

Florian Zettelmeyer

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Kellogg School of Management,
Northwestern University
2001 Sheridan Road
Evanston, IL 60208

Phone: (847) 467-0932
Fax: (847) 491-2498
f-zettelmeyer@kellogg.northwestern.edu

Education

1992-1996	MIT Sloan School of Management Ph.D. in Management Science Major: Marketing Minor: Economics
1990-1991	University of Warwick, UK M.Sc. in Economics
1991-1992, 1986-1990	University of Karlsruhe, Germany Business Engineering, Vordiplom

Work Experience

from 2020	Amazon Director of Advertising Economics and Data Science
from 2020	Kellogg School of Management Northwestern University Nancy L. Ertle Chair in Marketing (on leave)
2017-2020	Kellogg School of Management Northwestern University Chair, Marketing Department
from 2013	Kellogg School of Management Northwestern University Director, Program on Data Analytics at Kellogg
from 2012	Kellogg School of Management Northwestern University Nancy L. Ertle Chair in Marketing
from 2008	Kellogg School of Management Northwestern University Professor of Marketing J. L. and Helen Kellogg Chair in Marketing

2008-2010	Haas School of Business University of California at Berkeley Professor of Marketing
2006-2008	Haas School of Business University of California at Berkeley Chair, Marketing Group
2003-2008	Haas School of Business University of California at Berkeley Associate Professor of Marketing (with tenure)
1998-2003	Haas School of Business University of California at Berkeley Assistant Professor of Marketing
1996-1997	Simon Graduate School of Business Administration University of Rochester Assistant Professor of Marketing
1989-1991	McKinsey & Company, Inc. Consultant during internships in Germany and Brazil, totalling 9 months.

Honors and Grants

Lavengood Outstanding Professor of the Year Nominee (2019, for teaching excellence at the Kellogg School of Management)

Sidney J. Levy Teaching Award (2018, for teaching excellence in Kellogg School of Management elective classes)

Lavengood Outstanding Professor of the Year Nominee (2018, for teaching excellence at the Kellogg School of Management)

Lavengood Outstanding Professor of the Year Nominee (2017, for teaching excellence at the Kellogg School of Management)

Impact Award (2017, for teaching excellence at the Kellogg School of Management)

Impact Award (2015, for teaching excellence at the Kellogg School of Management)

Impact Award (2014, for teaching excellence at the Kellogg School of Management)

Sidney J. Levy Teaching Award (2013, for teaching excellence in Kellogg School of Management elective classes)

Faculty Commencement Address to Kellogg School of Management Graduating Class
2011

Lavengood Outstanding Professor of the Year Winner (2011, for teaching excellence at the Kellogg School of Management)

Sidney J. Levy Teaching Award (2011, for teaching excellence in Kellogg School of

Management elective classes)

Impact Award (2011, for teaching excellence at the Kellogg School of Management)

Lavengood Outstanding Professor of the Year Nominee (2010, for teaching excellence at the Kellogg School of Management)

Impact Award (2010, for teaching excellence at the Kellogg School of Management)

Sidney J. Levy Teaching Award (2009, for teaching excellence in Kellogg School of Management elective classes)

J. L. and Helen Kellogg Chair in Marketing, Northwestern University (2008)

Barbara and Gerson Bakar Faculty Fellow, highest honor of Haas School for Associate Professors (2007-08)

National Bureau of Economic Research (NBER), Promotion to Research Associate (April 2007)

2007 Paul E. Green Award (recognizes the best article in the Journal of Marketing Research in 2006) for "How the Internet Lowers Prices: Evidence from Matched Survey and Automobile Transaction Data," published in the May 2006 issue of the Journal of Marketing Research.

