Jeff Danes is Professor of Marketing with a long history of innovation in marketing; his specialty is new product development. Danes’ current development efforts are focused on integrating text analysis with quantitative decision tools. Danes’ is co-developer of Dialogr: An Internet tool for discussion, deliberation, and decision; focus groups; virtual brainstorming sessions, [http://www.dialogr.com](http://www.dialogr.com).

Jeff’s early work is presented in Mathematical Models of Attitude Change (with John E. Hunter and Stanley Cohen), Academic Press. His work in Bayesian conjoint analysis, published in the Journal of Marketing Research; it is one of the core algorithms for Bayesian conjoint analysis now commonly used in advanced new product-development software tools. Jeff teaches state-of-the-art tools and methods for new product development.


He is currently engaged in innovative packaging and plastics research with Dr. Keith Vorst, and involved with the Cal Poly Packaging Research Consortium. Jeff is also working on breakthrough research in branding, brand image measurement, and brand relationships with Dr. Jeffrey S. Hess.

Jeff also has a strong interest in entrepreneurial activities.