

On the 11th May 2011, the Senate of **Romanian Scientific Management Society** (SSMAR) has awarded the prestigious title of ***Honorary Member*** to **Professor John L. STANTON, PhD**.

The President of SSMAR, Professor Constantin ROȘCA, PhD allowed us to present the Laudatio made by the **First Vice President** of the Executive Board of SSMAR, and Vice President of Scientific Council, Professor Theodor Valentin Purcărea, PhD

LAUDATIO

To **Professor JOHN L. STANTON, PhD**
on the occasion of the Honorary Member Award Ceremony
Wednesday, May 11, 2011
Romanian American University, Senate Hall

Dear Professor Stanton,
Dear Professor Roșca, President of SSMAR,
Dear Profesor Folcuț, Rector of the Romanian-American University,
Dear Colleagues,
Distinguished guests,

It is a privilege for me to read the Laudatio for a distinguished personality in today's Knowledge Society. **The Senate of Romanian Scientific Society of Management (SSMAR)** decided unanimously to awards the title of **Honorary Member** to **Professor John L. Stanton, PhD** for his outstanding contributions to the ongoing management process responsible for creating, communicating, delivering, and exchanging valuable offerings for customers, clients, and partners, while considering their lives and the broader economy and society, for his lifetime commitment to teaching excellence and providing managerial consultancies, setting the right marketing management goals, developing multiple perspectives on the food business activities, focusing on strategic issues and communicating the best strategic thinking to marketing managers in order to help them in keeping pace with the rapidly changing field which requires continuous learning, hard work, and dedication.

Dr. John L. Stanton has worked in the food industry as both an academic and practitioner for almost 40 years. He received his Ph.D. in Quantitative Methods and Marketing from Syracuse University, and taught at Temple University in Philadelphia. At Temple he formed the Institute for Food Nutrition and Health and consulted for many of America's largest food companies including Campbell Soup Company, Frito Lay and Kellogg. He then moved to Saint Joseph's University's Department of Food Marketing to accept the first endowed chair in food marketing in the USA.

At Saint Joseph's University Dr. Stanton served two terms of chairman of the department and also directed a research center focusing on food and health. At SJU he became the founding editor of the Journal of Food Products Marketing and for about 20 years produced issues devoted to the food industry.

Dr. Stanton has also worked as a food marketing practitioner. He held the position of Vice President of Marketing of an international coffee company, worked in Germany

for Tengelmann, owner of retail stores throughout Europe, and worked in advertising as director of research of a US advertising agency.

Dr. Stanton has spoken at many major US and international food association meetings and conferences including the International Mass Retailers Association, National Retail Federation, National Grocers Association (NGA), Food Marketing Institute (FMI), Institutional Food Distributors Association, Institute of Food Technologists (IFT), National American Wholesale Grocers Association (now FDI), Snack Food Association, National Frozen Pizza Institute, Private Label Manufacturers Association (PLMA), Produce Marketing Association, National Pasta Association, National Confectioners Association and many others. Internationally he has spoken to food associations in Russia, Germany, France, Argentina, Denmark, Uruguay, Taiwan, Japan, Italy, Singapore, Sri Lanka, Brazil, Italy, Poland, Thailand , Norway, Chile, Sweden, Colombia, Costa Rica, New Zealand, Finland, Mexico, Ireland, Czech Republic and Estonia.

Dr. Stanton has served as an expert and expert witness to many food and beverage companies including Whole Foods, Target, Coca Cola, Ahold, Supervalu, Boars Head, Safeway and many others. Dr. Stanton is also on the Board of Directors for Herr Foods, Premio Foods, David Michael Flavors and the Original Philadelphia Cheesesteak Company.

Dr. Stanton has been regularly quoted in the news media including CNN, the Today Show and NBC Nightly News and has been quoted in *Forbes*, *Fortune*, *Advertising Age*, *Brand Week*, *New York Times*, *Wall Street Journal*, and many others. He hosted an episode of the History Channel's Modern Marvels entitled, "The History of the Supermarket."

His work resulted also in numerous articles being published in nutrition and health journals including a seminal article in the Journal SCIENCE on sodium and blood pressure as well as articles in the Journal of the American College of Nutrition, Clinical Nutrition, Journal of Chronic Disease, Nutrition Today, Journal of Nutrition Education, Journal of Dietetic Software, Annals of Internal Medicine, American Journal of Clinical Nutrition, and the American Journal of Pharmacy. His work has been presented at conferences and proceedings of numerous health and nutrition groups such as Federated Americans Societies of Experimental Biology, American Academy of Pediatrics, American Public Health Association, Health Communicators' Conference, American Federation of Clinical Research, American Academy of Family Physicians, American Society of Nephrology, Southern Medical Association, Society for Nutrition, and the Institute of Nutrition.

Dr. Stanton was also among the first to author articles on health and nutrition advertising claims with articles in the Journal of Advertising Research as early as 1987. As director of the Institute for research in Food Nutrition and Health at both Temple University and Saint Joseph's University he received grants to study the impact of artificial fat, sodium, and other nutrients on various conditions and diseases producing documents such as „The Nutritional Impact of Sucrose Polyester,” Proceedings Medlantic Research Foundation, and numerous confidential studies for food and nutrition companies. He was recognized for his work by Philadelphia Magazine as one of the top people to watch and he is currently working on research related to Vitamin D intake and

mushroom consumption and he is examining the impact of front of package nutrition labeling in the USA and the EU.

Let me conclude on a personal note. Professor John L. Stanton is one of those persons who understood from the very beginning the words of Philip Kotler: „Marketing takes day to learn. Unfortunately it takes a lifetime to master”. On the other hand, Dr. Stanton confirms the fairness of what Michelle Obama (the distinguished wife of the 44th President of the United States of America, Barack Obama – www.afterquotes.com/great/people) recently said: „It's not enough just to limit ads for foods that aren't healthy. It's also going to be critical to increase marketing for foods that are healthy”.

Professor Theodor Valentin PURCĂREA, PhD
First Vice President of the Executive Board of SSMAR,
Vice President of Scientific Council of SSMAR