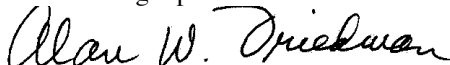


DOCUMENTS OF THE GENERAL FACULTY

**REPORT OF THE MEMORIAL RESOLUTION COMMITTEE FOR
FRENKEL TER HOFSTEDE**

The special committee of the General Faculty to prepare a memorial resolution for Associate Professor Emeritus Frenkel Ter Hofstede, Department of Marketing, has filed with the secretary of the General Faculty the following report.



Alan W. Friedman, Secretary
General Faculty and Faculty Council
The University of Texas at Austin
Arthur J. Thaman and Wilhelmina Doré Thaman Professor of English and Comparative Literature

**IN MEMORIAM
FRENKEL TER HOFSTEDE**

Frenkel ter Hofstede was born on September 18, 1968, in Groningen, Netherlands, to Poul and Hettie ter Hofstede. He was their only child. Frenkel had a happy and stimulating childhood filled with exciting family road trips to France during the summers and “hanging out and shooting the breeze” with a group of close friends the rest of the year. Frenkel had a wide range of interests growing up, including playing bass guitar in a funk band. As a young man, he worked as a bartender in a dive bar, as a waiter, and as the manager of a Japanese restaurant. Then, in the same year that Dell Computers was started in a University of Texas at Austin student’s dorm room, Frankel started a similar entrepreneurial venture building and selling computers from his garage. In an alternate universe, he might have surpassed Dell Computers in commercial success!

At the tender age of twenty-one, while Frenkel was studying for his Ph.D. in marketing at the University of Groningen, he met Judith Stomp and her daughter, Amie. Frenkel and Judith fell in love and were soon married. Shortly after they welcomed their daughter and Amie’s sister, Blanche.

Frenkel was an extremely bright and productive researcher. His work, which provided new insights and methodologies for global market segmentation, quickly earned high acclaim. When Frenkel completed his Ph.D. in 1999, he was highly sought after by the most esteemed universities; he ultimately took his first academic position as an Assistant Professor at the Carnegie Mellon Tepper School of Business. There he became known as a rising star in marketing academia. Many of his articles were winners or finalists for the field’s most prestigious awards. Notably, his work was honored with the Journal of Marketing Research William O’Dell Award, which is given to articles that make the most significant long-term contributions to the field.

Senior researchers from around the world welcomed opportunities to work with Frenkel, who was considered a “prize catch” by universities that sought to recruit him. In 2003, after Frenkel moved to The University of Texas at Austin to join the Marketing Department in the McCombs School, a colleague from Yale said, “If we had known he was willing to move, we’d have made him an offer he couldn’t refuse!”

Although Frenkel often joked that the weather in Pittsburgh was his reason for moving from Carnegie Mellon to UTexas, he was an excellent fit with the faculty at the University, and he thrived here. Continuing his impactful research, he was selected for the Business School’s CBA Foundation Research Excellence Award for Assistant Professors and was quickly promoted to the rank of Associate Professor. Frenkel also made a lasting impression on his students as a dedicated, innovative, and enthusiastic teacher. His courses on marketing research, analytics, and models were some of the most popular in the school among undergraduate, masters, and Ph.D. students. As a result, Frenkel was often nominated for, and won, numerous teaching awards from both the McCombs School and the University as a whole.

Frenkel was also a very popular member of the Marketing Department, and he enjoyed extremely close friendships with several members of the faculty and Ph.D. students. He would often socialize with colleagues and friends, and he could be counted on to share his opinions about science, art, and music, along with his contagiously hearty laughter.

Of all his achievements, however, Frenkel would be most proud of having been a dedicated and doting father to his daughters. After he and Judith separated, it was Frenkel who took on the task of raising his daughters, almost singlehandedly, and he frequently sacrificed his health and comfort to give them the best upbringing he could. Despite juggling so many balls at once, he rarely, if ever, complained about his responsibilities. His daughter Blanche now has a bachelor's degree in biomedical engineering with a dual minor in mathematics and computer science. She graduated from Texas A&M in December 2017 and is currently considering applying to master's programs in biomedical engineering at various institutions in the United States and Europe. His daughter Amie, who also shares her father's independence and intellectual curiosity, has recently returned to her undergraduate studies in international relations in the Netherlands. Frenkel was very happy with and proud of both of them.

Although Frenkel died suddenly and prematurely, he packed more in his forty-eight years than most would in double that time. His positive, cheerful, and altruistic demeanor continue to serve as a reminder to those he left behind that one should live life to the fullest and enjoy the best of it by doing for others every day.

We miss you, Frenkel.

This memorial resolution was prepared by a special committee consisting of Professors Raj Raghunathan (chair), Andrew Gershoff, and Vijay Mahjan.

Distributed to the Dean of the Red McCombs School of Business on August 2, 2018, and posted under "Memorial Resolutions" at <https://wikis.utexas.edu/display/facultycouncil/Wiki+Home>.