

Dr. Ronald L Hess, Jr.

Lawrence J. Ring Executive MBA Associate Professor of Business

Raymond A. Mason School of Business, William & Mary



Ronald L. Hess '94 is the Lawrence J. Ring Executive MBA Associate Professor of Business at the Raymond A. Mason School of Business at William & Mary. He currently teaches Strategic Marketing and Marketing Planning in the Executive MBA program and the Business-to-Business Marketing Career Acceleration Module (CAM) course in the Full-Time MBA. He is a four-time winner of the Outstanding Professor Award from students in the Executive MBA, Full-Time MBA and Undergraduate programs. In 2022, Hess was also awarded the Alfred N. Page MBA Graduate Teaching Award, which is a recognition bestowed by the Dean of the Raymond A. Mason School of Business for sustained teaching excellence. He has also received several service awards from William & Mary.

Professor Hess has considerable experience in consulting and executive education. He is involved with the "Strategic Planning & Management Program" (Babson University Executive Education), "Strategic Retail Management Program" (Intercontinental Group of Department Stores) (Switzerland), "Retail Strategic Management" (Swinburne University of Technology) (Australia), Blooms The Chemist (Australia), Giant (Malaysia), SM Retail (Philippines), Bunnings (Australia), Officeworks (Australia), Bunnings Commercial Trade (Australia), Manizales Mas (Colombia), Abrafarma (Brazil), Sogo KL (Kuala Lumpur), Siman (El Salvador), "Strategic Planning and Management in Retailing Program" (Retail Academy of Singapore), Price Waterhouse Coopers (PwC) (Melbourne and Sydney Australia), CPM and Retail Safari (Sydney Australia), Singapore Productivity Centre (SGPC) (New York City Retail Tour), Schutz (New York), Langley Federal Credit Union, NeuroStar TMS, Colorescience, Nike, Cisco, Swisslog, Eaton Corporation, Zeltiq (Allergan), ULab Systems, HintMD, United States Army & Air Force Exchange Service (AAFES), United States Marine Corps Exchange Commands (MCX), United States Army Corps. of Engineers (USACE), NEXCOM (Navy Exchange Service Command), Philip Morris USA, Guidestar, Fabsuite, KBH Business Management Systems, Conference of Minority Transportation Officials (COMTO).

He has published his research in *Organizational Behavior and Human Decision Processes*, *Journal of Retailing*, *Journal of the Academy of Marketing Science*, *Journal of Service Marketing*, *Journal of Retailing and Consumer Services*, *Service Business* and *Marketing Letters*.