

DELAINE HAMPTON



Adjunct Professor and Executive in Residence
Email: delaine.hampton@rotman.utoronto.ca

Delaine Hampton is an Adjunct Professor and Executive in Residence at the Rotman School of Management.

Delaine has taught Market Research in the MBA program and coaches interns as part of the Flexible Internship Program. She is an instructor in several open enrollment or custom executive programmes including: NEAL and Public Sector Institute of Leadership. She is also a member of the Business Design Initiative Board. Delaine contributed a chapter to the 2012 book, FLUX What Marketing Managers Need to Navigate the New Environment, which is a collaboration among 15 members of Rotman's Marketing Faculty. And has recently collaborated on research for the Journal of Behavioral Public Administration on childcare policy.

She is a former Director, Consumer and Market Knowledge, Procter & Gamble Global. Her career with Procter & Gamble spanned 35 years and roles of increasing responsibility in Product Development, Marketing, Market Research, and Corporate Innovation for Consumer and Market Knowledge. As Director of Market Research Innovation, she led contributions to P&G's growth through creation and adoption of new business practices. These included models and decision support tools for managing product initiatives, developing category-level strategy and predicting future market directions. In 2006, Delaine was inducted as an inaugural member of the North Star Fellowship, P&G's lifetime mastery community for Consumer and Market Knowledge innovators.