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In a marketing, strategy and general management career spanning 45 years, Rob Malcolm has been a student, practitioner, consultant and teacher and executive coach. Following his Bachelor's and MBA from USC – both in Marketing – Rob joined Procter and Gamble in Brand Management in 1975. In his 24 years at P&G he progressed through both marketing and general management

assignments in the US, the Middle East and Europe – working on more than 75 brands in more than 40 countries.

Over the next 9 years, he led the marketing, brand management, sales and innovation functions globally for Diageo, the world's largest premium alcoholic beverages company as its inaugural President of Global Marketing, Sales and Innovation, based first in London and then the US. During this first decade of Diageo's formation, growth accelerated significantly, and Diageo established a very strong reputation as one of the premier marketing, brand building and innovation companies in the world, winning many awards for its advertising, direct and digital marketing, design and innovation.

Since retiring from full time corporate work in 2008, Rob has remained active in a range of business and marketing endeavors including sitting on the Boards of Directors of Hershey's, Logitech, Yorktown LLC and The American Marketing Association (Chairman in 2015-16); the Advisory Boards of Just Marketing Inc, McLaren Technologies, CSM Inc, Harry's Shaving Co., Loop & Tie, and Effective Brands. He is an advisor and angel investor in numerous startups. He has also served as a Senior Advisor to MDC Partners, Diageo, and Bacardi, is currently a Senior Advisor and Executive Coach at the Boston Consulting Group. Rob serves on the Dean's Advisory boards at both UT McCombs and USC Marshall. He taught marketing at the Wharton Business School and joined McCombs Business School at the University of Texas as Executive in Residence at the Center for Consumer Insight and Marketing Solutions in September 2013.