



John Hogan

Strategic Pricing Expert

TOPIC: Marketing and Sales

SUBTOPICS: Business Strategy

BIOGRAPHY

Pricing strategy is not simply about raising prices! It's about building a foundation for profitable growth. John Hogan, co-author of *The Strategy and Tactics of Pricing 4th ed.*, is a recognized thought leader on the topic of strategic pricing and building pricing capabilities within the firm. As a partner at Monitor Group and leader in the strategic pricing practice, John has worked with clients to develop more effective pricing strategies in technology, software, distribution, manufacturing, financial and professional services, and pharmaceutical sectors.

In addition to his client service responsibilities, John is responsible for managing the development of solutions to emerging pricing challenges. This effort has led to several pricing innovations such as using decision and risk analysis techniques to develop pricing strategies and a comprehensive approach to help organizations measure, diagnose and systematically build sustainable pricing capabilities. These efforts are driving the development agenda for the next generation of pricing frameworks and tools to help firms elevate pricing from a tactical function to a strategic lever to drive profitable growth.

John promotes his pricing strategy ideas in a variety of speaking settings, including major conferences, workshops and smaller executive briefing sessions. John is on the editorial board of the *Journal of Service Research*, where he recently won an award for the best article on service marketing.

Prior to joining Monitor, John worked as a Vice President at Strategic Pricing Group and as a Marketing Professor at Boston College where he conducted award-winning research into the valuation and pricing of marketing assets. He began his career as a corporate pricing manager at General Motors headquarters in Detroit. He grew up amidst the cornfields of Indiana, received his B.S. from Auburn University in Electrical Engineering, his M.B.A. from Indiana University, and Ph.D. from the University of North Carolina.