



The PhD Project Hall of Fame

2017 Honoree

Thaddeus H. Spratlen

Professor Emeritus of Marketing

University of Washington

Dr. Thaddeus Spratlen has been involved with The PhD Project since its inception. He has been available as an invaluable resource for doctoral students, young faculty and tenured faculty across the US, as the model of a person willing to provide guidance and mentorship. He was one of the first, if not first, Ph.D., in Marketing and Professor at a major academic institution. Long before there was The PhD Project, he was the torch bearer for faculty of color in academia. When the PhD Marketing Doctoral Students Association was started, he was one of the first people we called to help lead the initiative. Living a life of giving to others and blazing the trail for academics, he is a true Hall of Famer for his contributions to research, teaching, service, and economic development of people.

Dr. Thaddeus H. Spratlen is the Emeritus Professor of Marketing at the University of Washington. He was the founding Faculty Director of the Business and Economic Development Center at the Foster School of Business at the University of Washington. He was the first African American professor hired at the Foster School of Business and the first to receive tenure. He was at the Foster School of Business from 1975 until his retirement in 2002. Prior to joining the UW faculty in 1972 he held regular appointments at Western Washington University (1961-69) and in the Graduate School of Management, UCLA (1969-72).

As one of the founding members of the Marketing Ethnic Faculty Association (MEFA) he served in a liaison role for conference program planning. In that role he helped doctoral students practice for entry into the academic marketplace. Examples included mock interviews in preparation for job talks, sessions on ways of “keeping it real” in navigating the doctoral program experience, as well as building collaborative relationships that have value for career development. On three occasions (in 1997, 1999 and 2009) he was the Honored Guest (keynote speaker) for the annual MDSA Conferences. He received awards from the MDSA for his “outstanding service, leadership and commitment to the field of marketing.”

Professor Spratlen was honored by the American Marketing Association Foundation in 2009 by having its Award for Excellence in Mentoring named after Jerome Williams, William Qualls and Thaddeus Spratlen. At the schools where he has been on the faculty (UCLA and Western Washington University, in addition to the University of Washington) he has made a difference in campus and community life with respect to building relationships and increasing support for faculty, staff and student diversity and inclusion. He has a publication list of over 80 articles, chapters in books and other edited papers, since starting his career in 1961.