DAN YAVORSKY

SVP Analytics at GBK Collective
Lecturer at UCLA Anderson and UCSD Rady

I lead the Marketing Science and Analytics group alongside co-founder Eric Bradlow at GBK Collective where we apply econometric, statistical, and machine learning algorithms (usually with R) to help solve business problems. I also teach courses in Customer Analytics and Econometrics at the UCSD Rady and UCLA Anderson business schools.

🎓 EDUCATION

2020	**PhD Quantitative Marketing**	
	UCLA Anderson	📍 Los Angeles, CA
2014	**MBA, Management**	
	UCLA Anderson	📍 Los Angeles, CA
2012	**CFA Charterholder**	
	Chartered Financial Analyst (CFA) Institute	📍 San Francisco, CA
2006	**BA, Economics & Mathematics**	
	Claremont McKenna College	📍 Claremont, CA

💼 PROFESSIONAL EXPERIENCE

Present
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2022

Senior Vice President, Analytics
GBK Collective   📍 Los Angeles, CA
• Interface with client and project teams, and run the day-to-day operations of our analytics group. This includes exploring solutions to analytic problems, developing best practices around the implementations of those solutions, and growing and managing the analytics team.

2021
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2020

Manager, Advanced Analytics
Bain & Co.   📍 Los Angeles, CA
• Performed marketing analytics to support strategic management consulting engagements, including conjoint analysis, maximum-difference scaling, customer segmentation, perceptual mapping, and regression analysis.
• Developed ecosystem of statistical and machine learning models to enable media conglomerate to value content on its streaming platforms and optimize media licensing decisions.

CONTACT

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🏠 www.danyavorsky.com

⌂ github.com/dyavorsky

📞 +1 951 201 0927

SKILLS/INTERESTS

Statistics, Econometrics, R Programming, Pedagogy

Quantitative Marketing, Customer Analytics, Market Research, Causal Inference, Bayesian Methods, Structural Models of Demand, Consumer Search

Aspiring user of Python, Julia, Vim

2019
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2015

Graduate Student Research Assistant

University of California, Los Angeles   📍 Los Angeles, CA

• Provided research assistance for Chen, Chevalier, Rossi, and Oehlsen "The Value of Flexible Work: Evidence from Uber Drivers" *Journal of Political Economy*, 2019.

• Updated and maintained Professor Rossi's R package `bayesm`, including programming of functions that estimate parameters of Bayesian statistical models, authorship of vignettes, and revisions to documentation.

2014
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2006

Research Associate

Cornerstone Research   📍 Los Angeles, CA

• Performed economic, financial, and statistical analysis to support professors engaged as expert witnesses in over 100 commercial litigation matters related to consumer fraud, bankruptcy, forensic accounting, and asset pricing.

• Led substantial internal intiatives including firm-wide analyst training and recruiting for the Los Angeles office.

🖥️ TEACHING EXPERIENCE

Present
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2021

Lecturer

University of California, Los Angeles   📍 Los Angeles, CA

• Econometrics (MFE 402)

• Marketing Strategy and Policy (EMBA 411)

Present
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2021

Lecturer

University of California, San Diego   📍 San Diego, CA

• Customer Analytics (MGT 100)

• Business Analytics (MGT 153)

2020
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2015

Teaching Assistant

University of California, Los Angeles   📍 Los Angeles, CA

• Econometrics (with Peter Rossi for MFE)

• R Programming (with Peter Rossi for MSBA)

• Data Science (with Stephan Seiler for MSBA)

• Pricing (with Elisabeth Honka for MBA)

• Statistics (with Elisa Long for MBA)

• Customer Analytics (with Brett Hollenbeck for MBA)

📄 PUBLICATIONS

2020

Consumer search in the U.S. auto industry: The role of dealership visits [PDF]

Quantitative Marketing and Economics   📍 Los Angeles, CA

Dan Yavorsky, Elisabeth Honka, and Keith Chen