

# JORDAN HUTCHINGS

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## EDUCATION

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Ph.D. Quantitative Marketing, University of Toronto	2022 – Current
M.A. Economics, University of British Columbia	2020
B.A. Economics, Simon Fraser University	2019

## RESEARCH INTERESTS

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Empirical Industrial Organization, Causal Inference, Geospatial Marketing

## WORK IN PROGRESS

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Retailer Observability, Evidence from Bikeshare  
*Awarded best in track - Evidence from the field, Marketing Science 2025*

## PUBLICATIONS

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An experimental investigation into whether choice architecture interventions are considered ethical,  
with Daniella Turetski, Renante Rondina, Bing Feng, & Dilip Soman  
*Scientific Reports, 13(1), p. 18334, 2023*

## TEACHING EXPERIENCE

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University of Toronto, TA	
Modelling Tools for Predictive Analytics, <i>Prof. Ryan Webb</i> (MMA)	2023, 2024, 2025
Introduction to Big Data Analysis, <i>Prof. Daniel Goetz</i> (MMI)	2024, 2025
Marketing 1: Managing Customer Value, <i>Prof. Dilip Soman</i> (EMBA, GEMBA, MBA)	2025
Foundations of Artificial Intelligence for Management, <i>Prof. Ryan Webb</i> (BComm)	2023, 2024
Analytics for Marketing Strategy, <i>Prof. Sridhar Moorthy</i> (MMA)	2024
University of British Columbia, TA	
Introduction to Macroeconomics, <i>Prof. Emrul Hasan</i> (BA)	2020
Introduction to Microeconomics, <i>Prof. Clive Chappel</i> (BA)	2019

## RESEARCH ASSISTANT POSITIONS

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Dan Goetz: Empirical analysis & data cleaning	2025
Avi Goldfarb & Claire Tsai: Experiment design, data cleaning, & analysis	2022 – 2024
Kristen Duke: Empirical analysis & data cleaning	2022
Rachel Gershon: Data analysis for <i>Friends with Health Benefits: A Field Experiment</i>	2022
Patrick Baylis: Data documentation for <i>The distribution of COVID-19 related risks</i>	2020
Paul Schrimpf: Data collection and analysis for <i>Causal impact of masks, policies, behavior on early covid-19 pandemic in the U.S.</i>	2020

## PROFESSIONAL EXPERIENCE

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Pre-Doctoral Research Fellow – CIDER, University of British Columbia	2021 – 2022
Associate Consultant – Deetken Insight Management Consulting	2020 – 2021
Freelance Economist – BC Regional Tourism Secretariat	2020
Summer Research Assistant – Bank of Canada	2019

## HONOURS AND AWARDS

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University of Toronto Fellowship	2022 – Current
TD Management Data and Analytics Lab Research Grant	2023
Jack Knetsch Award (Best Undergraduate Thesis)	2019
Undergraduate Student Research Award	2018 – 2019
The Glenn-Berg Enterprising Achiever Award	2019
Peter Kennedy Undergraduate Scholarship	2019
NCAA Athletic Award, Men's Golf	2014 – 2018

## CONFERENCE PRESENTATIONS

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ISMS Marketing Science Conference	2025
Empirical & Theoretical Symposium for Canadian Marketing	2024
Rotman Marketing Brownbag Seminar Series	2024, 2025
TD Management and Data Analytics lab Research Round Table	2023
Canadian Economics Association, Poster	2019

## PROGRAMMING AND SOFTWARE SKILLS

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R, Python, SQL, Git, Quarto, L<sup>A</sup>T<sub>E</sub>X, MS Office Suite