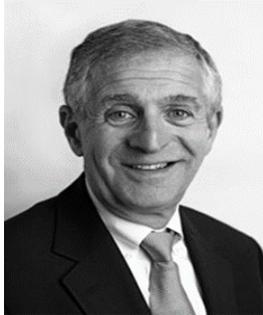


## Beaumont Physician Leadership Academy



### Healthcare Marketing Eric Berkowitz, Ph.D.

Eric Berkowitz is professor emeritus of marketing, School of Management at the University of Massachusetts at Amherst, where he served as for 12 years as associate dean of professional programs for the Isenberg School of Management. He was responsible for both the full time and part-time MBA programs. He also served for 11 years as head of the Marketing Department. Before joining the faculty at Massachusetts, Berkowitz was on the faculty of the University of Minnesota in the School of Management and the Center for Health Services Research. Berkowitz now serves as a professor of marketing, responsible for development of e-Learning courses and programs at Babson Global, a division of Babson College in Wellesley, Mass. Berkowitz received his PhD from Ohio State University.

Berkowitz has published extensively in both marketing and health care. He is an author or co-author of six books, including *Essentials of Health Care Marketing* (2011, third edition); *Marketing* (2006, eighth edition); *Marketing in Canada* (Richard D. Irwin, fifth edition); *Health Care Market Strategy: From planning to action* (2013, fourth edition); *Strategic Planning in Health Care Management: Marketing and finance perspectives* (1981) and *Health Care Market Research* (1997).

Berkowitz is a past editor of the *Journal of Health Care Marketing*. He also served as chairman of the Alliance for Health Care Strategy and Marketing. In 1985, Berkowitz was named an honorary member of the American College of Physician Executives. In 1988, he received the Frank J. Weaver Leadership Award from the Alliance for Healthcare Strategy and Marketing for his contributions to the advancement of health care marketing. He was on the board of Cooley Dickinson Hospital in Northampton Hospital for 15 years, serving for three years as board chair, and now serves on the board of Reliant Medical Group, a multispecialty group practice in Massachusetts.