

Teaching: MBA Level

- Experiential learning projects
- Consumer Behavior
- Marketing Research
- Organizational Buyer Behavior
- Services Marketing
- Strategic Market Planning
- Analytical Thinking (I developed this course)
- Strategic Professional Selling (I developed this course)

Teaching: Undergraduate Level

- Consumer Behavior
- Marketing Management
- Marketing Research
- Brand Management
- Retail Marketing Strategies (I developed this course)

Teaching: PhD Level

- Quantitative Methods

Teaching: Other

- Fundamentals of Marketing Research, Marketing Management for Marketing researchers, and Measuring Brand Equity for the Marketing Research and Intelligence Association (professional association of marketing researchers) (Canada), 1998 – 2008.
- University of Mannheim, Germany, PhD seminar in Quantitative Methods, 1999.

Research and Writing Projects in Process

- Conducted extensive ethnographic research for next book of B2B sales.

details. Evaluations available upon request.

Publications

Sirsi, Ajay K. (2026), *Stop Selling to Everyone: How B2B Customer Segmentation Helps You Choose The Right Customers, Walk Away From The Wrong Ones, And Grow More Profitably*, Mentor Solutions Group.

Sirsi, Ajay K. (2019), *Marketing: A Roadmap to Success* (updated edition), Pearson.

Sirsi, Ajay K. (2013), "Postal Organizations Need to Become Market Driven," *Union Postale*, June 2013.

Sirsi, Ajay K. (2012), "How You Can Use Social Media," EPFL Academic Newsletter, Lausanne, Switzerland.

Sirsi, Ajay K. (2010), *Instructors Manual for Marketing: A Roadmap to Success*, Pearson.

Sirsi, Ajay K. (2010), *Marketing: A Roadmap to Success*, Pearson.

Sirsi, Ajay K. (with Solomon et al.) (2008), *Marketing: Real People, Real Decisions*, 3rd Canadian edition, Pearson.

Sirsi, Ajay K. (2006), "Harmonic Convergence," *Marketing*, August 28.

Sirsi, Ajay K. (2006), "Job One, Get a Good Plan," *Marketing*, May 1.

Sirsi, Ajay K. (2005), *Marketing Led – Sales Driven: How Successful Businesses Use the Power of Marketing Plans and Sales Execution to Win in the Marketplace*, Trafford Press.²

Sirsi, Ajay K. (with Solomon et al.), (2005), *Marketing: Real People, Real Decisions*, 2nd Canadian edition, Pearson.

Sirsi, Ajay K. (2004), "Perspective on Marketing Research Education," *PMRS Imprints*, Spring.

Sirsi, Ajay K. (2003) (with S. Brownstein, J. C. Ward, and P. H. Reingen) "Analysis of Dual Containment Structures in the Study of Motivation," in S. Ratneshwar, D. Mick, and C. Hoffman (Eds.), *The Why of Consumption*, U.K.: Rutledge.

Sirsi, Ajay K. (2000), "The Retail Audit: A Tool For Achieving Retailing Competitive Advantage," *Schulich Business Journal*, Spring.

Sirsi, Ajay K. (1997), "Conducting More Insightful Marketing Research: Using Mental Models to Understand Customers," *Canadian Journal of Marketing Research*, Volume 16, pp. 21 – 30.

² Best seller. Firms such as Bayer, Glaxo SmithKline, KeyTech, Noble Trade (Rona), Ontario Lottery & Gaming Corporation, Purolator, Schneider Electric, StarTech are using this book to align their sales and marketing functions.

Sirsi, Ajay K., J Ward, and P. Reingen (1996), “Microcultural Analysis of Variation in Sharing of Causal Reasoning About Behavior,” *Journal of Consumer Research*, 22 (4), pp. 345 – 372.³

Beltramini, R. F. and Sirsi, Ajay K (1993), “Physician Information Acquisition and Believability,” *Journal of Health Care Marketing*, 12 (4), pp. 52 – 59.

Sirsi, Ajay K. and R. F. Beltramini (1992), “Informational Influences on Physician Referrals,” *Journal of Hospital Marketing*, 6 (2), pp. 101 – 126.

Sirsi, Ajay K., R. F. Beltramini and M. Kohler (1991), “Employer Awareness, Attitudes, and Referral Practices Regarding Behavioral Problems in the Workplace: Implications for EAPs,” *Journal of Professional Services Marketing*, 6 (2), pp. 177 – 192.

Presentations

“Customer Jobs-to-be-Done and Their Journeys,” Orlando, September 2026.

“Segmenting Your Customers for Focus and Profitability,” Irvine, August 2023.

“Segmenting Your Customers for Focus and Profitability,” Los Angeles, August 2022.

“Making Your Organization Customer Centric,” Dallas, Texas, November 2020.

“Driving Profitable Revenue Growth,” Huntsville, Alabama, October 2019.

“Marketing Led, Sales Driven,” Vistage International, Charlotte, January 2019.

“Marketing Led, Sales Driven,” TEC Canada, Toronto, October 2018.

