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David A. Aaker is the Vice-Chairman of Prophet, Professor Emeritus of Marketing Strategy at the Haas School of Business, University of California at Berkeley, Advisor to Dentsu, Inc., and a recognized authority on brands and brand management.

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David Allen Aaker (born 1938) is an American organizational theorist, consultant and Professor Emeritus at the University of California, Berkeley 's Haas School of Business, a specialist in marketing with a focus on brand strategy. He serves as Vice Chairman of Prophet.

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David A. Aaker is the E.T. Grether Professor of Marketing Strategy at the Haas School of Business at the University of California, Berkeley. He is a consultant to dozens of companies, including AT&T, Coca Cola, MasterCard, and General Motors. He is the cofounder, with Erich Joachimsthaler of the firm Aaker-Joachimsthaler Prophet Brand Strategy.

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