Adam N. Smith

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Employment

Google, Mountain View, CA
Data Scientist, 2022 – present

UCL School of Management, London, UK
Assistant Professor of Marketing, 2017 – present (on leave)

Education

Ph.D. in Marketing, The Ohio State University, 2013 – 2017

M.S. in Statistics, The Ohio State University, 2012 – 2014

B.A. in Economics, *magna cum laude*, The Ohio State University, 2008 – 2012

Publications

1. A. Smith, P. Rossi, and G. Allenby (2019) "Inference for Product Competition and Separable Demand," *Marketing Science*, 38(4): 690-710.

2. A. Smith and G. Allenby (2020) "Demand Models with Random Partitions," *Journal of the American Statistical Association*, 115(529): 47-65.

3. A. Smith (2021) "Invited Discussion—Centered Partition Processes: Informative Priors for Clustering," *Bayesian Analysis*, 16(1): 339-345.

4. A. Smith, S. Seiler, and I. Aggarwal (2023) "Optimal Price Targeting," *Marketing Science*, 42(3): 476-499.

5. A. Smith and J. Griffin (2023) "Shrinkage Priors for High-Dimensional Demand Estimation," *Quantitative Marketing and Economics*, 21(1): 95-146.

6. C. Kim, A. Smith, J. Kim, and G. Allenby (2023) "Outside Good Utility and Substitution Patterns in Direct Utility Models," *Journal of Choice Modelling*, 49: 100447.

Working Papers

7. "Boundaries of Differentiated Product Markets and Retailer Pricing"
with G. Compiani

8. "Constrained Hierarchical Priors for Better Counterfactuals"
with T. Kosyakova, M. Pachali, and T. Otter

9. "Learned Complementarity"
   with D. Ershov and M. Pachali

Work in Progress

10. "Nonparametric Demand Estimation with Shape Constraints"
    with J. Brand

Presentations

2022   EMAC Conference (Budapest), Vinted Data Science, Marketing Science Conference[†], Instacart Economics

2021   UC Riverside, Penn State University, EMAC Conference[†], Marketing Science Conference[†], 26th International Panel Data Conference[†], NBER-NSF SBIES Conference[†] (Wash U), KDD '21 Workshop on Machine Learning for Consumers and Markets[†], NYU (Stern Economics), INFORMS Workshop on Data Science[†]

2020   University of Kent (Statistics), Virtual Quantitative Marketing Seminar, 16th Symposium on Statistical Challenges in E-Commerce Research[†], 1st Science of Digital Business Development Conference[†] (Johns Hopkins), European Quant Marketing Seminar, University of Rochester

2019   Marketing Science Conference (Rome), Brigham Young University (Marketing and Statistics)

2018   Goethe University Frankfurt, EMAC Conference (Glasgow), Bayesian Young Statisticians Meeting (University of Warwick)

2017   Joint Statistical Meetings (Baltimore), Stanford University

2016   UT Dallas Bass FORMS Conference, Haring Symposium (Indiana University), University of Delaware, University of British Columbia, University of Chicago, University of Pennsylvania, University College London, INSEAD, UCLA, Northwestern University, UT Dallas

[†] Online conference

Professional Service

Editorial Review Board: *Marketing Science* (2022 – 2024)

Ad-hoc Reviewer: *International Journal of Research in Marketing*, *Journal of Business & Economic Statistics*, *Journal of the European Economic Association*, *Management Science*, *Marketing Science*, *Production and Operations Management*, *Quantitative Marketing and Economics*, *Review of Economics and Statistics*

Teaching

UCL School of Management

– Data Analytics I (undergraduate): Autumn 2017 – 2022
– Marketing Science (undergraduate): Autumn 2018 – 2022

London School of Economics

– Marketing Analytics I (master's): Autumn 2018

The Ohio State University

– Marketing Research (undergraduate): Summer 2015, 2016

Honors and Awards

Runner-up, BSc Management Science Best Teacher Award, UCL School of Management, 2021

AMA Sheth Consortium Fellow, University of Notre Dame, 2016

Honorable Mention, Best Presentation Award, Haring Symposium (Indiana University), 2016

P&G Marketing Analysis Fellowship, Fisher College of Business, 2015 – 2016

Department of Statistics Corporate Fellowship, The Ohio State University, 2012 – 2013