

# **Dr Emma K. Macdonald**

## **Senior Lecturer in Marketing**

MBus(Research) PhD

### ***Expertise***

- Customer insight
- Customer experience and real-time experience tracking method
- Customer perceptions of value

Emma is investigating the role of customers in value co-creation and in developing new techniques for assessing customer experience.

She recently completed a role as Academic Supervisor of a Knowledge Transfer Partnership (KTP) between Cranfield University and innovative research agency MESH which was rated "outstanding" (top 12%) by the Technology Strategy Board. She is Academic Lead on a second KTP underway with MESH.

Recognition for her research includes a "Cube D'Or" (gold prize) from the French direct marketing association for her PhD thesis, and several academic conference best-paper awards.

### **Background**

Emma joined Cranfield from London Business School. Prior to that, she worked for several years in telecommunications including in marketing management for professional services at Australia's Number 2 telco, and as a commercial researcher conducting research for leading consumer brands.

Emma's PhD is from the University of New South Wales in Sydney and her Masters (by Research) is from the University of South Australia.