

Brett R. Gordon

Kellogg School of Management
Northwestern University
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http://www.kellogg.northwestern.edu/faculty/directory/gordon_brett.aspx

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., Dubé, J.-P., Mela, C., Albuquerque, P., Erdem, T., **Gordon, B. R.**, Hanssens, D., Hitsch, G., Hong, H., and Sun, B. (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

- Finalist, Long-Term Impact Award, INFORMS, 2017, 2018
- 3. Epplé, D., **Gordon, B. R.**, and Sieg, H. (2010), “A New Approach to Estimating the Production Function for Housing,” *American Economic Review*, 100(3), 905 – 924.
- 4. Epplé, D., **Gordon, B. R.**, and Sieg, H. (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., **Gordon, B. R.**, and Srinivasan, K. (2011), “Competitive Strategy for Open Source Software,” *Marketing Science*, 30(6), 1066 – 1078.
- 6. Goettler, R. L. and **Gordon, B. R.** (2011), “Does AMD spur Intel to innovate more?,” *Journal of Political Economy*, 119(6), 1141 – 1200.
- 7. **Gordon, B. R.**, Thomadsen, R., Bradlow, E. T., Dubé, J.-P., and Staelin, R. (2011), “Revisiting the Workshop on Quantitative Marketing and Structural Econometrics,” *Marketing Science*, 30(6), 945-949. (Invited commentary)
- 8. **Gordon, B. R.**, Lovett, M. J., Shachar, R., Arceneaux, K., Moorthy, S., Peress, M., Rao, A., Sen, S., Soberman, D., and Urminsky, O. (2012), “Marketing and Politics: Models, Behavior, and Policy Implications,” *Marketing Letters*, 23(2), 391 – 403.
- 9. **Gordon, B. R.** and Hartmann, W. (2013), “Advertising Effects in Presidential Elections,” *Marketing Science*, 32(1), 19 – 35.
 - Lead article
 - Finalist, John D. C. Little Best Paper Award, INFORMS, 2013
- 10. **Gordon, B. R.**, Goldfarb, A., and Li, Y. (2013), “Does Price Elasticity Vary with Economic Growth? A Cross-Category Analysis,” *Journal of Marketing Research*, 50(1), 4 – 23.
 - Lead article
- 11. Goettler, R. L. and **Gordon, B. R.** (2014), “Competition and Product Innovation in Dynamic Oligopoly,” *Quantitative Marketing and Economics*, 12(1), 1 – 42.
 - Lead article
- 12. **Gordon, B. R.** and Sun, B. (2015), “A Dynamic Model of Rational Addiction: Evaluating Cigarette Taxes,” *Marketing Science*, 34(3), 452 – 470.
- 13. Borkovsky, R., Ellickson, P., **Gordon, B. R.**, Aguirregabiria, V., Gardete, P., Grieco, P., Gureckis, T., Ho, T. H., Mathevet, L., and Sweeting, A. (2015), “Multiplicity of Equilibria and Information Structures in Empirical Games: Challenges and Prospects,” *Marketing Letters*, 26(2), 115 – 125.
- 14. **Gordon, B. R.** and Hartmann, W. (2016), “Advertising Competition in Presidential Elections,” *Quantitative Marketing and Economics*, 14(1), 1 – 40.
 - Runner-up, Dick Wittink Prize, 2016
- 15. Li, Y., **Gordon, B. R.**, and Netzer, O. (2018), “An Empirical Study of National vs. Local Pricing by Chain Stores under Competition,” *Marketing Science*, 37(5), 812 – 837.
- 16. Eckles, D., **Gordon, B. R.**, and Johnson, G. A. (2018), “LETTER: Field studies of psychologically targeted ads face threats to internal validity,” *Proceedings of the National Academy of Sciences*, 115(23), E5254 – E5255.
 - 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.**, Zettelmeyer, F., Bhargava, N., and Chapsky, D. (2019), “A Comparison of Approaches to Advertising Measurement: Evidence from Big Field Experiments at Facebook,”

Marketing Science, 38(2), 193 – 225.

