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Lawrence J. Ring is Chancellor Professor of Business and the Executive MBA Alumni Distinguished Professor of Executive Education, Emeritus, Raymond A. Mason School of Business, College of William & Mary, Williamsburg, Virginia.

Professor Ring received the Bachelor of Science in Industrial Management degree, the Master of Science in Management degree, and the Ph.D. in Industrial Administration degree from the Krannert School of Management at Purdue University. He was the founder and first director of William & Mary's Executive MBA Program and also served the business school as Associate Dean for Academic Affairs. He has previously held academic appointments at the University of Toronto, the University of Virginia, and Purdue University, as well as seminar appointments at Nijenrode University (Netherlands), the International Management Institute (Switzerland), Melbourne Business School Mt. Eliza (Australia), Monash University (Australia), Swinburne University (Australia), Stockholm School of Economics (Sweden), Trinity College (Dublin), IAE (Argentina), and the Retail Academy of Singapore.

Dr. Ring's teaching and research interests center on the areas of marketing management and marketing and retailing strategy. He has received various MBA Program Outstanding Teaching Awards eight times at William & Mary and once at the University of Toronto. In 2011, he received the Thomas Ashley Graves Award for sustained excellence in teaching. He is co-author of the books *Decisions in Marketing* (1984, 1989), *Retail Management* (2004), *Strategic Marketing* (2011), and *Marketing Management* (2022), and has published a variety of scholarly articles, technical notes, and cases.

In 1983, he co-founded the executive program, *Strategic Planning and Management in Retailing*. That program has been offered on an open enrollment basis over one hundred times since then in North and South America, Europe, Australia, Africa, and Asia. Representative retailers that have participated in the program include Ahold USA, API/Priceline (Australia), B&Q (UK and China), Canadian Tire Corporation (Canada), Central Robinson (Thailand), Federated Department Stores, Food Lion, HEB Grocery Company, The Gap, General Pants (Australia), Home Depot, J. C. Penney, Kesko (Finland), Kmart, Kroger Company, Leder and Schuh (Austria), Limited Stores, L.L. Bean Inc., Loblaw's (Canada), Migros (Switzerland), Mitre 10 (NZ), MacIntosh (Netherlands), Myer Department Stores (Australia), Nike Inc., Parkson (Malaysia), Pep Stores (South Africa), Placemakers (NZ), Publix Super Markets, Spotlight Stores (Australia), Target, T. J. Maxx, Walgreen Company, Wal-Mart Stores, and Woolworth Australia. Various versions of the program have also been offered numerous times on a private/custom basis to numerous organizations including AAFES, Blooms the Chemist (Australia), Boyner Holdings (Turkey), Bunnings Building Supply Company (Australia), Dairy Farms Ltd. (Hong Kong), ICA (Sweden), IBM, Intercontinental Group of Department Stores (Switzerland), Kesko (Finland), KF Coop (Sweden), Kmart (Australia), Lowe's Stores, Migros Turk (Turkey), Mr. Price Group Ltd (S Africa), Office Depot, Officeworks (Australia), PetSmart, Philip Morris USA, Radio Shack Corporation, RIMI (Latvia), Sears, Roebuck and Company, Shoppers Stop Department Stores (India), Spencers RPG (India), SONAE (Portugal), The Home Depot, The Foschini Group (South Africa), V&D (Netherlands), the United States Navy Exchange Command, and the United States Marine Corps Exchange.

Professor Ring has served as a member of the Boards of Directors of Acme Markets of Virginia; Bon Ton Stores, Inc., York, Pennsylvania; C. Lloyd Johnson Company, Inc., Norfolk, Virginia; Mr. Price Group, Ltd., Durban, South Africa; Retail Ventures Incorporated, Columbus, Ohio; Sportmart, Inc., Wheeling, Illinois; and the Williamsburg Landing Corporation, Williamsburg, Virginia. He was also a member of the International Advisory Board of Angus and Coote Limited, Sydney, Australia.