
Contributors

Stefano Betti is a Senior Consultant in policy and legal advisory services on transnational crime and terrorism. He is currently an advisor to the Security Council's Counter Terrorism Executive Directorate, the United Nations Interregional Crime and Justice Research Institute (UNICRI) and the International Chamber of Commerce. Previously, he led INTERPOL's legal program on illicit trade and worked as a Criminal Justice Expert at the UN Office on Drugs and Crime, in charge of assisting developing countries to implement criminal justice treaties. He holds a Masters in European Studies from the London School of Economics, a diploma in International Nuclear Law from the University of Montpellier and a Law Degree from the University of Milan.

Ludovica Cesareo is a Post-doctoral Research Fellow in Marketing at the Wharton School, University of Pennsylvania, USA. She obtained her PhD in Business Management, Marketing track, from Sapienza, University of Rome, Italy. Her main stream of research explores the emotional and cognitive implications of consumer purchases in morally dubious situations, mainly in relation to counterfeit and pirated goods. She has published on the phenomenon from both the consumers' and legitimate firms' viewpoint in international journals and books. She is also researching ethical consumerism and emotions in consumer behavior.

Peggy E. Chaudhry is an Associate Professor of International Business at the Villanova School of Business, Villanova, Pennsylvania, USA. She has a PhD in International Business from the University of Wisconsin at Madison. Her viewpoint on illicit trade has been published in *Advertising Age* and *The Wall Street Journal*. She served on an expert panel review for the Economist Intelligence Unit (EIU) for the creation of *The Illicit Trade Environment Index* in 2016. Her academic publications include articles in such journals as *Business Horizons*, the *Columbia Journal of World Business*, the *Journal of International Marketing* and the *Virginia Journal of International Law*. She has published two books: *The Economics of Counterfeit Trade: Governments, Consumers, Pirates and Intellectual Property Rights* (2009) and *Protecting Your Intellectual Property Rights* (2013).

Akino Chikada is the Senior Brand Protection Product Marketing Manager for MarkMonitor Brand Protection & AntiFraud solutions. She started her career in public relations and marketing in London and has worked in Europe, Asia and the United States. She has led and served roles in global marketing strategies, product marketing, events management, public relations, corporate communications and regional marketing. Akino holds a Bachelor of Arts from the University College of London, a Master of Science from the London School of Economics, and has trilingual fluency in English, Italian and Japanese.

Dennis Collopy has a four-decade career in the music industry. In addition, he has spent the past 15 years in academia, teaching in various UK universities focusing on business management, copyright and related intellectual property rights (IPR) issues. Since 2008 his research has encompassed a three-year study on young consumer attitudes and

behaviors as well as research projects for the UK's Intellectual Property Office (IPO) on measuring IPR infringement that included a new methodology for measuring design right infringement. His most recent work for the IPO has covered the economic impact of social media on IPR infringement with a focus on counterfeit goods.

Ross S. Delston is a Washington, DC-based attorney, Certified Anti-Money Laundering Specialist (CAMS) and former Federal Deposit Insurance Corporation (FDIC) Assistant General Counsel with over 40 years of experience in the financial services sector. He has specialized in anti-money laundering (AML) and countering the financing of terrorism (CFT) matters since 2000. Representative engagements in the AML/CFT field include participating in two monitorships involving international financial firms; revising the trade finance procedures of a major foreign bank; conducting independent AML audits of financial institutions; and acting as an expert witness in numerous civil cases. He has also been a consultant to the International Monetary Fund (IMF) and World Bank on AML/CFT and banking issues since 1998. Mr Delston is also an Adjunct Professor of Law, Senior Fellow of the Financial Integrity Institute and member of the Professional Advisory Committee, Case Western Reserve University School of Law, Executive MA Program in Financial Integrity. Previously, he was Consulting Counsel, International Monetary Fund; Of Counsel, Jones Day; and Counsel, U.S. Export-Import Bank. He is the co-author of "Strengthening our security: A new international standard on trade-based money laundering is needed now" (2012), *Case Western Reserve Journal of International Law*, 44(3), 737-746.

