

# John U. Farley, Wharton

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John Upman Farley, former director of Wharton's Lauder Institute and emeritus professor of marketing, died on April 30 from dementia. He was 82.

Born in Grove City, PA, Mr. Farley received his undergraduate degree in Russian civilization from Dartmouth before going on to attend Dartmouth's Tuck School of Business.

From 1990 to 1994, he served as the director of the Lauder Institute, and he was a professor of marketing at Wharton from 1991 until his early retirement in 1995, at which time he earned emeritus status.

Before coming to Penn, Mr. Farley had taught at the Tuck School of Business at Dartmouth and spent 20 years on the faculty of Columbia University. He served as the executive director of the Marketing Science Institute, an industry-supported research and think tank, from 1985 to 1987. In the late 1980s, he joined Greenwich Associates as a partner to deliver statistical research. In retirement, he received a courtesy appointment at the Tuck School, continuing his research on the study of firms in China and Russia.

Mr. Farley is survived by his partner, Catherine Cannan; his daughters, Marilyn and Pamela; and his grandchildren, Connor and Carly Drooff.

A celebration of his life will be held on Saturday, October 13, at the Andover Inn, Andover, Massachusetts. For more information on this event contact [member2486@aol.com](mailto:member2486@aol.com) (mailto:member2486@aol.com)