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Sanjay Sood's research and teaching expertise lies in the area of brand equity and consumer decision making. He's currently conducting research on the factors that lead foreign films and television programs from abroad, including China, to succeed in the U.S. At UCLA Anderson, he is the Faculty Director for the Center for MEMES, where he leads curriculum development and conferences to address unique business issues pertaining to the media, entertainment and sports industries. Sood earned his Ph.D. in Marketing from the Graduate School of Business, Stanford University, an MBA from the Kellogg Graduate School of Management, Northwestern University, and a BS in electrical engineering from the University of Illinois, Urbana-Champaign. He has won several awards for excellence in teaching and student mentoring, including the Niedorf Decade Teaching Award at UCLA. Actively involved with industry, Sood has worked with many companies, including Google, Disney, Sony, Starbucks, Levi-Strauss, Microsoft, Intel, and Kaiser Permanente.

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Sanjay Sood 主要从事品牌资产和消费者决策领域的研究和教学。他目前正在研究包括中国在内的外国电影和电视节目在美国取得成功的要素。在安德森管理学院，他是媒体、娱乐和体育企业管理中心的教授主任，领导课程开发和与媒体、娱乐和体育产业相关商业议题的会议。 Sood 拥有斯坦福大学商学院市场营销博士学位，西北大学凯洛格管理学院工商管理硕士学位，以及伊利诺伊大学厄巴纳－香槟分校电气工程学士学位。他在教学和辅导方面曾获得多个奖项，包括加州大学洛杉矶分校的 Niedorf 十年教学奖。Sood 也有许多业界经验，并曾与许多公司合作，包括谷歌，迪斯尼，索尼，星巴克，李维斯，微软，英特尔和凯撒医疗集团。