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Americus Reed, II is the Whitney M. Young Jr., Associate Professor of Marketing at the Wharton School, University of Pennsylvania, where he has served on faculty since 2000. He received a Ph.D. (Consumer Behavior and Social Psychology) from the University of Florida's Warrington College of Business after receiving two master's degrees (Organizational Behavior and Market Research Methods) and a B.B.A (Strategy) from Georgia State University.

Professor Reed's primary research and consulting areas are in brand equity and specifically identity driven marketing – the study of creating and fostering “brand communities” that transcend the utilitarian aspects of products; connect to deep levels of emotional and social affiliation, and cultivate lifelong loyalty with consumers. In 2005, his academic work in this area received honorable mention for the prestigious Robert Ferber Award for academic impact in the *Journal of Consumer Research*. Professor Reed has authored more than 25 articles and book chapters on the topic.

He teaches courses in customer analysis, branding and consumer psychology to undergraduate, graduate, doctoral and executive students. He is also the course head for the core MBA marketing strategy course.