



Mark Peterson

Dr. Mark Peterson is Professor of Marketing and Sustainable Business Practices at the University of Wyoming where he teaches marketing classes across all levels (undergrad, MBA and PhD). He received his Ph.D. in marketing from Georgia Tech in 1994 and joined the University of Wyoming faculty in Fall 2007 where he has become one of the College of Business' leading researchers. Among Mark's 60 refereed journal publications are two that put citizens in the role of making trade-offs in choice situations related to energy policy (*Energy Policy* 2018), as well as budgeting for the state of Wyoming (*Journal of Public Policy & Marketing* 2020). He is the author of *Sustainable Marketing: A Holistic Approach* published in 2021 by SAGE Publications. He is a thought leader for how firms can integrate environmental and social concerns into their business decisions. Mark has lived and worked more than seven years overseas in Germany, South Korea, Turkey, France and Canada. In the marketing research industry, he has served as a consultant on field-research projects for a variety of clients ranging from Fortune 500 companies to start-ups.