

Barry Allan Sabol, Ph.D.

Customer Sentiment Analyst
Swagelok Company, Solon, OH

Professional Experience

Swagelok – Customer Sentiment Analyst	2017 - Present
Strategic Consumer Research, Inc., President	1982 – 2016
Fox and Associates, Inc., Research Director	1978 – 1982
Psychological Research Services, Research Specialist	1975 – 1978

Professional Organizations/Activities

1995 – Present	Member of the Thiel College Board of Trustees, Greenville, Pennsylvania Vice Chairman 2001-2002
1979 – Present	Member of the American Marketing Association Cleveland Chapter President in 1989-1990
1983 – 1990	Board Officer for the Cuyahoga County Drug Abuse Services Chairman in 1990
1991 – 2000	Board Officer for The Cleveland Treatment Center, a Cleveland area heroin-addiction treatment center

Publications

Sirdeshmukh, Deepak, Singh, Jagdip and Sabol, Barry (2002), “Consumer Trust, Value and Loyalty in Relational Service Exchanges” *Journal of Marketing*, 66 (January): 15-37. (Also published by the Marketing Science Institute as working paper and Report No: 01-116 for distribution worldwide to managers, researchers and companies affiliated with the MSI.)

Wilcott, R.C., Sabol, B.A. and Yurchesen, R.P., “Frontal Cortex and Response Suppression in the Rat” *Brain, Behavior and Evolution*, 1976, 13, 116-124.

Wilcott, R.C. & Sabol, B.A., “Response Suppression Produced by Electrical Stimulation in the Neocortex of the Cat” *Neuropsychologia*, May 1976.

Teaching Experience

Guest Lecturer – MBA Marketing Research	1996 – 2001
Weatherhead School of Management Case Western Reserve University, Cleveland, Ohio	

Academic History

Ph.D. Quantitative Design and Research Analysis	1979
Case Western Reserve University, Cleveland, Ohio	
Masters, Psychology	1976
Case Western Reserve University, Cleveland, Ohio	
Bachelors, Psychology	1974
Thiel College, Greenville, Pennsylvania	