

## Mike Marn

**Expert Principal** | Cleveland Office



McKinsey & Company, Inc.  
200 Public Square  
Cleveland, OH 44114  
(216) 274-4430

Mike Marn is a Partner in the Cleveland Office of McKinsey & Company and leads the firm's worldwide Pricing Practice. He joined McKinsey in 1977, and has developed some of the most widely used approaches for identifying and capturing opportunities in pricing.

Mike splits his time between assisting clients in the pricing area and leading research and development in pricing. His experience in helping clients upgrade their pricing capabilities is broad, including the following:

- Helping a European automobile company set base and option package prices for an innovative new vehicle line
- Assisting a major global tire company in determining/implementing consumer and wholesale prices that better align with the company's brand strength
- Developing a branded and generic pricing strategy for a leading US drug distributor
- Transforming the integrated pricing strategy and approach for a major specialty chemicals manufacturer
- Helping a leading residential insulation producer upgrade overall pricing processes and capabilities
- Working with a major office supply retailer to enhance standard and promotional pricing

Mike has written a variety of articles on pricing appearing in *The Wall Street Journal*, *The New York Times*, *The Harvard Business Review*, *Boardroom Reports*, and *Sales and Marketing Management*. He has been quoted on issues of price management in *Business Week*, *Fortune*, *Investors' Business Daily*, *Financial Times*, and *USA Today*; and he has guest-lectured at the Harvard Business School. His book on price management, called *The Price Advantage*, has been published by John Wiley & Sons and was released in 2004. Mike was named to *Consulting Magazine's* 2005 list of the world's top 25 most influential consultants.

Mike is a Phi Beta Kappa graduate of Hiram College with a degree in mathematics. Mike holds an M.S. in Operations Research from Case Western Reserve University. Mike is on the board of advisors of the Pricing Institute, and he has chaired the Annual U.S. Pricing Conferences in multiple years. He also serves as Vice-Chairman of the Board of the American Red Cross and as a Vice-Chairman of Business Volunteers Unlimited.

[Selected Publications](#)