MIT Sloan’s Buck Weaver marketing award honors Magid Abraham, PhD ’88, SM ’82

Magid Abraham, PhD ’88, SM ’82, cofounder and CEO of comScore, Inc., was honored this year with the eighth annual Buck Weaver Award for Marketing.

Established by MIT Sloan in 2003 and sponsored by General Motors Corp., the award recognizes individuals who have made important contributions to the advancement of theory and practice in marketing science.

The Virginia-based comScore, which Abraham co-founded in 1999, is a leader in Internet commerce and behavior research. The company tracks and analyzes Internet usage and purchases to provide clients with insights that help to target ads and develop marketing campaigns.

Glen Urban, MIT Sloan Dean Emeritus and David Austin Professor in Management, and Andy Norton, director of General Motors North America Portfolio Planning, presented the Buck Weaver marketing award to Abraham during a two-day symposium at the MIT Faculty Club. Abraham’s presentation was titled, “Enabling Marketing Science Applications through Large Scale Behavioral Data Collection and Automated Analytics.”

“Magid represents the best of innovation in marketing science in corporate America,” said Urban. “His work on the use of UPC codes and browser panel research of Internet shopping and media behavior are major contributions to the field of operations research and market research in marketing. He has created real innovations that work in the marketplace and build new theory while improving the practice of marketing.”

Abraham was selected from a pool of the very best academics and business leaders who have made fundamental contributions to marketing science, Urban said.

Abraham has served as president, CEO, and as a director at comScore since its inception. In 1995, he founded Paragren Technologies, Inc., which specialized in delivering large-scale customer relationship marketing systems for strategic and target marketing. He served as CEO until 1999. Prior to founding Paragren, Abraham held a number of senior leadership positions at Information Resources, Inc., including vice chairman and president/COO.

Abraham is a three-time honoree of the American Marketing Association, honored with the 2009 Charles Coolidge Parlin Award, the 2000 William F. O’Dell Award, and the 1996 Paul Green Award. In addition to a PhD in Operations Research and an SM from MIT Sloan, he holds an engineering degree from the École Polytechnique in France.

Henry Grady “Buck” Weaver was a pioneer in marketing research and market-based decision making in the 1930s. Working for General Motors, he was the first known director of marketing research to pioneer formal consumer research on attitudes, opinions, styling preferences, and customer design feature priorities. His contributions to the field were noted by TIME Magazine in the 1930s and were later uncovered by GM general manager Vince Barabba, now retired. Barabba and Urban developed the concept for the annual award.