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Dhruv Grewal (Ph.D. Virginia Tech) is the Toyota Chair in Commerce and Electronic Business and a Professor of Marketing at Babson College. A widely acknowledged thought leader in the field of retailing and pricing, Dhruv was awarded the 2005 Lifetime Achievement in Behavioral Pricing Award and is a Distinguished Fellow of the Academy of Marketing Science.

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Michael Levy, PhD, is the Charles Clarke Reynolds Professor of Marketing and Director of the Retail Supply Chain Institute at Babson College. He received his PhD in business administration from The Ohio State University and his undergraduate and MS degrees in business administration from the University of Colorado at Boulder.

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