“Marketing Led, Sales Driven,” Vistage International, Charlotte, May 2018.

“Top Ten Secrets of Great Brands,” York University communication officers, Toronto, November 2015.

“Discovery Process and Customer Value Creation,” StarTech.com Tech Industry Symposium, Orlando, Florida, April 2015.

“Building Customer Focus in IT Industries,” StarTech.com sponsored IT conference in La Clusaz, France, April 2014.

“Recent Developments in Brand Equity Research,” Australian Market and Social Research

³ Winner of the 1996 Ferber Award For The Best Article Published in the *Journal of Consumer Research* (JCR) based on a Dissertation and Winner of the Best Paper Award for Article Published in JCR in 1996.

Society, Webinar, April 2014.

“Building Brand Relevance,” PIP 2013 Conference, Lausanne, Switzerland, September 2013.

“Understanding Customer Needs to Create Customer Value,” TIP 2012 Conference, Lausanne, Switzerland, September 2012.

“Harnessing The Power of Marketing,” Ingram Micro System ArchiTECHS Invitational, San Diego, California, April 2012.

“The Future of Marketing,” Schulich School of Business Executive Learning Centre, April 2012.

“The Marketing Advantage,” Ingram Micro System ArchiTECHS Invitational, Las Vegas, Nevada, October 2011.

“Harnessing The Power of Marketing For Success in a Professional Services Firm,” JHI Leadership Forum, Atlanta, Georgia, September 2011.

“Changing Marketing Landscape: We Must Reevaluate Our Teaching and Practice of Marketing,” talk given to faculty of Mount Royal University and Southern Alberta Institute of Technology, Calgary, Alberta, December 16, 2009.

“Marketing: A Roadmap to Success,” JHI Managing Directors’ International Conference, Atlanta, Georgia, September 12, 2009.

“Top ten ways to build a strong brand,” Stoney Creek Chamber of Commerce, Stoney Creek, Ontario, Canada, March 5, 2009.

“Who Let the Barbarians In – Challenges and Opportunities Facing the Marketing Discipline Today,” Pearson Marketing Squeeze event, Vancouver, Canada, November 25, 2008.

“An Asprin for Your Marketing Headache: Successful Pricing Strategies,” Schulich School of Business Executive Learning Centre, May 2008.

“Developing x-ray Vision: Innovative Marketing Research Strategies,” Schulich School of Business Executive Learning Centre, 2007.

“How to Build a Marketing Led - Sales Driven Organization,” American Marketing Association Web Seminar, 2006.

“Aligning the Marketing and Sales Functions,” American Marketing Association, Albany, NY, 2006.

“Sales and Marketing’s Unspoken Rivalry: Now It Can Be Resolved,” Sales Management

Forum, Athens, Greece, 2006.

“Helping Clients Capture the Value of Research: The Role of Marketing and Sales in Their Business,” Marketing Research and Intelligence Association, 2006.

“Bridging The Sales – Marketing Gap,” Schulich School of Business Executive Learning Centre, 2005.

“You Are The Brand: Career Advancement Strategies for Students,” APEX Conference, 2000.

“Interpersonal Processes in the Struggle for Control: Relating Micro and Macro Levels of Analyses,” American Marketing Association Winter Educator’s Conference, Austin, Texas, 1998 (with J. Ward and P. Reingen).

“Microcultural Analysis of Variation in Sharing of Causal Reasoning About Behavior: Background and Future Direction,” Association For Consumer Research Conference, Tucson, Arizona, 1996.

“The Role of Marketing Research in Entrepreneurship,” Student Entrepreneurs Association, Ryerson University, Toronto, 1996.

“Microcultural Analysis: Exploring the Creation of Sharing and Variation in Causal Reasoning About Consumption,” Association For Consumer Research Conference, Boston, Massachusetts, 1994 (with P. Reingen and J. Ward).

“Combining Qualitative and Quantitative Methods in the Analysis of Causal Reasoning Underlying Choice Behavior,” American Marketing Association Advanced Research Techniques Forum, Beaver Creek, Colorado, 1994 (with P. Reingen and J. Ward).

“Consumer mental Models and Consumption Behavior: A Microcultural Analysis,” Queen’s University Marketing Seminar Series, 1994.

“An Innovative Marketing Research Tool (Causal Reasoning) in the Analysis of Consumer Decision Making,” Association For Consumer Research Conference, Nashville, Tennessee, 1993 (with J. Ward and P. Reingen).

“Using Qualitative Marketing Research Methods in Business to Business Markets,” American Marketing Association Business To Business Marketing Conference, San Francisco, California, 1993.

Honors and Awards

Course Development

Achieving Integrated Marketing and Sales Plans, winner in the blended learning category, International E-Learning Association (IELA), 2018.

Research and Writing

Best Article Award for 1996 paper published in the *Journal of Consumer Research*, 1999.
Robert Ferber Award For The Best Interdisciplinary Article Published in the *Journal of Consumer Research* Based on a Dissertation, 1996.

