



Todd Mooradian to be new dean of UofL College of Business

By Janet Cappiello - DECEMBER 16, 2016

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LOUISVILLE, Ky. – The University of Louisville today announced that Todd Mooradian will be the new dean of the College of Business, pending approval by the University of Louisville board of trustees.

“I am excited to be joining the University of Louisville’s College of Business,” Mooradian said. “The more I learned about the College of Business, the university and the city, the more compelling I found this opportunity. Then I came to Louisville and met the people – the faculty and staff, the partners and board members, and especially the students – I was bowled over. This is a great place with a compelling mission, extraordinary people, and a very bright future. I am honored to be asked to take on this role at this time of great opportunity.”

Mooradian is the associate dean for faculty and academic affairs and the William J. Fields Professor of Business at the College of William & Mary Mason School of Business Administration in Williamsburg, Va.

He holds a Ph.D. in marketing from the University of Massachusetts and earned his MBA at Wake Forest University. He has a BS in business administration from the University of New Hampshire.

“Dr. Mooradian is respected and admired as a teacher, has an extensive background in research and boasts an exemplary service record,” said Dale Billingsley, acting UofL provost. “We welcome him to the University of Louisville family.”

Mooradian has been at William & Mary since 1990, when he was first an assistant professor. He is an expert in services marketing, cross-cultural marketing and international marketing strategy, and much of his **research** focuses on the psychology behind consumer behavior and customer satisfaction.

He will join the university as dean March 1, 2017.

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Janet Cappiello covers the College of Business, the J.B. Speed School of Engineering, the College of Education and Human Development, the School of Interdisciplinary and Graduate Studies, Sustainability Council and military initiatives for the Office of Communications and Marketing. She has more than 30 years’ experience in journalism, including working for The Associated Press and magazines such as Vegetarian Times and