

## **Melvyn A. J. Menezes**

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Professor Menezes, a faculty member at Boston University, is a management educator, consultant, and former member of the faculty at the Harvard Business School. During his 28 years of experience in academia, business, and consulting, Professor Menezes has worked in a wide variety of industry and service sectors, including computers, telecommunications, high-tech, and consumer products.

Melvyn's primary areas of expertise are marketing strategy, marketing high-tech products, customer and market focus, identification of growth opportunities, strategy, distribution channels, and customer service. He has designed and delivered Executive Education Programs for managers at a number of large global corporations. Melvyn is also very experienced at facilitating executives in problem-solving workshop sessions and has successfully mobilized executive teams and galvanized them for action through strong and effective presentations and facilitation. His clients have included General Electric, Toshiba, Hewlett-Packard, Texas Instruments, Merck, Amgen, DuPont, Mobil, Time Warner, and Sears.

Professor Menezes was on the Harvard Business School faculty from 1985 to 1992. He then joined Gemini Consulting (1992-1996) and played significant roles as a key member of the Innovation Group, as head of Gemini's Global Faculty team, as Client Engagement Manager, and as leader of the Service Quality Center of Excellence. From 1975 to 1981, he worked for the Gabriel Group (India), where he held a variety of management positions including Product Manager and Regional Manager.

Professor Menezes received his B. Tech. degree from the Indian Institute of Technology, Bombay, India, his M.B.A. from the Indian Institute of Management, Calcutta, India, and his Ph.D. from the University of California, Los Angeles.