

Dr. Kurt Jetta

CEO and Founder, TABS Analytics

Kurt Jetta, Ph.D. is currently the CEO, Founder and Lead Product Developer for TABS Analytics, a technology-enabled retail and consumer analytics firm. He started the company in 1998, and in the 18 years since inception the business has gone from a one-man operation to 30 employees and 60+ retainer clients. Dr. Jetta is a Member of the Board of Directors and Chairman of the Audit Committee for JM Global Holdings (NASDAQ: WYIGU), a publicly held company with the objective of acquiring and growing consumer brands. He is also the Director of the Research Unit of the Economics of Consumer Marketing which is a part of the Center for International Policy at Fordham University.

Dr. Jetta is a frequent contributor to industry publications and symposiums. He is an oft-cited expert in the business media for such outlets as The New York Times, The Washington Post, Thomson/Reuters, The New York Post, Forbes and CBS News. He is the inventor of such analytical innovations as TABS AccuBase®, TABS ProfitMaster®, and TABS RetailWorks™ that are now widely used in the consumer and retail products industry. Prior to TABS Analytics Dr. Jetta was the CEO of Binky-Griptight, a supplier of Baby Accessory products.

Dr. Jetta received a B.S. in Statistics in 1983 from North Carolina State University, and an M.B.A. in Marketing from The Fuqua School of Business at Duke University in 1986. Nineteen years later Dr. Jetta returned to school to receive his Ph.D. in Economics from Fordham University – which he received in 2008 – all while continuing to manage and grow his analytics firm. His doctoral thesis deals with developing a theory of retailer price promotion. He is also the author of numerous other academic papers on the subject of promotional theory.

Dr. Jetta lives with his wife Nancy in Delray Beach, Florida, where he is a Board Member for the Naoma Donnelley Haggin Boys & Girls Club and the Palm Beach County branch of the Duke University Alumni Association.