Brett R. Gordon

Kellogg School of Management
Northwestern University
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Evanston, IL 60208
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Academic Positions

- Kellogg School of Management, Northwestern University
  - Charles H. Kellstadt Chair in Marketing, July 2024 – present
  - Professor of Marketing, July 2021 – present
  - Associate Professor of Marketing (with tenure), July 2014 – June 2021
- Booth School of Business, University of Chicago
  - Visiting Associate Professor of Marketing, January 2013 – June 2013
- Graduate School of Business, Stanford University
  - Visiting Scholar, September 2017 – March 2018
  - Visiting Scholar, September 2012 – December 2012
- Columbia Business School, Columbia University
  - Class of 1967 Associate Professor of Business, August 2011 – June 2014
  - Associate Professor of Business, July 2011 – August 2011
  - Assistant Professor of Business, July 2007 – June 2011

Education

- Carnegie Mellon University
  - Ph.D., Economics, 2007
  - M.S., Economics, 2003
  - Masters in Information Systems Management, 2002
  - B.S. (with honors), Information Systems and Economics, 2002

Research Interests

Pricing, advertising, experimentation, digital marketing, promotions, new products, marketing analytics, causal inference, empirical industrial organization, and technology markets

Peer-Reviewed and Forthcoming Articles

1. Bronnenberg, B., J. P. Dubé, C. Mela, P. Albuquerque, T. Erdem, **B. R. Gordon**, D. Hanssens, G. Hitsch, H. Hong, and B. Sun (2008), "Measuring Long-Run Marketing Effects and Their Implications for Long-Run Marketing Decisions," *Marketing Letters*, 2008, 19, 367 – 382.
2. **Gordon, B. R.** (2009), "A Dynamic Model of Consumer Replacement Cycles in the PC Processor Industry," *Marketing Science*, 28(5), 846 – 867.
   - Lead article
   - Winner, John D. C. Little Best Paper Award, INFORMS, 2009
   - Finalist, Frank M. Bass Dissertation Award, INFORMS, 2009

   o   Finalist, Long-Term Impact Award, INFORMS, 2017, 2018

3. Epple, D., **B. R. Gordon**, and H. Sieg (2010), "A New Approach to Estimating the Production Function for Housing," *American Economic Review*, 100(3), 905 – 924.

4. Epple, D., **B. R. Gordon**, and H. Sieg (2010), "Drs. Muth and Mills meet Dr. Tiebout: Integrating Location-Specific Amenities into Multi-Community Equilibrium Models," *Journal of Regional Science*, 50(1), 381 – 400.

5. Kumar, V., **B. R. Gordon**, and K. Srinivasan (2011), "Competitive Strategy for Open Source Software," *Marketing Science*, 30(6), 1066 – 1078.

6. Goettler, R. L. and **B. R. Gordon** (2011), "Does AMD spur Intel to innovate more?," *Journal of Political Economy*, 119(6), 1141 – 1200.

7. **Gordon, B. R.**, Thomadsen, R., E. T. Bradlow, J. P. Dubé, and R. Staelin (2011), "Revisiting the Workshop on Quantitative Marketing and Structural Econometrics," *Marketing Science*, 30(6), 945-949.

8. **Gordon, B. R.**, M. Lovett, R. Shachar, K. Arceneaux, S. Moorthy, M. Peress, A. Rao, S. Sen, D. Soberman, and O. Urminsky (2012), "Marketing and Politics: Models, Behavior, and Policy Implications," *Marketing Letters*, 23(2), 391 – 403.

