

**Memorial Resolution**  
David Bruce MacKay  
(May 1, 1944–June 17, 2023)

David MacKay passed away at his Brown County home on June 17, 2023. David was a professor of marketing for 37 years, from 1971 to his retirement in 2008. He also had an appointment in the geography department and was an associate faculty member in the cognitive science program.

David was born in Yonkers, New York. He began his academic studies at Cornell University, where he majored in agricultural economics. After graduating from Cornell in 1966, he entered the Ph.D. program at Northwestern University, leaving Evanston in 1971 with a major in management.

David and Carole, to whom he had been married since 1968, are parents to Debbie, a clinical psychologist living in the Washington, D.C. area, and a son, Jon, who passed away in 2005. David and Carole also have five foster daughters, three from Nigeria and two from Uganda, who are now living as adults in the United States and have careers of their own.

David's research made many contributions to marketing and other fields. David's early research explored store location issues, cognitive maps of retail locations, and the spatial behavior of consumers. His multidisciplinary interest in geography, marketing, and psychology led to his development of a mathematical theory of distances—distances that were not deterministic but probabilistic. David's work on probabilistic distances has appeared in the leading journals of many disciplines, including mathematics, geography, marketing, psychology, chemistry, sensory analysis, decision theory, and operations research. With his colleague, Jerry Zinnes, David pitched his model and software to various marketing research firms. David got a lot of satisfaction from knowing that his work was being used in real world marketing.

David received many National Science Foundation grants, which is not common for business school researchers. He served on over 30 dissertation committees, and three of his students won national awards for research under his direction.

At the Kelley business school, David taught undergraduate, M.B.A., and Ph.D. courses. He also taught classes outside the marketing department, including courses in the Department of Decision Sciences and seminars in geography and psychology. David taught a total of 18 different courses during his career at Indiana University. He was very creative and forward looking in designing content. Even before the analytics revolution that has transformed marketing over the last 20 years, David proposed new courses to make the marketing major more data driven and quantitative. Not only that, but he also piloted these courses, updated content, and trained multiple faculty members to teach these courses. The courses that he developed continue to be required courses for Kelley marketing undergraduate students today.

When it came time for retirement, David embraced it with enthusiasm and enjoyment. His attitude was always happy and upbeat, even as the afflictions of age slowly began presenting him with challenges. Carole kept him busy, of course, but he lived an active life to the end, as he

followed an eclectic variety of interests. He met regularly with friends for a combination of coffee, beer, and conversation. He regularly mentioned the current interests of his children and kept track of what friends and life-long associates were doing. In addition to life in town, David and Carole built a log home in Brown County with a large pond. David tapped trees and made syrup the old-fashioned way, involving hours and days of boiling it down over a wood fire (and he shared the results generously with friends). He cut and chopped firewood and kept up with an assortment of chores large and small, from bush hogging a field to repairing his long gravel driveway after an exceptionally heavy rain.

David continued to be involved with his colleagues in weekly coffee groups and happy hours. The Friday happy hours would typically have a gathering of 4 to 6 people every week. Even though we all had IU connections, it was usually not shop talk at these events but conversations about everything. David tended to not dominate conversations; he was a good listener. If you were lucky enough to be seated next to him, you would be treated to a good one-on-one conversation. Whatever the topic, David was very non-judgmental in these chats, and you would feel rewarded at the end. He also had a dry wit and an understated sense of humor.

A memorial to David would be incomplete without emphasizing his involvement with the Christ Community Church. David was a charter member, an elder, and an adult Sunday School teacher. He read scholarly works about the Bible and Christianity and read his Bible daily.

The essence of David was that he was very much a family man. He was devoted to Carole and often said that marrying her was the best decision he ever made. He was proud of his kids; every time he spoke about any of them, he would glow. He was all around a gentle human being. He helped others. He made a difference. As his friend and colleague Rosann Spiro said recently, "David was one of the good ones."

This memorial resolution will become part of the minutes of the Bloomington Faculty Council.

Shanker Krishnan  
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