William Dobson is Deputy Director of the International Chamber of Commerce's (ICC's) Business Action to Stop Counterfeiting and Piracy (BASCAP) initiative. He has been involved in the fight against counterfeiting and piracy for more than 15 years, starting with his work with Procter & Gamble (P&G) as Vice President of External Relations – China and Asia. He was a founder and Vice Chair of the Quality Brands Protection Committee (QBPC), a coalition of multinational companies operating in China concerned about counterfeiting and piracy. Later, Bill helped form, and Chaired, the Global Business Leaders Alliance Against Counterfeiting (GBLAAC), and then became Executive Director of GBLAAC when he retired from P&G in 2002 as Vice President of Global External Relations after almost 30 years with the company. He joined ICC/BASCAP when they merged with GBLAAC in 2007. He is on the Steering Group of the Global Congress on Combating Counterfeiting and Piracy, a public-private partnership with the World Intellectual Property Organization (WIPO), World Customs Organization (WCO), INTERPOL and the International Trademark Association (INTA), whose purpose is to facilitate a discussion of practical solutions based on collaboration and cooperation. He serves on the Advisory Board of INTERPOL's International IP Crime Investigators College (IIPCIC), and represents BASCAP as a member of the European Observatory on Infringements of Intellectual Property Rights, serving on Observatory Working Groups dealing with awareness, research and enforcement. He has served on the Expert Advisory Committee to the Organisation for Economic Co-operation and Development (OECD) and has been a Subject Expert on Counterfeiting and Piracy for the World Economic Forum.

Davide Follador is an experienced intellectual property (IP) legal advisor currently working for the IP Key Action of the European Commission and the European

Intellectual Property Office in Beijing, China (www.ipkey.org). He is focusing on IP policy dialogue and technical cooperation between the EU and China, particularly IP enforcement practices and legal reforms impacting on EU–China trade. He served as a Police Commissioned Officer in Italy, and subsequently obtained a Master’s in Law. Davide Follador has practiced IP law at leading European and Chinese law firms for more than ten years. He is a qualified European Trademark and Design Attorney, admitted to the Milan bar and a pre-selected IP expert of the EU Observatory on Infringement of IPRs. Executive coach on IP protection for the EU–CHINA/ASEAN IPR SME Helpdesk in several training and workshops for EU companies in the region, Davide’s professional and personal background cover Europe, China and Southeast Asia, and he is author of a great number of articles and reports on IP Rights protection and policy in the region. As well as a Lecturer at the IP Summer Institute of Beijing University and Istituto Marangoni Fashion School in Shanghai, Davide is a competent speaker and meeting moderator on IP law with extensive networks in academia, governments and the private sector.

Anil Gupta is Vice President of Marketing at MarkMonitor and is a seasoned executive who brings over 25 years of experience having led several marketing organizations from the ground up. He has demonstrated success across multiple enterprise software companies and consulting assignments. His previous positions include interim roles as Chief Marketing Officer (CMO), Head of Product Marketing and Head of Demand Generation. Prior to MarkMonitor, Anil was also involved in the IPO of two companies, Broadbase Software and Evolve Software, as their CMO and Vice President of Strategy. Anil holds an MBA in High-Technology Marketing from Santa Clara University and a BS in Engineering from Birla Institute of Technology and Science, Pilani, India.

Rodney Kinghorn serves as an Outreach Specialist for the Michigan State University (MSU) Center for Anti-Counterfeiting and Product Protection (A-CAPP), USA. He retired in June 2012 as General Director of Global Security at General Motors (GM) where he was responsible for GM’s Global Security Operations. Rod graduated from Michigan State University School of Criminal Justice in 1974 with a Bachelor of Science degree.

