

John M. McKeever
President
Gelb Consulting Group, Inc.

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Overview

John McKeever joined Gelb Consulting Group in 1998 to lead the marketing consulting practice. He developed strategic marketing processes in brand management, experience mapping, go-to-market, and strategic marketing planning for the firm; and oversaw business development initiatives to elevate Gelb into the national arena. As President, Mr. McKeever provides thought and engagement leadership to Gelb Consulting Group's project teams including brand strategy development, experience management, and marketing strategy. He is also responsible for organizing the firm's business development activities and managing key accounts.

Mr. McKeever is also an adjunct professor of marketing at the University of Houston, C. T. Bauer College of Business, having served there since 2002. He also serves on the board of The Immunization Partnership, dedicated to eradicating vaccine-preventable disease.

He is a frequent featured speaker on marketing strategy, experience mapping and brand equity research and has published numerous articles on these topics in marketing management and healthcare publications.

Career Highlights

- Directed key strategic client engagements with clients as such Baker Petrolite, Barnes-Jewish Hospital, Bristow Group, M. D. Anderson Cancer Center, Texas Children's Hospital, University of Michigan Health System
- Led firm to receive AMA Crystal Awards for the past five consecutive years
- Oversaw business development program that resulted in four-fold revenue growth since 1998
- Launched Gulf Research, the largest syndicated marketing research company in the oil & gas industry

Current Positions

Gelb Consulting Group, Inc., Houston, TX
President
2009 to present

Senior Vice President
1998 to 2008

University of Houston, Houston, TX
Adjunct Professor of Marketing, MBA program, C.T. Bauer College of Business
2002 to present

Other Professional Experience

Prudential Healthcare, Houston, TX
1996 to 1998

FHP, Inc., Albuquerque, NM/Houston, TX
1990 to 1996

Education

- Master of Business Administration, General Management, University of Houston, 1998
- Graduate Certificate in Conflict Resolution, A.A. White Dispute Resolution Center, 1998
- Bachelor of Business Administration, General Management, University of New Mexico, 1994

Affiliations

- Board Secretary, The Immunization Partnership (2008-present)
- Advisory Board Member, Women's Global Leadership Forum in Energy and Technology (2009)
- Member, Society for Petroleum Engineers
- Member, Society for Healthcare Strategy and Market Development
- Member, Forum for Healthcare Strategists

Recent Publications and Presentations

- 2009**
- “Doing More with Less: Marketing All Star Panel,” Marketing in the Oilfield Conference, August 2009
 - “Understanding Customer Needs,” Society for Petroleum Engineers, May 2009
 - Step-by-Step: Building a Regional, National and Global Physician Community,” NADCO/PAN, May 2009
 - “Service as a Differentiator,” with University of Michigan, Forum for Healthcare Strategists, Las Vegas, NV
 - Judge for Technology Transfer Challenge, Texas A&M University, March 2009
 - “Commercialization in a Tough Market,” Energy Hot Topics Conference, March 2009
- 2008**
- “Constructing a Better Brand,” Published by American Marketing Association, Marketing Health Services, Winter 2008
 - “Experience Mapping: Fuel for Your Marketing Organization,” Missouri Hospital Association Annual Conference, November 2008
 - “Dashboards Done Right,” with M. D. Anderson Cancer Center, Forum for Healthcare Strategists, February 2008
 - “Building Trusted Brands,” Washington University Marketing Council,
- 2007**
- “Getting the Most from Healthcare Website User Feedback,” Marketing Health Services, with Dorothea Bonds, Duke University Health System
 - “Amplifying the Voice of the Referring Physician,” Marketing Health Services, with Lyle Green, M. D. Anderson Cancer Center, Los Angeles, CA and Phoenix, AZ
 - American Marketing Association – Houston, Brand Research panel moderator, Spring 2007
 - “Brand Strategy Needs More Left Brain Thinking,” MarketSmart, published by Business Marketing Association, January 2007
- 2006**
- Best Practices in Product Innovation, Texas A&M University
 - Conference Proceedings: World Oil Integrated Marketing Plans for Global Execution, “Accelerating the Adoption of New Technology” August 2006
 - “Walking a Mile in their Shoes: Customer Experience Mapping,” Marketing Management, with Gabriel Gelb, July-August 2006
 - “Building Trusted Brands,” a white paper outlining a brand philosophy and the intrinsic links between brand research and strategy, published by Gelb Consulting Group
 - “Experience Mapping: Creating Advocates out of Patients and Physicians,” Society for Healthcare Strategy and Market Development, Spectrum, July-August 2006
 - “Experience Mapping for High Impact Marketing Programs,” Forum for Healthcare Marketing Strategists, Las Vegas, NV
 - Conference Proceedings: World Oil Marketing in the Oilfield Conference, “Brand Strategy for Acquisitive Companies,” Houston, TX
- 2005**
- Roundtable Leader, Patient Experience Management, Society for Healthcare Strategy and Market Development, Chicago, IL
 - Houston AMA Healthcare SIG, “Understanding the Patient Experience,” Houston, TX
 - Conference Proceedings: World Oil Marketing in the Oilfield Conference, “High Performance Sales in the Oilfield,” Houston, TX
- 2004**
- “Mapping the Patient Experience,” Marketing Health Services, Published by American Marketing Association, Winter 2004
 - “What’s Your Brand Worth? An Exploration of Brand Equity Research Techniques,” Business Marketing Association, Houston, TX
 - Conference Proceedings: World Oil Marketing in the Oilfield Conference, “Oilfield Service Brand Equity,” Houston, TX
 - “Casing While Drilling Technology Survey,” World Oil Casing while Drilling Technical Conference, Houston, TX
- 2003**
- “Using Customer Input for Internet Strategy Development,” American Marketing Association, Albuquerque Chapter
 - “Benchmarking Survey of Casing While Drilling Technology Suppliers.” Published by Gelb Consulting Group, August 2003
 - “Third Annual Survey of U.S. Institutions Serving International Patients.” Published by Gelb Consulting Group, March 2003
 - “Results from Marketing Benchmarking Survey,” World Oil Marketing in the Oilfield Conference
 - “Market Research’s Role in Marketing Strategy,” C.T. Bauer College of Business, University of Houston
 - “Going Online: The New Frontier in B2B Market Research.” Published by Business Marketing Association, January 2003
- 2002**
- “Building Patient-Centric Technology: Mymanderson.org,” International Institute of Research, San Francisco, CA
 - “Pros and Cons of Online Surveys,” Rice University
 - “Customer Loyalty and Retention,” University of Texas at Austin
 - “Introduction to Market Research,” American Marketing Association/University of Texas at Austin
 - “Trends in Healthcare Market Research,” Premier Patient Care Summit, Houston, Texas
 - “Market Research Input into Marketing Strategy,” Marketing Masters Association, Texas A&M University
 - “Introduction to Market Research for Healthcare,” Texas Women’s University
- 2001**
- “Product Innovation,” American Marketing Association/University of Texas at Austin
 - “Customer Relationship Management,” University of Texas at Austin
 - “Careers in Marketing Consulting,” University of Houston – Clear Lake
 - “Introduction to Market Research for Healthcare,” Texas Women’s University