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## Thales S. Teixeira

ASSISTANT PROFESSOR OF BUSINESS ADMINISTRATION

|                  |  |
|------------------|--|
| <b>UNIT</b>      | MARKETING  |
| <b>CONTACT</b>   | <a href="#">(617) 495-6125</a> <a href="#">Send E-Mail</a> |
| <b>INTERESTS</b> | brands and branding, marketing, more >                     |

|                 |           |                                 |                  |                   |
|-----------------|-----------|---------------------------------|------------------|-------------------|
| <b>Overview</b> | Biography | Publications & Course Materials | Current Research | Areas of Interest |
|-----------------|-----------|---------------------------------|------------------|-------------------|

Thales Teixeira is an assistant professor in the Marketing Unit. He holds a Ph.D. in marketing from the University of Michigan. He earned a bachelor's degree in business administration and master's degree in statistics at the University of São Paulo, Brazil. Before joining HBS, Professor Teixeira was an independent quantitative marketing consultant to technology and financial services companies, among them Microsoft, HP, and Prudential.

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