

**Keith Story** is a native Memphian and graduated from the University of Tennessee, Knoxville with a B.S. in Industrial Engineering in 1994. He worked for Andersen Consulting (now Accenture) providing lean manufacturing and supply chain consulting for manufacturing companies. He received an MBA from the Johnson School of Management at Cornell University in 1999 with a focus on supply chain management and marketing. During his post-MBA career he has had roles in brand management, product management, and inventory management for leading companies such as Procter and Gamble, Alcoa, Johnson and Johnson, and Accredo Health Group.

Keith is currently a second-year marketing PhD student at the Fogleman College of Business and Economics. His research interests are the impact of supply chain capability on marketing strategy and consumer behavior.