Ian Lancaster is an Associate of Reconnaissance International, a Consultant and a Small Business Adviser. He was co-founder and Managing Director of Reconnaissance International, the leading source of information on strategies and technologies to combat counterfeits. He was founder-editor of *Authentication News*® and ran the *Product Authentication and Security Summit* and the *Global Forum on Pharmaceutical AntiCounterfeiting*. He has worked on anti-counterfeiting projects with the European Federation of Pharmaceutical Industries and Associations (EFPIA), the World Health Organization (WHO), the U.S. Food and Drug Agency (FDA), brand owners and authentication suppliers. He contributed to ISO’s authentication and security foil production management standards, and is a member of the Committee of Experts of the Chinese Society for Secure ID Documents, receiving its Lifetime Achievement Award for his work on international co-operation to combat counterfeits.

Alberto Pastore is a Full Professor of Business Management at the Sapienza University of Rome, Italy, where he teaches Strategic Management and Marketing. He currently

serves as President of the Italian Management Society (SIMA), the Scientific Society of the Italian Professors of Management. He is the Director of the Master in Marketing Management, and has previously served as the Director of the Management Department and Director of the PhD in Management at the Sapienza University of Rome. He is the author of eight books and more than 100 scientific publications in the field of Management and Marketing. He is also an advisor on business management for leading firms and organizations.

Elfriede Penz is Associate Professor at WU Vienna in Austria (Doctorate in Psychology, EurPhD on Social Representation and Communications, MAS Cultural Management). Her research is on international marketing and consumer behavior; in particular it includes studies on sustainable consumption, counterfeits and online consumer behavior. She has published in refereed international journals such as the *Journal of Economic Psychology*, *Psychology and Marketing*, *International Marketing Review*, *European Journal of Marketing* and *Management International Review* and presented papers at international conferences (*EMAC*, *ACR*, and *SCP*). She has received several best paper awards and has been engaged in international teaching and research collaborations.

Gloria Maria Dominguez Rodriguez is an international lawyer originally from Puebla, Mexico. She received her Law Degree from the Monterrey Institute of Technology (ITESM) and Master's Degree in International Business Law from the Central European University in Budapest, Hungary. She has also studied at the University of British Columbia, the Washington Center and the University of International Business and Economics in Beijing, China. In 2013 she joined the Mexican Tax Administration Service and has participated in Working Groups and Committees from the World Customs Organization (WCO), Organisation for Economic Co-operation and Development (OECD), Asia-Pacific Economic Cooperation (APEC) and the Pacific Alliance. In 2016 she became Administrator of Certification and International Affairs in charge of actively participating in and coordinating negotiations of Free Trade Agreements, Customs Agreements and Arrangements on Authorized Economic Operators (AEO). Since 2014 she has coordinated international events carried out by the General Administration for Foreign Trade Audit. She also supervises communication with customs authorities around the world and carries out requests for information to verify and determine the degree of compliance with customs regulations.

Mahmut (Maho) Sonmez is a scholar and educator in Management Science and Statistics at the University of Texas at San Antonio, USA. He earned a PhD Degree in Management Science (Decision Science) at the Manchester Business School, the University of Manchester, UK. His research focuses on strategic decision issues against uncertainties, including intellectual property (IP) violations and strategies against them, with a particular focus on comparative studies of developed and emerging countries, and their firms. He has published over 20 peer-reviewed journal papers.

Barbara Stöttinger is Dean of the WU Executive Academy, Vienna, Austria, a leading executive education provider in the heart of Europe, and Associate Professor at the Institute of International Marketing Management. Prior to joining WU Vienna, she gained industry experience in consumer electronics and consulting. She has extensive experience as a lecturer and executive educator in (International) Marketing in North

America, Europe and Asia for which she received several teaching awards. Her research focuses on international marketing issues (e.g., exporting, consumer behavior) and is published in leading journals in the field. She is co-author of a textbook in Global Marketing Management.

Hasshi Sudler is the CEO of Internet Think Tank, a technology and management consulting firm. He holds over 25 years of technology management and consulting experience at Fortune 500 companies spanning the U.S., Europe and Asia. He publishes research on distance learning, online piracy and communication theory. In 2003 he was awarded best paper by the International Applied Business Research Association for distance learning research, and is the founder of the Sudler Asia Research Program, promoting research on Asian markets. He holds a Bachelor's Degree in Electrical Engineering from Villanova University and a MBA from the Massachusetts Institute of Technology.

