



CYPRESS TRUST COMPANY ANNOUNCES NEW BOARD MEMBER

PALM BEACH, FL (August, 2017)...Cypress Trust Company announced today that Vithala R. Rao has been named to its Board of Directors. “Professor Rao is the Deane Malott Professor of Management and Professor of Marketing and Quantitative Methods, Johnson Graduate School of Management, Cornell University, Ithaca, New York and holds master’s degrees in mathematical statistics from the University of Bombay and in sociology from the University of Michigan, and a Ph.D. in applied economics/marketing from the Wharton School of the University of Pennsylvania,” said Dr. Jayaram Chigurupati, Chairman of the Board & Chief Executive Officer. “He will be an excellent member of the Board which includes Biplab K. Das, C. Gerald Goldsmith, and Thomas E. Hassen.”

He has published over one hundred and thirty five papers on several topics including conjoint analysis and multidimensional scaling, pricing, bundle design, brand equity, market structure, corporate acquisition and linking branding strategies to financial performance. Current work includes competitive bundling, diffusion of attribute information for new products, and trade promotions. Papers by Professor Rao have appeared in the Journal of Marketing Research, Marketing Science, Management Science, Journal of Marketing, and Journal of Consumer Research, among others. He has been honored with the 2000-2001 Faculty Research Award of the Johnson School of Management at Cornell University, the 2005 Robert D. Buzzell Award for the Best Paper by the Marketing Science Institute, and the 2008 Charles Coolidge Parlin Marketing Research Award presented by the American Marketing Association and the American Marketing Association Foundation recognizing his “outstanding leadership and sustained impact on advancing the evolving profession of marketing research over an extended period of time.”

Professor Rao was selected as the ISMS Fellow in 2012 in recognition of his significant contributions in research, education and service to the Society of Marketing Science’s efforts to improve the understanding and practice of marketing. More recently in 2016, the American Marketing Association awarded the distinction of “AMA Fellow” for his significant contributions to the research, theory and practice of marketing, and/or to the service and activities of the AMA over a prolonged period of

time. He is the co-author of Applied Multidimensional Scaling, Decision Criteria for New Product Acceptance and Success, and Analysis for Strategic Marketing. Professor Rao has edited a volume of research papers entitled Handbook of Pricing Research in Marketing and published a book, Applied Conjoint Analysis.

He serves on the editorial boards of Journal of Marketing (as an Associate Editor), Customer Needs and Solutions (as a Senior Editor), Journal of Marketing Research (as a reviewer), Marketing Science (as a reviewer) and Journal of Business-to-Business Marketing (as a reviewer). He is also an ad hoc reviewer for several journals including Management Science. Professor Rao was the past Chair of the Marketing Strategy Committee of INFORMS, and a Board Member of Zenotech Laboratories from 2005 to 2008. He has taught at several other Schools including the Fuqua School of Business of Duke University, Columbia Graduate School of Business and the Indian School of Business, Hyderabad, India.

For more information, please call 561.659.5889 or visit www.cypresstrust.com.

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About Cypress Trust Company

Cypress Trust Company is an independent Florida-chartered trust company regulated by the Florida Office of Financial Regulation. It operates full-service offices in Palm Beach, Naples, Vero Beach, and Winter Haven and has additional representation in Sarasota and The Villages. The company has been managing wealth and preserving legacies since its founding in Palm Beach in 1996. It focuses exclusively on providing customized investment strategies, serving as a corporate trustee, personal representative or agent during estate settlement, and as an administrative trustee for clients already committed to an investment plan. A strict code of ethics is conveyed through all of its interactions with clients, associates, and the communities it serves. For more information, please visit www.cypresstrust.com.