# DAN YAVORSKY

**Analytics at GBK | Lecturer at UCLA & UCSD**

I lead the Marketing Science and Analytics function alongside co-founder and professor Eric Bradlow at GBK Collective where I apply econometric, statistical, and machine learning analyses to support our consultants in solving our clients' 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
- Run the day-to-day operations of our analytics function. This includes interfacing with client and project teams, execute analysis, extending and researching analytic methodology, exploring analytic solutions to business problems, developing best practices implementing those solutions, and growing and managing the analytics team.

**2021
|
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 other statistical or econometric 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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🐙 github.com/dyavorsky

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## SKILLS

Statistics, Econometrics, Pedagogy R, SQL, Tableau, Markdown, Latex

Aspiring user of Python, Julia, Vim

## INTERESTS

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

## PERSONAL

US Citizen; Married; Two children

Play soccer, cycle, sip bourbon, build mechanical keyboards, collect pocket knives, memorize children books

*Last updated on 2023-11-08*

**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, asset pricing, and others.
- 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, UCLA
University of California, Los Angeles                              📍 Los Angeles, CA
- Econometrics (MFE 402)
- Marketing Strategy and Policy (EMBA 411)

**Present**
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**2021**

### Lecturer, UCSD
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