9. **Gordon, B. R.** and W. Hartmann (2013), "Advertising Effects in Presidential Elections," *Marketing Science*, 32(1), 19 – 35.
    o   Lead article
    o   Finalist, John D. C. Little Best Paper Award, INFORMS, 2013

10. **Gordon, B. R.**, A. Goldfarb, and Y. Li (2013), "Does Price Elasticity Vary with Economic Growth? A Cross-Category Analysis," *Journal of Marketing Research*, 50(1), 4 – 23.
    o   Lead article

11. Goettler, R. L. and **B. R. Gordon** (2014), "Competition and Product Innovation in Dynamic Oligopoly," *Quantitative Marketing and Economics*, 12(1), 1 – 42.
    o   Lead article

12. **Gordon, B. R.** and B. Sun (2015), "A Dynamic Model of Rational Addiction: Evaluating Cigarette Taxes," *Marketing Science*, 34(3), 452 – 470.

13. Borkovsky, R., P. Ellickson, **B. R. Gordon**, V. Aguirregabiria, P. Gardete, P. Grieco, T. Gureckis, T. H. Ho, L. Mathevet and A. Sweeting (2015), "Multiplicity of Equilibria and Information Structures in Empirical Games: Challenges and Prospects," *Marketing Letters*, 26(2), 115 – 125.

14. **Gordon, B. R.** and W. Hartmann (2016), "Advertising Competition in Presidential Elections," *Quantitative Marketing and Economics*, 14(1), 1 – 40.
    o   Runner-up, Dick Wittink Prize, 2016

15. Li, Y., **B. R. Gordon**, and O. Netzer (2018), "An Empirical Study of National vs. Local Pricing by Chain Stores under Competition," *Marketing Science*, 37(5), 812 – 837.

16. Eckles, D., **B. R. Gordon**, and G. A. Johnson (2018), "LETTER: Field studies of psychologically targeted ads face threats to internal validity," *Proceedings of the National Academy of Sciences*, 115(23), E5254 – E5255.
    o   Discussion of Matz, S. C., Kosinski, M., Nave, G., and Stillwell, D. J. (2017), "Psychological targeting as an effective approach to digital mass persuasion," *Proceedings of the National Academy of Sciences*, 114(48), 12714-12719.

17. **Gordon, B. R.**, F. Zettelmeyer, N. Bhargava, and D. Chapsky (2019), "A Comparison of Approaches to Advertising Measurement: Evidence from Big Field Experiments at Facebook," *Marketing Science*,

38(2), 193 – 225.
- o Lead article
- o Winner, John D. C. Little Best Paper Award, INFORMS, 2019
- o Winner, Robert D. Buzzell Best Paper Award, Marketing Science Institute, 2020
18. **Gordon, B. R.**, K. Jerath, Z. Katona, S. Narayanan, J. Shin, and K. C. Wilbur (2021), "Inefficiencies in Digital Advertising Markets," *Journal of Marketing*, 85(1), 7-25.
- o Lead article
19. Yang, J., E.T. Anderson, and **B. R. Gordon** (2021), "Digitization and Flexibility: Evidence from the South Korean Movie Market," *Marketing Science*, 40(5), 821-843.
20. **Gordon, B. R.**, M. J. Lovett, B. Luo, and J. C. Reeder (2023), "Disentangling Ad Tone Effects on Voter Turnout and Candidate Choice in Presidential Elections," *Management Science*, 69(1), 220-243.
21. **Gordon, B. R.**, R. Moakler, and F. Zettelmeyer (2023), "Close Enough? A Large-Scale Exploration of Non-experimental Approaches to Advertising Measurement," *Marketing Science*, 42(4), 768-793.
- o Winner, John D. C. Little Best Paper Award, INFORMS, 2023
22. Waisman, C. and **B. R. Gordon** (2024), "Multicell experiments for marginal treatment effect estimation of digital ads," forthcoming at *Management Science*, available at https://arxiv.org/abs/2302.13857.
23. Lemmens, A., Roos, J., Gabel, S., Ascarza, E., Bruno, H., **Gordon, B. R.**, Israeli, A., Feit, E. M., Mela, C., and O. Netzer (2025), "Personalization and Targeting: How to Experiment, Learn & Optimize," forthcoming *International Journal of Research in Marketing*, available at https://papers.ssrn.com/sol3/papers.cfm?abstract_id=4878819.