- Lead article
 - Winner, John D. C. Little Best Paper Award, INFORMS, 2019
 - Winner, Robert D. Buzzell Best Paper Award, Marketing Science Institute, 2020
18. **Gordon, B. R.**, Jerath, K., Katona, Z., Narayanan, S., Shin, J., and Wilbur, K. C. (2021), “Inefficiencies in Digital Advertising Markets,” *Journal of Marketing*, 85(1), 7-25.
- Lead article
19. Yang, J., Anderson, E.T. and **Gordon, B. R.** (2021), “Digitization and Flexibility: Evidence from the South Korean Movie Market,” *Marketing Science*, 40(5), 821-843.
20. **Gordon, B. R.**, Lovett, M. J., Luo, B., and Reeder, J. C. (2023), “Disentangling Ad Tone Effects on Voter Turnout and Candidate Choice in Presidential Elections,” *Management Science*, 69(1), 220-243.
21. **Gordon, B. R.**, Moakler, R. and Zettelmeyer, F. (2023), “Close Enough? A Large-Scale Exploration of Non-experimental Approaches to Advertising Measurement,” *Marketing Science*, 42(4), 768-793.
- Winner, John D. C. Little Best Paper Award, INFORMS, 2023
22. Waisman, C. and **Gordon, B. R.** (2025), “Multicell experiments for marginal treatment effect estimation of digital ads,” *Management Science*, 71(9), 7970-7989.
23. Lemmens, A., Roos, J., Gabel, S., Ascarza, E., Bruno, H., **Gordon, B. R.**, Israeli, A., Feit, E. M., Mela, C., and Netzer, O. (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.**, Moakler, R., and Zettelmeyer, F. (2023), “Predicted Incrementality by Experimentation (PIE) for Ad Measurement,” under review, available at <https://arxiv.org/abs/2304.06828>.
25. Burtch, G., Moakler, R., **Gordon, B. R.**, Zhang, P., and Hill, S. (2025), “Characterizing and Minimizing Divergent Delivery in Meta Advertising Experiments,” under review, available at <https://arxiv.org/abs/2508.21251>.

Work-in-progress

26. **Gordon, B. R.**, Katariya, N. and Munoz-Rodriguez, E. (2025), “Strategic Timing of Reports in the U.S. Market for Livers: Evidence and Welfare Implications.”
27. **Gordon, B. R.** and Tuchman, A. (2025), “Advertising a Policy Initiative to Encourage College Savings: The Role of Ad Content and Timing.”
28. **Gordon, B. R.**, Waisman, C., and Wernerfelt, N. (2025), “Estimating the Consumer Response to Digital Ad Frequencies: Evidence from Meta.”

Research Recognitions

- Robert D. Buzzell Best Paper Award, Marketing Science Institute
 - 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

- Winner, “Close Enough? A Large-Scale Exploration of Non-experimental Approaches to Advertising Measurement,” 2023
 - Winner, “A Comparison of Approaches to Advertising Measurement: Evidence from Big Field Experiments at Facebook,” 2019
 - Finalist, “Advertising Effects in Presidential Elections,” 2013
 - Winner, “A Dynamic Model of Consumer Replacement Cycles in the PC Processor Industry,” 2009
- Long-Term Impact Award, INFORMS Society for Marketing Science
 - Finalist, “A Dynamic Model of Consumer Replacement Cycles in the PC Processor Industry,” 2018
 - Finalist, “A Dynamic Model of Consumer Replacement Cycles in the PC Processor Industry,” 2017
- Dick Wittink Best Paper Award, *Quantitative Marketing and Economics* journal
 - Runner-up, “Advertising Competition in Presidential Elections,” 2016
- Frank M. Bass Dissertation Award, INFORMS Society for Marketing Science
 - Finalist, “A Dynamic Model of Consumer Replacement Cycles in the PC Processor Industry,” 2009
- Alden G. Clayton Dissertation Competition Award, Marketing Science Institute
 - Winner, “A Dynamic Structural Analysis of the PC Microprocessor Industry,” 2006
- Center for Analytical Research in Technology (CART) Dissertation Award, Carnegie Mellon University
 - 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
 - AMA-Sheth Doctoral Consortium Fellow, 2020 (*postponed*)
 - INFORMS ISMS Doctoral Consortium Fellow, 2010, 2011, 2013, 2015, 2025
- Referee recognition
 - Management Science Distinguished Service Award, 2013
 - 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 - 2024
- 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”
 - Choice Symposium, August 2023
 - Amazon Marketing Science, April 2023
- “Predictive Incrementality by Experimentation (PIE) for Ad Measurement”
 - Brigham-Young University, November 2025 (scheduled)
 - Georgetown University, October 2025
 - University of Arizona Marketing Camp, October 2025
 - University of Iowa Marketing Camp, May 2025
 - 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 Marketing Camp, October 2024
 - Purdue University, September 2024
 - University of Minnesota Marketing Camp, May 2024
 - UT Austin, December 2023
 - Amazon, July 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
- Marketing Science Conference, 2021
- Bass FORMS Conference, University of Texas at Dallas, 2021
- NYU-Temple-CMU Conference on AI, ML and Business Analytics, 2020
- MIT Conference on Digital Experimentation (CODE), Plenary Speaker, 2020
- Virtual Quant Marketing Seminar, 2020
- Kellogg Quant Marketing Workshop, 2020
- Facebook Marketing Science Research, 2020
- Marketing Science Conference, 2020
- “Strategic Timing of Reports in the U.S. Market for Livers: Evidence and Welfare Implications”
 - Georgia Institute of Technology, 2019
 - Kellogg Quant Marketing Workshop, 2019
- “Competition and Innovation in Dynamic Oligopoly”
 - 3rd Conference on Structural Dynamic Models, University of Chicago, 2019
- “A Comparison of Approaches to Advertising Measurement: Evidence from Big Field Experiments at Facebook”
 - Graduate School of Business, Stanford University, 2018
 - Microsoft Digital Economics Conference, 2017
 - Quantitative Marketing and Economics (QME) Conference, 2017
 - ZEW Conference on the Economics of Information and Communication Technologies, 2017
 - Bocconi University, 2017
 - eBay, 2017
 - London Business School, 2017
 - University College of London, 2017
 - Facebook Core Data Science, 2016
 - Haas School of Business, University of California-Berkeley, 2016
 - Rotterdam School of Management, Erasmus University, 2016
 - NBER Economics of Information Technology and Digitization Workshop, 2016
 - Northwestern Computational Research Day, 2016
 - Harvard Business School, 2016
 - Cheung Kong GSB, 2016
 - Winter Marketing-Economics Summit, 2016
 - Temple University, 2015
 - NYU Big Data Conference, 2015
 - Kellogg Marketing Camp, 2015
- “Advertising Competition in Presidential Elections”
 - Political Science, Princeton University, 2015
 - European Association for Research in Industrial Economics (EARIE), Munich, 2015
 - Olin School of Business, Washington University in St. Louis, 2015
 - Marketing Camp, University of Iowa, 2015
 - Economics, Northwestern University, 2015
 - Booth School of Business (Microeconomics), University of Chicago, 2013