National Science Foundation (NSF), Economics Program Grants # SES-0550508 and SES-0550911, "Incentive Promotions in the US Automotive Industry," (2006-2009, \$151,000)

The Earl F. Cheit Outstanding Teaching Award (2006, for teaching in the M.B.A. program at the Haas School, UC Berkeley)

The Earl F. Cheit Outstanding Teaching Award (2006, for teaching in the Ph.D. program at the Haas School, UC Berkeley)

National Bureau of Economic Research (NBER), Appointment as Faculty Research Fellow (March 2003)

National Science Foundation (NSF), Economics Program Grant # SES-0111885, "The Effect of Internet Car Shopping on Prices and Discrimination," (2001-2004, \$184,000)

Schwabacher Fellowship, highest honor of Haas School for Assistant Professors (2001-02)

Junior Faculty Mentor Grant, University of California at Berkeley (2001-02)

Junior Faculty Research Grant, University of California at Berkeley (2000-01)

Honorable Mention in the Doctoral Dissertation Proposal Competition of the Marketing Science Institute (1995)

American Marketing Association (AMA) Doctoral Consortium Fellow (1995)

Scholar of the German Academic Exchange Service (1992-93)

Scholar of the German National Merit Foundation (Studienstiftung des Deutschen Volkes) (1986-92)

Professional Activities

Affiliations

American Marketing Association, American Economic Association, Institute for Operations Research and the Management Sciences (INFORMS), National Bureau of Economic Research (NBER) Industrial Organization (IO) and Energy and Environmental Economics (EEE) programs.

Editor

Quantitative Marketing and Economics (Co-Editor in Chief) (through 2018)

Associate Editor

Management Science (through 2019)

Quantitative Marketing and Economics (through 2013)

Editorial Board Member

Marketing Science, Journal of Marketing Research, Journal of Marketing (through 2005), Journal of Public Policy in Marketing (through 2005), Journal of Interactive Marketing (through 2005).

Ad-hoc Reviewer

Journal of Marketing Research, Management Science, American Economic Review, Journal of Political Economy, Journal of Economics and Management Strategy, Journal of Industrial Economics, Journal of Business, International Journal of Research in Marketing, Marketing Letters, Journal of Retailing, California Management Review, Industrial and Corporate Change, National Science Foundation

Research

Interests

Analytics and AI

Marketing Implications of Consumer Search and Uncertainty

Implications of the Internet on traditional industries

Distribution Channels

Integration of Behavioral and Economic Approaches to Consumer Choice

Publications in Refereed Journals

1. "How Market Power affects Dynamic Pricing: Evidence from Inventory Fluctuations at Car Dealerships" (2022), *Management Science*, Vol 68. (2), pp. 809-1589 (with Ayelet Israeli, Fiona Scott Morton, and Jorge Silva-Risso)