Brandon A. Sullivan is an Assistant Professor at the Michigan State University (MSU) Center for Anti-Counterfeiting and Product Protection (A-CAPP), USA. He is the Principal Investigator of the Product Counterfeiting Database (PCD) and co-Principal Investigator of the U.S. Extremist Crime Database (ECDB) Financial Crimes project. He serves as a Research Affiliate of the Research Foundation of the City University of New York, the National Consortium for the Study of Terrorism and Responses to Terrorism (START), the National White-Collar Crime Research Consortium, and the MSU College of Law. His research focuses primarily on emerging areas of crime and justice, particularly those involving transnational criminal enterprises and networks, including fraud, product counterfeiting, extremist financial crime, and environmental/conservation crime.

Michael Tanji is a cybersecurity and intelligence professional who started his career in military intelligence and left federal service as a division chief at the Defense Intelligence Agency. Trained in both signals and human intelligence disciplines, he has worked on issues as diverse as communications intelligence, network security, digital media exploitation, cyber threat intelligence, indications and warning, and information warfare. He has worked on cybersecurity and intelligence projects for the National Intelligence Council, National Security Council and NATO, as well as the U.S. financial sector. Michael co-founded, led or played a significant role in five cybersecurity start-ups.

Stephen C. Walls works towards innovative policy solutions that enable new technologies to modernize services in regulated industries. Before his current work in energy, Stephen worked in global government relations and capital markets for a Fortune 500 company. He earned a JD with honors from the George Washington University Law School in Washington, DC, and undergraduate degrees in Economics and International Relations from the University of Delaware. He is the co-author of "Strengthening our security: A new international standard on trade-based money laundering is needed now" (2012), *Case Western Reserve Journal of International Law*, 44(3), 737–746.

Patti Williams is the Ira A. Lipman Associate Professor of Marketing at the Wharton School, University of Pennsylvania, USA. She received a BA from Stanford University and an MBA and PhD from the Anderson School at the University of California, Los Angeles (UCLA). Prior to joining Wharton, she was a faculty member at New York University's (NYU's) Stern School of Business. Patti's research focuses on emotions in

consumer behavior and has been published in the *Journal of Consumer Research*, *Journal of Marketing Research* and the *Journal of Consumer Psychology*.

Jeremy M. Wilson is a Professor in the School of Criminal Justice at Michigan State University, USA, where he founded and directs the Center for Anti-Counterfeiting and Product Protection (A-CAPP) and the Program on Police Consolidation and Shared Services. His research and commentary have been featured in Congressional testimony, books, professional journals, trade publications, and various forms of national and international media. His research on product counterfeiting integrates and draws from his broader interests in the areas of law enforcement, violence prevention and internal security.

Deli Yang is Burr-Clark Professor of International Business at Trinity University, Texas, USA and a Global Business and Intellectual Property Consultant. She earned a PhD Degree in Management Science (International IP Management) at the Manchester Business School, the University of Manchester, UK. Her research focuses on international business strategies against cross-cultural conflicts, and uncertainties of patents and brands, including counterfeiting. She is the sole author of three scholarly books, including *Understanding and Profiting from Intellectual Property: Strategies across Borders* (2nd edition), has co-edited two books, and has published over 70 peer-reviewed journal papers. She is a former consultant for UN World IP Organization.

Alan S. Zimmerman is Professor of International Business at the City University of New York, USA. A two-time Fulbright scholar, he has conducted extensive research on counterfeit goods, is co-author of two books and has written many journal articles on the subject. He has worked for more than 30 years in international and domestic marketing and is the founder and President of three businesses. His business marketing textbook, written with Professor Jim Blythe from the UK, is now in its third edition. His academic research has appeared in *Business Horizons*, *Multinational Business Review*, *Science and Engineering Ethics*, *Journal of Asia Pacific Business*, *Journal of Business and Industrial Marketing* and the *Journal of Global Marketing*. Alan holds a Doctorate in International Business and Marketing from Pace University, an MBA from Duquesne University and a BS in Communications from Temple University.