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Cleopatra is a Professor of Brand Management in the Adam Smith Business School (University of Glasgow), in the UK and a visiting professor at the University of Bari (Italy) and Aix-Marseille University (France). Previously she was a lecturer in Marketing at Coventry University (Business School), while before then she was living in Greece, working as a consultant, researcher, trainer and part-time lecturer in a number of private and public institutions, including the Athens University of Economics and Business and various British and American Universities franchised in Greece. She holds an MBA and was awarded a Ph.D. from the Athens University of Economics and Business in Greece.

Her primary research interest is on Brand Management and Marketing Organisation, focusing mostly in the Brand Management structure and the brand support in general. She has also worked in Relationship Marketing and Marketing Communications. Cleopatra has published over 30 articles in these areas and her papers have appeared in various Academic Journals, including the International Journal of Advertising, the Journal of Business and Industrial Marketing, the European Journal of Marketing, the Journal of Business Research, the Journal of Industrial Marketing Management, the Journal of Marketing Management the Journal of Product and Brand Management and the Journal of Services Marketing. She has been awarded the Highly Commended Award for her paper published in the European Journal of Marketing in 2005 and she has been a co-investigator of a ESRC grant (2009-2011) on Brand Equity.

Cleopatra is also one of the two Editors in Chief of the Journal of Product and Brand Management and on the editorial board of the European Journal of Marketing, the Journal of Brand Management, the Journal of Financial Services Marketing and the Global Business and Economic Review, while she has guest edited issues of the Journal of Business Research, the Journal of Brand Management and the European Journal of Marketing. She has been very active in conference organization, either as a member of the academic committee or as the Chair of conferences.

She is teaching primarily Brand Management, Marketing Communications, Marketing Management, and Management Research Methods at all levels.

