



## Irwin (Irv) Gross

### **Professor Emeritus, Penn State University**

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Irwin (Irv) Gross, in 1983, joined the faculty of Penn State's Smeal College of Business Administration as Professor of Marketing, co-founded the Institute for the Study of Business Markets (ISBM) and became its founding Executive Director. In 1996, Dr. Gross relinquished those positions, becoming Professor Emeritus at the University and maintains a seat on the ISBM Advisory Board.

Prior to 1983, Dr. Gross capped a twelve-year career with the DuPont Company by being named Marketing Research Fellow. He was the only person in DuPont ever to have attained the status of Fellow for research in Marketing. Previously, he had been the Director of DuPont's Corporate Marketing Research Division, an in-house consulting and research organization. At DuPont, he and his staff developed methods for conceptualizing and measuring the value of products to customers. The concept of "customer value" has become the core of the ISBM approach to B2B marketing.

Earlier, Dr. Gross attained tenure as associate professor of marketing and management science at The Wharton School of the University of Pennsylvania and was the Foundation Professor of Marketing at Monash University in Melbourne, Australia, only the second professor of marketing ever in that country. He also held positions as Senior Scientist in the Operations Research Division of Scott Paper Company and Weapon Systems Analyst with Hughes Aircraft Company.

Dr. Gross holds bachelor's degrees in Liberal Arts and Electrical Engineering from New York University, an M.S.E.E. from the University of Southern California, a Ph.D. in Operations Research from Case Western Reserve University and an honorary M.A. from the University of Pennsylvania.

He is the author of a prize-winning doctoral dissertation, papers and articles in the academic and trade literature and co-author of the book, *Advertising Measurement and Decision Making*. Dr. Gross was elected to the Council on Marketing Research of the Conference Board, to the National Council of the Institute of Management Sciences (now known as INFORMS) and to the Chair of the College on Marketing of that society. He also served as President of the Market Research Society of Australia.

Dr. Gross has lectured in many universities' executive programs, including Northwestern, Wharton, Columbia, MIT, Southern California and Penn State. His seminar, *Value and Pricing Strategy*, has been given over seventy times for over thirty major corporations. His consulting practice deals principally with pricing and business strategy and includes clients such as Alcan, ALCOA, Armco, Corning, Delphi Automotive Systems, DuPont, Eastman Chemical, Exxon Chemical, Hercules, Hewlett-Packard, PPG, XEROX, and others.

A native of Brooklyn, New York, a fifty year resident of Wilmington, DE, and, currently, a resident of Philadelphia, PA, Dr. Gross was widowed in 1996 and remarried in 1999. He has three children, two stepchildren and six grandchildren. He has served on the boards of directors of the Wilmington Drama League, 1995-2005, and the Delaware Center for Contemporary Arts, 1987-93. In 2004, he had a feature role in the movie, "Getting Even." He has been active in community theater, an avocation that dates back to his college days when he performed as a stand-up comedian.