2. "Open Negotiation: The Back-End Benefits of Salespeople's Transparency in the Front End" (2020), *Journal of Marketing Research*, Vol. 57 (6), pp. 1076-1094 (with Yashar Atefi, Michael Ahearne, Sebastian Hohenberg, and Zachary Hall)
3. "A Comparison of Approaches to Advertising Measurement: Evidence from Big Field Experiments at Facebook" (2019), *Marketing Science*, Vol. 38 (2), pp.193-225 (with Brett Gordon, Neha Barghava, and Dan Chapsky)
4. "Repairing the Damage: The Effect of Gender and Price Knowledge on Auto-Repair Price Quotes" (2017), *Journal of Marketing Research*, February, Vol. LIV, pp. 75-95 (with Meghan Busse and Ayelet Israeli)
5. "Who is Exposed to Gas Prices? How Gasoline Prices Affect Automobile Manufacturers and Dealerships" (2016), *Quantitative Marketing And Economics*, March, Vol. 14 (1), pp. 41-95, NSF funded (with Meghan Busse, Chris Knittel, and Jorge Silva Risso).
6. "Information Disclosure as a Matching Mechanism: Theory and Evidence from a Field Experiment." (2015), *American Economic Review*, February, Vol. 105 (2), pp. 886-905, (with Steve Tadelis).
7. "Are Consumers Myopic? Evidence from New and Used Car Purchases" (2013), *American Economic Review*, February, Vol. 103 (1), pp. 220-256, NSF funded (with Meghan Busse and Chris Knittel)
8. "What Matters in a Price Negotiation: Evidence From the US Auto Retailing Industry." (2011), *Quantitative Marketing And Economics*, Vol. 9 (4), pp.365-402, NSF funded (with Fiona Scott Morton and Jorge Silva-Risso)
9. "'The Best Price You'll Ever Get': The 2005 Employee Discount Pricing Promotions in the U.S. Automobile Industry." (2010), *Marketing Science*, Vol. 29 (2), pp. 268-290 (with Meghan Busse and Duncan Simester)
10. "Comparative Advertising and In-Store Displays." (2009), *Marketing Science*, Vol. 28 (6), pp. 1144-1156, (with Greg Shaffer).
11. "Contingent response to self-customization procedures: implications for consumer choice and satisfaction." (2009), *Journal of Marketing Research*, Vol. 46 (6), pp. 754-763 (with Ravi Dhar and Ana Valenzuela)
12. "1000 Cash Back: The Pass-Through of Auto Manufacturer Promotions." (2006), *American Economic Review*, Vol 96 (4), pp. 1253-1270, NSF funded (with Meghan Busse and Jorge Silva-Risso)
13. "How the Internet Lowers Prices: Evidence from Matched Survey and Auto Transaction Data." (2006), *Journal of Marketing Research*, Vol. 43 (2), pp. 168-181, NSF funded (with Fiona Scott Morton and Jorge Silva-Risso)
14. "Advertising in a Distribution Channel." (2004), *Marketing Science*, Vol. 23 (4), pp. 619-628, (with Greg Shaffer).
15. "The Strategic Positioning of Store Brands in Retailer – Manufacturer Negotiations." (2004), *Review of Industrial Organization*, Vol. 24, pp. 161-194 (with Fiona Scott

Morton).

16. "Consumer Information and Discrimination: Does the Internet Affect the Pricing of New Cars to Women and Minorities?" (2003), *Quantitative Marketing And Economics*, Vol. 1 (1), pp. 65-92, NSF funded (with Fiona Scott Morton and Jorge Silva Risso).
17. "When good news about your rival is good for you: The effect of third-party information on the division of channel profits." (2002), *Marketing Science*, Vol. 21 (3), pp. 273-293 (with Greg Shaffer).
18. "Internet Car Retailing." (2001), *Journal of Industrial Economics*, Vol. 49 (4), pp.501-519 (with Fiona Scott Morton and Jorge Silva Risso).
19. "Expanding to the Internet: Pricing and Communications Strategies When Firms Compete on Multiple Channels." (2000), *Journal of Marketing Research*, Vol. 37 (3), pp.292-308.
20. "Brand Equity, Consumer Learning and Choice." (1998), *Marketing Letters*, Vol. 10 (3), pp.301-318 (with Tülin Erdem, Joffre Swait, Susan Broniarczyk, Dipankar Chakravarti, Jean-Noel Kapferer, Michael Keane, John Roberts, and Jan-Benedict Steenkamp).
21. "The Role of Inference in Context Effects: Inferring What You Want From What is Available." (1997), *Journal of Consumer Research*, Vol. 24 (1) (with Drazen Prelec and Birger Wernerfelt).
22. "Metrics to Evaluate R,D&E." (1997), *Research Technology Management*, Vol. 40 (4) (with John R. Hauser).
23. "Testing Alternative Models of New Product Diffusion." (1993), *The Economics of Innovation and New Technology*, Vol. 2, pp.283-308 (with Paul Stoneman).

Other Publications

24. Eric T. Anderson, Duncan Simester, Florian Zettelmeyer (2010), "Internet Channel Conflict: Problems and Solutions" Review of Marketing Research, Volume 7, 63–92.
25. Review of "Ruling the Root: Internet Governance and the Taming of Cyberspace," by Milton L. Mueller. (2004), *Journal of Economic Literature*, Vol. XLII (September 2004), pp. 867-868.