Working Papers

24. **Gordon, B. R.**, R. Moakler, and F. Zettelmeyer (2023), "Predictive Incrementality by Experimentation (PIE) for Ad Measurement," working paper, available at https://arxiv.org/abs/2304.06828.

Work-in-progress

25. He, Sharlene, **B. R. Gordon**, and D. Rucker (2022), "Ad Skipping and Consumer Satisfaction: The Role of Psychological Control."
26. **Gordon, B. R.**, N. Katariya, and E. Munoz-Rodriguez (2025), "Strategic Timing of Reports in the U.S. Market for Livers: Evidence and Welfare Implications."
27. **Gordon**, **B. R.** and Anna Tuchman (2025), "Advertising a Policy Initiative to Encourage College Savings: The Role of Ad Content and Timing."
28. **Gordon, B. R.**, Caio Waisman, and Nils Wernerfelt (2025), "Estimating the Consumer Response to Digital Ad Frequencies: Evidence from Meta."

Research Recognitions

- Robert D. Buzzell Best Paper Award, Marketing Science Institute
- o Winner, "A Comparison of Approaches to Advertising Measurement: Evidence from Big Field Experiments at Facebook," 2020
- John D. C. Little Best Paper Award, INFORMS Society for Marketing Science

- o Winner, "Close Enough? A Large-Scale Exploration of Non-experimental Approaches to Advertising Measurement," 2023
  - o Winner, "A Comparison of Approaches to Advertising Measurement: Evidence from Big Field Experiments at Facebook," 2019
  - o Finalist, "Advertising Effects in Presidential Elections," 2013
  - o Winner, "A Dynamic Model of Consumer Replacement Cycles in the PC Processor Industry," 2009
- Long-Term Impact Award, INFORMS Society for Marketing Science
  - o Finalist, "A Dynamic Model of Consumer Replacement Cycles in the PC Processor Industry," 2018
  - o Finalist, "A Dynamic Model of Consumer Replacement Cycles in the PC Processor Industry," 2017
- Dick Wittink Best Paper Award, *Quantitative Marketing and Economics* journal
  - o Runner-up, "Advertising Competition in Presidential Elections," 2016
- Frank M. Bass Dissertation Award, INFORMS Society for Marketing Science

  - o Finalist, "A Dynamic Model of Consumer Replacement Cycles in the PC Processor Industry," 2009
- Alden G. Clayton Dissertation Competition Award, Marketing Science Institute
  - o Winner, "A Dynamic Structural Analysis of the PC Microprocessor Industry," 2006
- Center for Analytical Research in Technology (CART) Dissertation Award, Carnegie Mellon University
  - o Winner, "A Dynamic Structural Analysis of the PC Microprocessor Industry," 2006

Fellowships, Consortia and Other Recognition

- Ned Smith Research Mentorship Award, Kellogg School of Management, 2021-2022
- Sidney J. Levy Teaching Award, Kellogg School of Management, 2020
- Scholar, Marketing Science Institute (inaugural class), 2018
- Young Scholar, Marketing Science Institute, 2013
- Doctoral Consortia
  - o AMA-Sheth Doctorial Consortium Fellow, 2020 (*postponed*)
  - o INFORMS ISMS Doctoral Consortium Fellow, 2015
  - o INFORMS ISMS Doctoral Consortium Fellow, 2013
  - o INFORMS ISMS Doctoral Consortium Fellow, 2011
  - o INFORMS ISMS Doctoral Consortium Fellow, 2010
- Referee recognition
  - o Management Science Distinguished Service Award, 2013
  - o Management Science Meritorious Service Award, 2010
- Graduate Student Research Grant, 2004
- William Larimer Mellon Fellowship, 2002 – 2005

Grants

- Marketing Science Institute, "The Consumer Experience in Digital Video Advertising," with Derek Rucker ($14,440)
- Columbia Business School, Interdisciplinary Research Award, with Malia Mason ($30,000)

