

George is currently, and appropriately, the Herbert A. Simon Professor of Economics and Psychology at Carnegie Mellon University.

Nina Mazar

Nina first came to MIT for a few days to get feedback on her research and ended up staying for five years. During this time we had oodles of fun working together and I came to greatly rely on her. Nina is oblivious of obstacles, and her willingness to take on large challenges led us to carry out some particularly difficult experiments in rural India. For many years I hoped that she would never decide to leave; but, alas, at some point the time came: she is currently a professor at the University of Toronto. In an alternative reality, Nina is a high-fashion designer in Milan, Italy.

Elie Ofek

Elie is an electrical engineer by training who then saw the light (or so he believes) and switched to marketing. Not surprisingly, his main area of research and teaching is innovations and high-tech industries. Elie is a great guy to have coffee with because he has interesting insights and perspectives on every topic. Currently, Elie is a professor at Harvard Business School (or as its members call it, “The Haaarvard Business School”).

Yesim Orhun

Yesim is a true delight in every way. She is funny, smart, and sarcastic. Regrettably, we had only one year to hang out while we were both at Berkeley. Yesim’s research takes findings from behavioral economics and, using this starting point, provides prescriptions for firms and policy makers.