Working Papers

26. "Close Enough? A Large-Scale Exploration of Non-experimental Approaches to Advertising Measurement" *Working paper*, (with Brett Gordon and Robert Moekler)
27. "Did 'Cash for Clunkers' Deliver? The Consumer Effects of the Car Allowance Rebate System" (2/2020) (with Meghan Busse , Christopher R. Knittel, and Jorge Silva-Risso)
28. "Stranded Vehicles: How Gasoline Taxes Change the Value of Households' Vehicle Assets" (11/2012), (with Meghan Busse and Christopher R. Knittel)
29. "Cowboys or Cowards: Why are Internet Car Prices Lower?" (7/2006), NSF funded

(with Fiona Scott Morton and Jorge Silva Risso).

30. "The Strategic Use of Consumer Search Cost." (9/2000)

Work in Progress

"Consumer Preferences for Mobility as a Service: Evidence from vehicle subscription services" (with Meghan Busse and Eric Flow)

Books

"Leading with AI and Analytics: Build Your Data Science IQ to Drive Business Value" (2020), *McGraw-Hill Education*, (with Eric Anderson)

Invited Conference Presentations, Discussions, and Organization

National Bureau of Economic Research (NBER) Digitization Group Summer Institute, (July 2010) Cambridge, Massachusetts. Invited Panelist on "Big Data and Competition"

Quantitative Marketing and Economics (QME) Conference, (October 2016) Chicago, Illinois. Invited Keynote Address: "Implementing Data Analytics and Machine Learning beyond FAAMG"

Federal Trade Commission (FTC) Hearings on Competition and Consumer Protection in the 21st Century, (November 2018) Washington, D.C. Invited Panel Address, "The Economics of Data Regulation"

National Bureau of Economic Research (NBER) Digitization Group Summer Institute, (July 2018) Cambridge, Massachusetts. Invited Discussion of "The Effects of Search Advertising on Competitors: An Experiment Before a Merger"

Stanford Digital Marketing Conference, (December 2016) Stanford, California. Invited Keynote Address, "A Comparison of Approaches to Advertising Measurement: Evidence from Big Field Experiments at Facebook"

Federal Trade Commission (FTC) Microeconomics Conference, (November 2016) Washington, D.C. Invited Keynote Address, "A Comparison of Approaches to Advertising Measurement: Evidence from Big Field Experiments at Facebook"

Federal Trade Commission (FTC) Microeconomics Conference, (November 2016) Washington, D.C. Organizer (with Chad Syverson and Leslie Marx)

Quantitative Marketing and Economics (QME) Conference, (October 2016) Chicago, Illinois. Organizer (with Blake McShane)

National Bureau of Economic Research (NBER) Digitization Group Summer Institute, (July 2016) Cambridge, Massachusetts. Invited Presentation of "A Comparison of Approaches to Advertising Measurement: Evidence from Big Field Experiments at Facebook"

Advertising Research Forum, (March 2016) New York, New York. Invited Presentation: "A Comparison of Approaches to Advertising Measurement: Evidence from Big Field Experiments at Facebook"

Berlin IO Days, (March 2016) Berlin, Germany. Invited Presentation: "A Comparison of

Approaches to Advertising Measurement: Evidence from Big Field Experiments at Facebook"

Quantitative Marketing and Economics (QME) Conference, (October 2015) Cambridge, Massachusetts. Invited Discussion: "Advertising in Vertical Relationships: An Equilibrium Model of the Automobile Industry" by Charles Murry

Big Data Conference at Booth, (October 2014) Chicago, Illinois. Invited Discussion of "Location, Location, Location: Repetition and Proximity Increase Advertising Effectiveness"

Theory and Practice of Marketing, (May 2014) Evanston, Illinois. "How to talk to executives about analytics."

National Bureau of Economic Research (NBER) Digitization Group Summer Institute, (July 2013) Cambridge, Massachusetts. Invited Discussion of "More Trusting, Less Trust? An Investigation of Early e-Commerce in China"

Energy Camp, University of California, Berkeley (June 2013) Berkeley, CA. Invited Presentation: "Who is Exposed to Gas Prices? How Gasoline Prices Affect Automobile Manufacturers and Dealerships."