Teaching

- Kellogg School of Management, Northwestern University
  - Full-Time MBA, Part-Time MBA & Weekend MBA
    - Retail Analytics and Pricing (MKTG 462), 2014 – present
  - Executive Education
    - Custom Programs: ABIn-Bev, Kraft, Amanco, SC Johnson, NACS
    - Open Enrollment: Strategic Marketing Communications, Business Marketing Strategy
  - Ph.D.
    - Quantitative Marketing: Structural Models (MKTG 551-3), 2015 – present
    - Topics in Quantitative Marketing (MKTG 551-2), 2022 - present
- Columbia Business School, Columbia University
  - MBA and Executive MBA
    - Pricing Strategies, 2007 - 2014
  - Executive Education
    - Columbia Management Institute (CMI), Marketing Execution Pricing

Conference Presentations and Invited Seminars

- "A multi-cell experimental design to recover policy relevant treatment effects, with an application to online advertising"
  - Amazon Marketing Science, April 2023
- "Predictive Incrementality by Experimentation (PIE) for Ad Measurement"
  - Columbia University, April 2025
  - University of North Carolina-Chapel Hill, March 2025
  - University of Illinois, Urbana-Champaign, February 2025
  - Washington University in St. Louis, January 2025
  - Carnegie Mellon University, November 2024
  - University of Maryland, October 2024
  - Purdue University, September 2024
  - University of Minnesota, May 2024
  - UT Austin, December 2023
  - Amazon, July 2023
  - Stanford GSB Marketing Camp, May 2023
  - Consumer Science, Amazon, April 2023
- "Close Enough? A Large-Scale Exploration of Non-experimental Approaches to Advertising Measurement"
  - Amazon, July 2023
  - Stanford GSB Marketing Camp, May 2023
  - Digital Economy Expert Perspectives (DEEP) at HKUST/Tinghua, April 2023
  - Arizona State University, 2022
  - Amazon Marketing Science Day Conference, 2022
  - University of Rochester, 2022
  - Pinterest, 2022

- o Marketing Science Conference, 2021
- o Bass FORMS Conference, University of Texas at Dallas, 2021
- o NYU-Temple-CMU Conference on AI, ML and Business Analytics, 2020
- o MIT Conference on Digital Experimentation (CODE), Plenary Speaker, 2020
- o Virtual Quant Marketing Seminar, 2020
- o Kellogg Quant Marketing Workshop, 2020
- o Facebook Marketing Science Research, 2020
- o Marketing Science Conference, 2020
- "Strategic Timing of Reports in the U.S. Market for Livers: Evidence and Welfare Implications"
  - o Georgia Institute of Technology, 2019
  - o Kellogg Quant Marketing Workshop, 2019
- "Competition and Innovation in Dynamic Oligopoly"
  - o 3rd Conference on Structural Dynamic Models, University of Chicago, 2019
- "A Comparison of Approaches to Advertising Measurement: Evidence from Big Field Experiments at Facebook"
  - o Graduate School of Business, Stanford University, 2018
  - o Microsoft Digital Economics Conference, 2017
  - o Quantitative Marketing and Economics (QME) Conference, 2017
  - o ZEW Conference on the Economics of Information and Communication Technologies, 2017
  - o Bocconi University, 2017
  - o eBay, 2017
  - o London Business School, 2017
  - o University College of London, 2017
  - o Facebook Core Data Science, 2016
  - o Haas School of Business, University of California-Berkeley, 2016
  - o Rotterdam School of Management, Erasmus University, 2016
  - o NBER Economics of Information Technology and Digitization Workshop, 2016
  - o Northwestern Computational Research Day, 2016
  - o Harvard Business School, 2016
  - o Cheung Kong GSB, 2016
  - o Winter Marketing-Economics Summit, 2016
  - o Temple University, 2015
  - o NYU Big Data Conference, 2015
  - o Kellogg Marketing Camp, 2015
- "Advertising Competition in Presidential Elections"
  - o Political Science, Princeton University, 2015
  - o European Association for Research in Industrial Economics (EARIE), Munich, 2015
  - o Olin School of Business, Washington University in St. Louis, 2015
  - o Marketing Camp, University of Iowa, 2015
  - o Economics, Northwestern University, 2015
  - o Booth School of Business (Microeconomics), University of Chicago, 2013
  - o Economics, University of Wisconsin-Madison, 2013
  - o Kellogg School of Management, Northwestern University, 2013
  - o Economics, University of Pennsylvania, 2012

