

Leslie Simmel (DBA) has a broad background in value-based marketing, information technology and services that spans both industry and academia. At the present time, Leslie specializes in teaching the business-to-business marketing and capstone undergraduate marketing courses at Bentley University in Waltham, MA. Prior to joining the Bentley faculty, Leslie taught pricing strategy and international marketing at Boston University. While there she also completed her Doctorate in Business Administration with an award-winning dissertation. Her work has resulted in articles in trade publications as well as refereed journals including the *Journal of Interactive Marketing* and the *CASE International Journal of Educational Advancement*. Earlier in her career, Leslie's background in information and library science led her into management in the IT industry, first as a Marketing Manager at Digital Equipment Corporation during its heyday, then as a Director with Groupe Bull, the French computer company.