Dissertation Research Merit Award, Graduate College, Arizona State University, 1992.

Doctoral Research Fellow, First Interstate Center For Services Marketing, and
Marketing Department, Arizona State University, 1991.

Teaching

Top instructor at the Schulich Executive Education Centre based on teaching evaluations.

Teaching Excellence Award nomination, BBA level, Schulich School of Business, York
University, 2004.

Teaching Excellence Award nomination, MBA level, Schulich School of Business, York
University, 2000.

Teaching Excellence Award nomination, BBA level, Schulich School of Business, York
University, 1999.

Teaching Excellence Award nomination, BBA level, Schulich School of Business, York
University, 1998.

Teaching Excellence Award, Marketing Department, Arizona State University, 1992.

Student Coaching

Schulich School of Business undergraduate student team (Ajay Sirsi as faculty coach) won the
L'Oreal e-strat international finals competition in Paris, April 2008.

Schulich School of Business undergraduate student team (Ajay Sirsi as faculty coach) won
L'Oreal Paris national competition, Montreal, 2007 and placed second in division at the
international finals in Paris, June 2007.

Schulich School of Business undergraduate student team (Ajay Sirsi as faculty coach) won
L'Oreal Paris national competition, Montreal in 2006.

Schulich School of Business undergraduate student team (Ajay Sirsi as faculty coach) won
L'Oreal Paris national competition, Montreal, 2005.

Schulich School of Business undergraduate student team (Ajay Sirsi as faculty coach) won both
top L'Oreal Paris Marketing Awards at the Brandstorm international finals in Paris, France,
2004.

Other

Outstanding Professional Contribution Award, presented by MRIA (Marketing Research and Intelligence Association), March 2009.

Kenneth A. Coney Memorial Award For Outstanding Student, Marketing Department, Arizona State University, 1992.

Fellow, Doctoral Consortium, American Marketing Association, 1991.

Beta Gamma Sigma, National Scholastic Honor Society, 1983.

Research Grants

StarTech.com general research grant, \$25,000, 2019.

Grant to develop new sales course at BBA level, \$10,000, P&G, 2013.

“Role of Product Offering Elements on Brand Preference Formation Among Consumers.”
\$25,000, Tetra Pak Canada, 1999.

Professional Contributions

Reviewer
SSHRC, 2019.

Reviewer
AMA Summer Educator’s Conference, 2009.

Co-editor
Psychology and Marketing special issue on sense making in organizations, 1999.

Editorial Review Board Member
Journal of Business Research special issue on internet marketing, 1999.

Reviewer
Journal of Consumer Research, *Journal of Retailing*, American Marketing Association Winter Educator’s Conference, 1998.

Education Director
Professional Marketing Research Society (PMRS), Canada, 1998-1999.

V.P Membership
Product Development and Management Association (PDMA), Canadian Chapter, 1996 – 1998.

University Service

Director, Centre for Customer Centricity, 2019 – present.

Member, BBA Committee, 2022 – present.

Affirmative Action representative, York University, 2018 – 2021.

Member, Student Affairs Committee, Schulich School of Business, York University, 2017 – 2018.

Chair, Student Affairs Committee, Schulich School of Business, York University, 2015 – 2016.

Member, Student Affairs Committee, Schulich School of Business, York University, 2010 – 2018.

Faculty Coach, undergraduate student competition, L'Oreal Brandstorm, 2004 – 2008.

Bachelor of Business Administration (BBA) Committee Member, Schulich School of Business, York University, 2004 – 2008.

Faculty Advisor, Big Ideas Group, student consulting organization, Schulich School of Business, York University, 1998 – current.

Affirmative Action Rep, Tannenbaum Chair Search Committee, Schulich School of Business, York University, 2004 – 2005.

MBA Committee Member, Schulich School of Business, York University, 2003 – 2004.

Ph.D Program Co-ordinator, Marketing Area, York University, 1994 – 2000.

Marketing Area Representative on Ph.D Committee, Schulich School of Business, York University, 1994 – 2000.

Faculty Advisor, York-Wharton-Recanati Program, 1997 - 2002.⁴

Tenure and Promotions Committee, Schulich School of Business, York University, 1996 – 1997.

Member, Advisory Board, Centre For Race and Ethnic Relations, York University, 1995 – 1996.

Community Service

Consultant (pro bono), The Learning Partnership (nonprofit organization dedicated to championing public education), 2010 – 2013.

Board Member

Multilingual Community Interpreter Services (nonprofit organization), Ontario, Canada, 1999 - 2000.

⁴ This is a joint program between the Schulich School of Business (Canada), Wharton (USA) and Recanati (Israel) where students from all three schools work together on a consulting project advising Israeli companies on how to market their products in North America.

Advisor

Social Planning Council of Peel (nonprofit organization), Ontario, Canada, 1999 – 2001.

Personal Details

Personal Philosophy: strong commitment to business education with strategic vision.

Languages Spoken: English (native), Spanish (advanced), French (intermediate).