- o Marshall School of Business, USC, 2012
  - o Economics, KU Leuven, 2012
  - o Economics, HECER (Aalto University and University of Helsinki), 2012
  - o Erasmus School of Economics, Erasmus University, 2012
  - o Economics, University of Zurich, 2012
  - o Economics, UNC Chapel-Hill, 2012
  - o Political Science, Columbia University, 2012
  - o Economics, Yale University, 2010
  - o Quantitative Marketing and Economics (QME) Conference, 2010
  - o Summer Institute in Competitive Strategy (SICS), 2010
  - o 8th Triennial Choice Symposium, Key Largo, 2010
  - o Marketing in Israel Conference, 2009
  - o Stern School of Business, NYU, 2009
- "Advertising Effects in Presidential Elections"
  - o Wharton, University of Pennsylvania, 2012
  - o Sloan School of Management, MIT, 2011
  - o School of Management, Yale University, 2011
  - o Workshop on the Economics of Advertising and Marketing, Moscow 2011
  - o Columbia Economics-Marketing Seminar, 2011
  - o NBER Winter IO Meetings (discussed by Gautam Gowrisankaran), 2011
- "Does price elasticity vary with economic growth? A cross-category analysis"
  - o Indian School of Business, 2010
  - o Tel Aviv University, 2010
  - o Stern School of Business, NYU, 2010
- "Competitive Strategy for Open Source Software"
  - o University of Texas at Dallas, 2009
  - o Game Theory and Marketing Conference, HEC Montreal, 2009
  - o Marketing Research Forum, Cheung Kong GSB, 2009
- "Does AMD spur Intel to innovate more?"
  - o Analysis Group, New York, NY, 2011
  - o Stanford Institute for Theoretical Economics (SITE), 2010
  - o Wharton, University of Pennsylvania, 2009
  - o Bureau of Economic Analysis, Washington D.C., 2009
  - o Summer Econometric Society Meetings, Paris 2009
  - o Kellogg School of Management, Northwestern University, 2009
  - o Finance Summit, Jackson Hole, 2009
  - o Ross School of Business, University of Michigan, 2009
  - o Economics, Duke University, 2008
  - o Economics, Columbia University, 2008
  - o NBER Summer IO Meetings (discussed by John Rust), 2008
  - o Duke Fuqua School of Business, 2008
  - o Summer Institute in Competitive Strategy (SICS), 2008
  - o International Industrial Organization Conference (IIOC), 2008
  - o Graduate School of Business, University of Chicago, 2008

- o American Economic Association (AEA) Meetings, 2008
- o Quantitative Marketing and Economics (QME) Conference, 2007
- o 7th Triennial Choice Symposium, Wharton, 2007
- "A Dynamic Model of Consumer Replacement Cycles in the PC Processor Industry"
  - o Haas School of Business, University of California-Berkeley, 2006
  - o Columbia Business School, Columbia University, 2006
  - o Johnson School of Management, Cornell University, 2006
  - o Harvard Business School, Harvard University, 2006
  - o Smith School of Business, University of Maryland, 2006
  - o Carlton School of Business, University of Minnesota, 2006
  - o Kellogg School of Management, Northwestern University, 2006
  - o Simon School of Business, University of Rochester, 2006
  - o Jones Graduate School of Business, Rice University, 2006
  - o Graduate School of Business, Stanford University, 2006
  - o Rotman School of Management, University of Toronto, 2006
  - o Anderson School of Management, UCLA, 2006
  - o University of North Carolina, Chapel-Hill, 2006
  - o Olin School of Business, Washington University in St. Louis, 2006
  - o School of Management, Yale University, 2006
  - o Quantitative Marketing and Economics (QME) Conference, 2006
  - o International Industrial Organization Conference (IIOC), 2005