Yale Customer Insights Conference, (May 2013) New Haven, CT. Invited Presentation: "Repairing the Damage: The Effect of Price Expectations on Auto-Repair Price Quotes."

Marketing/IO Conference, Yale University, (April 2013) New York, NY. Invited Presentation: "Who is Exposed to Gas Prices? How Gasoline Prices Affect Automobile Manufacturers and Dealerships."

National Bureau of Economic Research (NBER) IO Winter Meeting, (February 2013) Palo Alto, CA. Invited Presentation: "Repairing the Damage: The Effect of Price Expectations on Auto-Repair Price Quotes."

Federal Trade Commission, (May 2012) Washington, DC. Invited Panel on Drip Pricing.

National Bureau of Economic Research (NBER) IO Summer Institute, (July 2011) Cambridge, Massachusetts. Invited Presentation: "Information Disclosure as a Matching Mechanism: Theory and Evidence from a Field Experiment."

Annual Centre for Competition Policy Conference (University of East Anglia): Consumers in Competition Policy (June 2011) Norwich, UK. Invited Presentation: "Information Disclosure as a Matching Mechanism: Theory and Evidence from a Field Experiment."

Milton Friedman Institute Price Dynamics Conference, (February 2011) Chicago, Illinois. Invited Presentation: "Pain at the Pump: How Gasoline Prices Affect Automobile Purchasing in New and Used Markets."

Quantitative Marketing and Economics (QME) Conference, (October 2010) Los Angeles, California. Invited Discussion: "Nonparametric Identification of Causal Marketing Mix Effects Using a Regression Discontinuity Design" by Wes Hartmann, Harikesh Nair and Sridhar Narayanan

ACR Doctoral Consortium, (October 2010) Jacksonville, Florida. Invited Presentation:

“Unlikely Bedfellows: The Yin and Yang of a Relationship.”

National Bureau of Economic Research (NBER) EEE Summer Institute, (July 2010) Cambridge, Massachusetts. Invited Presentation: “Pain at the Pump: How Gasoline Prices Affect Automobile Purchasing in New and Used Markets.”

Quantitative Marketing and Economics (QME) Conference, (October 2009) Chicago, Illinois. Organizer (with Peter Reiss).

National Bureau of Economic Research (NBER) IO Winter Meetings, (February 2009) Palo Alto, California. Invited Presentation: “Pain at the Pump: How Gasoline Prices Affect Automobile Purchasing in New and Used Markets.”

American Marketing Association (AMA) Sheth Foundation Doctoral Consortium, (June 2008) Columbia, Missouri. Invited Presentation: “From Research Idea to Research Agenda: An Example from Pricing Research.” and “Rescuing a Class”.

Quantitative Marketing and Economics (QME) Conference, (October 2007) Chicago, Illinois. Organizer (with Greg Allenby).

Summer Institute in Competitive Strategy, (July 2007) Berkeley, California. Invited Presentation: “The Best Price You'll Ever Get': The 2005 Employee Discount Pricing Promotions in the U.S. Automobile Industry.”

National Bureau of Economic Research (NBER) IO Winter Meetings, (February 2007) Palo Alto, California. Organizer (with Catherine Wolfram).

National Bureau of Economic Research (NBER) IO Winter Meetings, (February 2007) Palo Alto, California. Invited Presentation: “The Best Price You'll Ever Get': The 2005 Employee Discount Pricing Promotions in the U.S. Automobile Industry.”

Quantitative Marketing and Economics (QME) Conference, (October 2006) Stanford, California. Invited Discussion: “Do Manufacturers Subsidize Leases? A Price Discrimination Model Of Leasing Behavior” by Srabana Dasgupta and S. Siddarth

Marketing in Israel Conference, (December 2005) Tel Aviv, Israel. Invited Presentation: “Inventory Fluctuations and Price Discrimination: The Determinants of Price Variation in Car Retailing.”

