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O'Guinn is a Professor
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Thomas C. O'Guinn is Professor of Marketing and Executive Director, Center for Brand and Product Management, University of Wisconsin-Madison. Prior to that, he was at the University of Illinois at Urbana-Champaign and served as a visiting scholar at UCLA, Duke, University of Utah, University of Innsbruck, and Dublin City University.

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Thomas was born on March 18, 1946 and passed away on Tuesday, December 31, 2019. He was a lifelong resident of Clio and graduated from Clio High School in 1964. He was a U.S. Army, Vietnam War ...

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