Henrique Laurino dos Santos

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Education

Ph.D. in Marketing, Wharton School, University of Pennsylvania   *ongoing*

B.S. in Economics, Wharton School, University of Pennsylvania   2018
  Academic honors: Summa cum Laude, Wharton Research Scholars

Research Interests

Substantive Topics: customer relationship management, customer lifetime valuation, advertisement efficiency and policy design, new product rollout

Quantitative Methods: point processes, Bayesian statistics, stochastic optimization, machine learning, natural language processing

Publications

1. "The Speed of Stories: Semantic Progression and Narrative Success."
   Laurino dos Santos, Henrique and Jonah Berger (2022). *Journal of Experimental Psychology: General, 151*(8), 1833–1842. https://doi.org/10.1037/xge0001171

Working Papers

2. "Cross-Feature Spillovers in Super Apps"
   Iyengar, Raghuram. **Henrique Laurino dos Santos**, Pulak Ghosh, Ashis Mishra. *Working paper available by request*

3. "Reducing Ad Waste: Optimal Targeting with Point Processes"
   Laurino dos Santos, Henrique. *Working paper available by request*

4. "Forecasting Endogenous Patterns in the Theatrical Performance of New Movies." **Laurino dos Santos, Henrique**. Jehoshua Eliashberg. *Working paper available by request*

Research in progress

5. "Topological Value: Customer Lifetime Valuation of Network and Momentum Effects." Laurino dos Santos, Henrique. Patrick Zhang.

Teaching

Full courses

Data and Analysis for Marketing Decisions (Wharton; undergrad and MBA)   2019-2022
  Teaching assistant to Ryan Dew and Zhenling Jiang

Applied Probability Models for Marketing (Wharton; undergrad and MBA)   Fall 2021
  Teaching assistant to Peter Fader

Tutorials and Workshops

Programming for AWS Lambda and Lex (Wharton; MBA bootcamp)   Spring 2018

Statistical Models 101 (Wharton; Executive education tutorial)   Fall 2017

Conference Presentations

Marketing Science Conference, Virtual, 2022
"Reducing Ad Waste: Optimal Targeting with Point Processes"

Industry Experience

Paypal + Swift Financial   2017
Marketing Analytics, Intern

Itaú Unibanco   2016
Retail Credit Analytics, Intern

Honors and Awards

Rose Undergraduate Research Award, Best Thesis   2018

Dean's List, Wharton School   2014-2018

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