



Goutam Challagalla

Winner of E. Roe Stamps Excellence in Teaching Award and the Core MBA Professor Teaching Award at Georgia Tech

Goutam Challagalla is Professor of Strategy and Marketing at IMD. Prior to IMD, he spent 20 years as a professor at Georgia Tech in Atlanta. Professor Challagalla also worked as Principal at The Monitor Group, a strategy consulting company founded by Michael Porter.

Goutam's biography

Goutam Challagalla's Background

His teaching, consulting, and research focuses on strategy with a focus on [digital transformation](#), business-to-business commercial management, value-based pricing, sales management, distribution channels, and customer and service excellence. At IMD, he is Faculty Director of the Digital Marketing Strategy (DMS) program and several custom programs for B2B, B2C, and Pharmaceutical industry clients. In addition, he runs an annual event for Chief Marketing Officers, which is attended by the CMOs of firms across Europe.

He has worked with clients in a variety of industries including life sciences, agribusiness, technology/semi-conductors, manufacturing and chemicals industries, telecom, health care, FMCG, and professional services firms. The companies he has worked with include 3M, Accenture, Applied Materials, AT&T, AXA, Cargill, Cargotec, Coesia, Endress and Hauser, Ernst and Young, GE, Gea, HSBC, IBM, Illinois Tool Works, Kone, Novo Nordisk, Prudential, RHR International, Tetra Pak, ThyssenKrupp, Turner Broadcasting, UPS, and Zurich. He worked with these clients on issues such as strategy issues, including digital strategy, market strategy, go-to-market channel design, [marketing](#) implementation, pricing, and sales effectiveness.

His research has been published in top marketing and management journals such as Journal of Marketing, Journal of Marketing Research, Management Science, Strategic Management Journal, and the Journal of Applied Psychology. He is a recipient of the Outstanding Dissertation Award at UT-Austin, the Decision Sciences Institute's best paper award, American Marketing Association's best Services

Paper award, and the Maynard Award, which is given to the best paper in the Journal of Marketing (2015). He has won the E. Roe Stamps Excellence in Teaching Award and the Core MBA Professor Teaching Award at Georgia Tech. He serves on the editorial review board of the Journal of Marketing and Journal of Personal Selling and [Sales](#) Management.

Professor Challagalla's undergraduate degree is from Osmania University in Hyderabad, India. His MBA is from Arizona State University and his Ph.D. is from the University of Texas in Austin.

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