

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 my team and I apply econometric, statistical, and machine learning methods to derive consumer insights and inform marketing strategy for our clients.

I also teach courses in Analytics, Econometrics, and related topics 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 2022	Senior Vice President, Analytics GBK Collective	Los Angeles, CA	<ul style="list-style-type: none">Lead the day-to-day operations of our Marketing Science and Analytics function. I interface with client and project teams, execute analyses, extend and research analytic methodology, explore analytic solutions to business problems, develop best practices implementing those solutions, and grow and manage our analytics team.
2021 2020	Manager, Advanced Analytics Bain & Co.	Los Angeles, CA	<ul style="list-style-type: none">Performed marketing analytics to support strategic management consulting engagements, including conjoint analysis, maximum-difference scaling, customer segmentation, perceptual mapping, factor analysis, 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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SKILLS

Statistics, Econometrics, Pedagogy
R, SQL, Tableau,
Quarto, 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, patinate boots, memorize children books

- 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.
 - Provided research assistance for Honka, Seiler, and Ursu “The Sequential Search Model: A Framework for Empirical Research” *Quantitative Marketing and Economics*, 2024.
 - Updated and maintained Professor Rossi’s R package `bayesm` by editing functions that draw from posterior distributions of Bayesian statistical models, authoring vignettes, and revising documentation.
- 2014
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2006
- **Analyst, Senior Analyst, Research Associate**
Cornerstone Research 📍 San Francisco, CA
 - Performed economic, financial, and statistical analyses to support professors engaged as expert witnesses in over 100 commercial litigation matters related to consumer fraud, bankruptcy, forensic accounting, asset pricing, and other matters.
 - Led substantial internal initiatives including firm-wide analyst training and West Coast analyst recruiting.



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 for BA)
 - Business Analytics (MGT 153 for BA)
 - Marketing Analytics (MGTA 495 for MsBA)
- 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)
 - Customer Analytics (with Anand Bodapati 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