

Neeli Bendapudi

Neeli Bendapudi is the 18th President of the University of Louisville. She received her Ph.D. in marketing from the University of Kansas and has taught at The Ohio State University and Texas A&M University. She most recently served as provost and executive vice chancellor at the University of Kansas, where she had previously been dean and H.D. Price Professor of Business at the KU School of Business. Bendapudi specializes in the study of consumer behavior in service contexts. Her research deals with customers' willingness and ability to maintain long-term relationships with firms and with the brands and employees that represent them.

Her research has been published in the *Journal of Academic Medicine*, *Harvard Business Review*, *Journal of Marketing*, *Journal of Marketing Research*, *Journal of Retailing*, *Journal of Service Research* and in the proceedings of various national and international conferences. Her research has been featured by popular media outlets including *The New York Times*, CNBC, CNN, MSNBC, WebMD and Fox News Network. She has served on the editorial board of the *Journal of Marketing*. Additionally, she has taught at the undergraduate, MBA, Executive MBA and Ph.D. levels, and has received numerous college, university and national teaching awards.

Bendapudi served as chief customer officer of the Huntington National Bank. She has been actively involved in business outreach through consulting and executive education programs. As a highly sought-after keynote speaker, she has addressed national and international audiences for many companies, trade groups, and organizations including Alliance Data Systems, Cardinal Health, Deloitte & Touche, Dow Chemical, Huntington Bank, HY Louie (Canada), Limited Brands, Marriott, Mayo Clinic, National Association of Convenience Stores, Nationwide Insurance, OXXO/FEMSA (Mexico), Radici Group (Italy), Retail Forward, SPAR (Austria) and Yellow Roadways, among many others.

She sits on the board of directors of the publicly held Lancaster Colony Corporation and has sat on several nonprofit organization boards, including MRIGlobal, an independent, not-for-profit research institute. Bendapudi is a former Leadership Foundation Fellow of the International Women's Forum, one of a select group of women selected worldwide for this prestigious honor.

Her vision is to ensure that the University of Louisville a great place to learn, a great place to work and a great place to invest because it celebrates diversity, fosters equity and strives to achieve inclusion.