Professional Service

- Co-Editor, *Journal of Marketing Research*, 2023 – present
- Associate Editor
  - o *Journal of Marketing Research*, 2022 – 2023
  - o *Management Science*, 2021 – 2023
  - o *Quantitative Marketing and Economics*, 2014 – present
- Editorial Board
  - o *Marketing Science*, 2014 – 2023
  - o *Journal of Marketing Research*, 2016 – 2022
  - o *International Journal of Research in Marketing*, 2012 – 2015
- Ad Hoc Reviewer
  - o *American Economic Journal: Applied Economics, American Economic Review, American Journal of Political Science, Annals of Finance, Industry and Innovation, Journal of the American Statistical Association, Journal of Applied Econometrics, Journal of Consumer Research, Journal of Economic Behavior and Organization, Journal of Economic Dynamics and Control, Journal of Economics and Management Strategy, Journal of Industrial Economics, Journal of Marketing Research, Information Economics and Policy, International Economic Review, Marketing Letters, Management Science, Marketing Science, Operations Research, Party Politics, Quantitative Marketing and Economics, RAND Journal of Economics, Review of Economic Studies, Review of Industrial Organization, Review of Marketing Science*
- Grant Review

- o Swiss National Science Foundation.
  - o Social Sciences and Humanities Research Council of Canada
  - o Israel Science Foundation
- Field Service
  - o Committees
    - ▪ Marketing Science Institute, Scholars, selection committee, 2024
    - ▪ INFORMS Marketing Science Publication and EIC Review, December 2023 to August 2024
    - ▪ AMA Web Scraping Sub-Committee, November 2023 to July 2024
  - o Conference Organization
    - ▪ Analytics Conference, Marketing Science Institute, 2022
    - ▪ Co-founder, Workshop on Quantitative Marketing and Structural Econometrics
      - • Kellogg School of Management, Northwestern University, 2019
      - • Olin School of Business, Washington University in St. Louis, 2017
      - • Kellogg School of Management, Northwestern University, 2015
      - • Fuqua School of Business, Duke University, 2013
      - • Fuqua School of Business, Duke University 2010
    - ▪ Experimentation Workshop, Marketing Science Institute
      - • Kellogg School of Management, Northwestern University, 2017
    - ▪ Session Co-organizer, Choice Symposium
      - • "Multiplicity of Equilibria and Information Structures in Empirical Games," Noordwijk, The Netherlands, 2013
      - • "Marketing and Politics," Key Largo, Florida, 2010
    - ▪ Session Co-organizer, Marketing Science Conference
      - • "Strategic Consumer and Firm Decisions in Oligopolistic Markets," Turkey, 2013
      - • "Theory-Based Empirical Models," University of Michigan, 2009
  - o Selection Committee, *Quantitative Marketing and Economics* (QME) Conference
    - ▪ 2013, 2024
  - o Dick Wittink Prize Selection Committee, *Quantitative Marketing and Economics* (QME) Journal
    - ▪ 2016, 2020
  - o Invited Panels
    - ▪ Plenary panel on "Best Practices of Working with Industry Companies on AIML Topics," NYU-Temple-CMU 2020 Conference on AI, ML, and Business Analytics, December 2020.
- School Service
  - o MBA Admissions Events
    - ▪ Presenter, MBA Day at Kellogg (DAK), February 2021
    - ▪ Host, Information Session, Atlanta, December 2019
    - ▪ Faculty Representative, Kellogg Preview Day, Evanston, October 2019
    - ▪ Presenter, Information session, San Francisco, June 2019
  - o Kellogg Marketing Club
    - ▪ Moderator, Industry Insights Panel, June 2020

