

Brian Long Biography

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Brian G. Long, Ph.D, C.P.M., serves as Director of Supply Management research for the Seidman College of Business at Grand Valley State University. Dr. Long earned a B.S. and M.B.A. from Central Michigan University, and a Ph.D. in Marketing from Michigan State University. He is also a Certified Purchasing Manager.

For over 30 years, Dr. Long has edited a survey of local purchasing managers for both the Kalamazoo and Grand Rapids areas, which has proved to be a major indicator of current and future business conditions. This survey appears in many local newspapers and national business publications, including the Grand Rapids Press, MiBiz, and the Grand Rapids Business Journal. The survey is also a component of the Federal Reserve's bimonthly survey of business conditions.

From 1975 to 1985, Dr. Long served as Associate Professor of Marketing at Western Michigan University, where he taught market strategy, industrial marketing, and industrial purchasing. Dr. Long was a co-founder of the Marketing and Management Institute, a Kalamazoo-based seminar and consulting firm. Since 1977, he has conducted hundreds of seminars across the entire nation for such firms as Onan, Cardiac Pacemaker, Northwest Airlines, Siemens, Steelcase, Standard Oil, Parker-Hannifin, Upjohn, Philip Morris, General Foods, RJR Nabisco, and I.B.M. Over 25,000 people from over 480 of the "Fortune 500" have now attended his seminars.

Since 1976, Dr. Long has been an active member of the Institute for Supply Management, formerly known as the National Association of Purchasing Management. He served on the board of his local association for 10 years and was the District IV Professional Development Chair for 3 years. In 1994, he received the Homer Hauger Award, District IV's highest honor. For nearly four years, Dr. Long chaired the ISM Electronic Commerce Group, a special interest group within ISM dealing with purchasing on the internet and other forms of electronic commerce. Dr. Long has published dozens of articles relating to marketing, purchasing, and business cycles. He has also given numerous radio, newspaper, and TV interviews, primarily related to the monthly business survey he conducts. Dr. Long is also a frequent panelist for local economic forums and discussions.