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Dr. Kapil Jain is a Senior Lecturer in Marketing and a Fellow in the Center for Customer Insight at the McCombs School of Business. He teaches graduate courses in Marketing Management, and New Product Design and Marketing. He is also very involved in executive education. He is a primary marketing teacher in the Executive MBA program and has developed extensive marketing strategy and marketing communication courses for Motorola, Texas Instruments and LG Electronics.

Dr. Jain's research and teaching interests are focused on the areas of marketing research, new product design, and consumer information processing. His research has been presented at various national and international forums including conferences of the European Marketing Academy, the Association of Consumer Research, the Society for Consumer Psychology, and The Institute of Marketing Science. He has also presented his research at the Hong Kong Institute of Science and Technology and the Jannalal Bajaj Institute of Management Studies in India.

Dr. Jain is also the founder and owner of Marketing Intelligence, LLC, a Tucson-based firm engaged in marketing research and strategy consulting. His recent consultancies include Global Atmospherics, Schott Donnelly, Raytheon, City of Tucson, and the City of Phoenix.

Kapil Jain has degrees in Mechanical Engineering and Marketing from India, along with an M.Phil. and Ph.D. in Marketing from Columbia University. Dr. Jain has previously taught at the Eller College of Business at the University of Arizona, the Thunderbird Graduate School of International Management, the University of Rhode Island, and the University of Florida.