- - - - - Presenter, Industry Insights Panel, May 2020
      - Lunch Discussion, May 2020
      - Presenter, Kellogg Marketing Competition, October 2016
      - Presenter, Alumni Dinner, April 2016
      - Presenter, Lunch & Learn, March 2016
      - Presenter, Kellogg Marketing Competition, October 2015
    - Independent Study Advisor
      - Fall 2015, Winter 2016, Spring 2016, Winter 2017, Spring 2019, Spring 2020, Winter 2021
    - Promotion & Tenure Committee
      - Ad-Hoc Committee Member: Winter 2018, Fall 2018, Winter 2019, Winter 2020, Winter 2022, Spring 2022, Fall 2022, Fall 2023, Winter 2023
- Marketing Department Service
  - Director of Graduate Studies (DGS)
    - September 2014 – September 2017, September 2021 – present
  - Rookie Hiring committee
    - Co-chair, 2015, 2016, 2019, 2022, 2023, 2024, 2025
  - Co-organizer, Quant Marketing Workshop
    - 2017 - present
- Doctoral Advising (field, first placement, graduation year, * = dissertation chair or co-chair)
  - Gaoyang Cai (MEDS, expected June 2026)
  - Ranmit Pantle* (Marketing, expected June 2026)
  - Jason Zhao* (Marketing, Purdue University, June 2025)
  - Bindan Zhang* (Marketing, CUKH-Shenzhen, June 2024)
  - Malika Korganbekova* (Marketing, Chicago Booth, June 2024)
  - Yingkang Xie* (Marketing, Washington University in St. Louis, June 2023)
  - Youngeun Lee* (Marketing, Boston College, June 2023)
  - Sam Goldberg* (Marketing, Stanford University, 2022)
  - Jungyoun Lee (Marketing, Rice University, 2022)
  - Natasha Bhatia* (Marketing, Cornerstone Research, 2021)
  - Edwin Munoz Rodriguez (MEDS, El Colegio de Mexico A.C., 2021)
  - Joonhyuk Yang* (Marketing, University of Notre Dame, 2020)
  - Simin Li (Operations, Tulane University, 2020)
  - Caiyun Liu* (Marketing, LinkedIn, 2019)
  - Hyung Sup (Zack) Bhan (Marketing, Tulane University, 2018)
  - Colin Shopp (Strategy, Bain & Company, 2018)
  - Chaoqun Chen (Marketing, Southern Methodist University, 2017)
  - Simha Mummalaneni* (Marketing, University of Washington, 2016)
  - Tae Jung Yoon (Marketing, University College of London, 2015)
  - Donald Ngwe (Columbia - Economics, Harvard Business School, 2014)
  - Yang Li* (Columbia - Marketing, Cheung Kong GSB, 2012)
  - Jonathan Zhang (Columbia - Marketing, University of Washington, 2010)

Industry Talks

- Pinterest, April 2025
- Marketing Science Institute, Immersion Panel in NYC, September 2024
- ARF, Measuring Marketing Impact Today, August 2024
- I-COM Incrementality Council, April 2023
- Amazon Marketing Science Day, May 2022
- Cornerstone Research, Chicago, July 2020
- Bombora Intent Event, Half Moon Bay, October 2018
- ReThink Conference, Advertising Research Foundation (ARF), New York, March 2016
- Google Marketing Mix Models (MMM) Summit, New York, January 2016
- 1871, Chicago, August 2015
- Audience Measurement Conference, Advertising Research Foundation (ARF), New York, June 2014
- Mobile Marketing Conference (panel moderator), Marketing Science Institute (MSI), New York, December 2008
- Marketing Modelers Group, Advertising Research Foundation (ARF), April 2008

Outside Activities[1]

- Akin Gump Strauss Hauer & Feld LLP (expert witness)
- Federal Home Loan Bank of New York
- Facebook
- Royal Caribbean International
- Kreg Tools
- Amazon

Personal

- Married, three children
- U.S. Citizen

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[1] Listed to comply with Kellogg disclosure policy requirements.