

Annual Meeting of Members 2008

September 12, 2008: The Yale Club of New York



ANITA ELBERSE



Anita Elberse is an Associate Professor of Business Administration in the marketing unit at Harvard Business School. Professor Elberse develops and teaches a course on *Strategic Marketing in Creative Industries*, covering the business of entertainment and sports, which is featured in *Variety's* 2008 Entertainment Education report. She also teaches in the Strategic Marketing Management program and other short programs for executives. Professor Elberse's research primarily focuses on what drives the success of products in media, entertainment, sports and other creative industries, and how firms can develop effective marketing strategies for such products.

Her work has been published in a number of journals, including the *Harvard Business Review*, *Marketing Science*, the *Journal of Marketing*, and the *Harvard International Journal of Press/Politics*. Her research has also been covered in leading print and broadcast media, such as *The Boston Globe*, the *International Herald Tribune*, *The New York Times*, *The Wall Street Journal*, *The New Yorker*, ABC and CBS. Professor Elberse consults with a range of media and entertainment companies, and has conducted case studies on several firms, including Marvel Enterprises, MGM, Sony, Comcast, the CW, Octone Records and Grand Central Publishing.

Prior to joining Harvard Business School, Professor Elberse was a Visiting Fellow and Lecturer at The Wharton School, University of Pennsylvania. She holds a Ph.D. from London Business School, an M.A. in Communication from the Annenberg School for Communication, University of Southern California, and an M.A. in Communication Science from the University of Amsterdam (*cum laude*). A native of The Netherlands, she has been awarded a Netherland–America Foundation / Fulbright Fellowship and a Lloyd's of London Business Scholarship.