- Economics, University of Wisconsin-Madison, 2013
- Kellogg School of Management, Northwestern University, 2013
- Economics, University of Pennsylvania, 2012
- Marshall School of Business, USC, 2012
- Economics, KU Leuven, 2012
- Economics, HECER (Aalto University and University of Helsinki), 2012
- Erasmus School of Economics, Erasmus University, 2012
- Economics, University of Zurich, 2012
- Economics, UNC Chapel-Hill, 2012
- Political Science, Columbia University, 2012
- Economics, Yale University, 2010
- Quantitative Marketing and Economics (QME) Conference, 2010
- Summer Institute in Competitive Strategy (SICS), 2010
- 8th Triennial Choice Symposium, Key Largo, 2010
- Marketing in Israel Conference, 2009
- Stern School of Business, NYU, 2009
- “Advertising Effects in Presidential Elections”
 - Wharton, University of Pennsylvania, 2012
 - Sloan School of Management, MIT, 2011
 - School of Management, Yale University, 2011
 - Workshop on the Economics of Advertising and Marketing, Moscow 2011
 - Columbia Economics-Marketing Seminar, 2011
 - NBER Winter IO Meetings (discussed by Gautam Gowrisankaran), 2011
- “Does price elasticity vary with economic growth? A cross-category analysis”
 - Indian School of Business, 2010
 - Tel Aviv University, 2010
 - Stern School of Business, NYU, 2010
- “Competitive Strategy for Open Source Software”
 - University of Texas at Dallas, 2009
 - Game Theory and Marketing Conference, HEC Montreal, 2009
 - Marketing Research Forum, Cheung Kong GSB, 2009
- “Does AMD spur Intel to innovate more?”
 - Analysis Group, New York, NY, 2011
 - Stanford Institute for Theoretical Economics (SITE), 2010
 - Wharton, University of Pennsylvania, 2009
 - Bureau of Economic Analysis, Washington D.C., 2009
 - Summer Econometric Society Meetings, Paris 2009
 - Kellogg School of Management, Northwestern University, 2009
 - Finance Summit, Jackson Hole, 2009
 - Ross School of Business, University of Michigan, 2009
 - Economics, Duke University, 2008
 - Economics, Columbia University, 2008
 - NBER Summer IO Meetings (discussed by John Rust), 2008
 - Duke Fuqua School of Business, 2008

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

Professional Service

- Co-Editor, *Journal of Marketing Research*, 2023 – present
- Associate Editor
 - *Journal of Marketing Research*, 2022 – 2023
 - *Management Science*, 2021 – 2023
 - *Quantitative Marketing and Economics*, 2014 – 2023
- Editorial Board
 - *Marketing Science*, 2014 – 2023
 - *Journal of Marketing Research*, 2016 – 2022
 - *International Journal of Research in Marketing*, 2012 – 2015
- Ad Hoc Reviewer
 - *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
 - Swiss National Science Foundation.
 - Social Sciences and Humanities Research Council of Canada
 - Israel Science Foundation
 - Field Service
 - 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
 - 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
 - Selection Committee, *Quantitative Marketing and Economics* (QME) Conference
 - 2013, 2024
 - Dick Wittink Prize Selection Committee, *Quantitative Marketing and Economics* (QME) Journal
 - 2016, 2020
 - 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
 - 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
 - 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, Winter 2024, Winter 2026 (scheduled)
- Marketing Department Service
 - Director of Graduate Studies (DGS)
 - September 2014 – September 2017, September 2021 – 2025
 - 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 Activities¹

- 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

¹ Listed to comply with Kellogg disclosure policy requirements.