

# Henrique Laurino dos Santos

Philadelphia, PA

[hlauri@wharton.upenn.edu](mailto:hlauri@wharton.upenn.edu) | <https://henriquelauro.github.io/>

## Education

|  |                |
|--|----------------|
| Ph.D. in Marketing, Wharton School, University of Pennsylvania | <i>ongoing</i> |
| 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**. Advance online publication available at: <http://dx.doi.org/10.1037/xge0001171>

## Working Papers

2. "Cross-Feature Spillovers in Super Apps"  
**Laurino dos Santos, Henrique**. Pulak Ghosh, Raghuram Iyengar, 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*

## Research in progress

4. "Forecasting Optimal Theatrical Window Policies Based on User Reviews" with Jehoshua Eliashberg
5. "Customer Lifetime Value Implications of Freemium Networks"

## Teaching

### Full courses

|  |           |
|--|-----------|
| Data and Analysis for Marketing Decisions (Wharton; undergrad and MBA) | 2019-2022 |
| <i>Teaching assistant to Ryan Dew and Zhenling Jiang</i>               |           |
| Applied Probability Models for Marketing (Wharton; undergrad and MBA)  | Fall 2021 |
| <i>Teaching assistant to Peter Fader</i>                               |           |

### Tutorials and Workshops

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|--|-------------|
| 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**

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|--|------|
| Paypal + Swift Financial<br><i>Marketing Analytics, Intern</i> | 2017 |
| Itaú Unibanco<br><i>Retail Credit Analytics, Intern</i>        | 2016 |

### **Honors and Awards**

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|--|-----------|
| Rose Undergraduate Research Award, Best Thesis | 2018      |
| Dean’s List, Wharton School                    | 2014-2018 |

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