Quantitative Marketing and Economics (QME) Conference, (October 2005) Boston, Massachusetts. Invited Presentation: “\$1000 Cash Back: The Pass-Through of Auto Manufacturer Promotions.”

Massachusetts Institute of Technology, Buck-Weaver Conference, (September 2005) Cambridge, Massachusetts. Invited Presentation: “\$1000 Cash Back: The Pass-Through of Auto Manufacturer Promotions.”

Harvard Business School Strategy Conference, (October 2004) Boston, Massachusetts. Invited Presentation: “\$1000 Cash Back: Asymmetric Information in Auto Manufacturer Promotions.”

American Marketing Association (AMA) Sheth Foundation Doctoral Consortium, (June 2004) College Station, Texas. Invited Presentation: “From Research Idea to Research Agenda: An Example from Internet Research.”

National Bureau of Economic Research (NBER) IO Winter Meetings, (February 2004) Palo

Alto, California. Invited Presentation: “\$1000 Cash Back: Asymmetric Information in Auto Manufacturer Promotions.”

Quantitative Marketing and Economics (QME) Conference, (October 2003) Chicago, Illinois. Invited Presentation: “The Effect of Information and Institutions on Price Negotiations: Evidence from Matched Survey and Auto Transaction Data.”

National Bureau of Economic Research (NBER) IO Summer Institute, (July 2003) Cambridge, Massachusetts. Invited Presentation: “Inventory Fluctuations and Price Discrimination: The Determinants of Price Variation in Car Retailing.”

IDEI-CEPR Conference On The Economics of the Software and Internet Industries, (January 2003) Toulouse, France. Opening Presentation: “Cowboys or Cowards: Why are Internet Car Prices Lower?”

INFORMS-Cornell Conference On Pricing Research, (September 2002) Ithaca, New York. Invited Presentation: “Cowboys or Cowards: Why are Internet Car Prices Lower?”

National Bureau of Economic Research (NBER) IO Summer Institute, (July 2001) Cambridge, Massachusetts. Invited Presentation: “Consumer Information and Price Discrimination: Does the Internet Affect the Pricing of New Cars to Women and Minorities?”

Berkeley Invitational Choice Symposium, (June 2001) Pacific Grove, California. Invited Presentation: “Internet Car Retailing.”

NBER Winter IO Meetings, (February 2001) Palo Alto, California. Invited Discussion.

NBER E-Commerce Conference, (January 2001) Bodega Bay, California. Invited Presentation: “Internet Car Retailing.”

Marketing Science Institute Young Scholar’s Conference, (January 2001) Park City, Utah. Invited Presentation: “Internet Car Retailing.”

Brookings/BRIE/Department of Commerce/OECD Conference on the Digital Economy, (September 2000) Washington, D.C. Invited Presentation: “Internet Car Retailing.”

NBER E-Commerce Conference, (July 2000) Cambridge, Massachusetts. Invited Presentation: “Internet Car Retailing.”

NBER Winter IO Meetings, (January 2000) Palo Alto, California. Invited Presentation: “The Strategic Use of Store Brands in Retailer – Manufacturer Bargaining.”

HEC Invitational Choice Symposium (July 1998) Paris, France. Invited Presentation: “Brand Equity and the Internet.”

INFORMS Conference: “Marketing Science and the Internet” (March 1998) Cambridge, Massachusetts. Invited Presentation: “The Internet as a Medium for Marketing Communications: Channel Conflict over the Provision of Information.”

Marketing Science Institute conference on “Research Frontiers in Interactive Marketing,” (September 1997) Cambridge, Massachusetts. Invited Presentation: “Who Will be Affected by the Internet: The Role of Marketing Communications.”

Invited Seminar Presentations

- Georgia Tech*, (February 2020) Atlanta, GA. Invited Presentation: "A Comparison of Approaches to Advertising Measurement: Evidence from Big Field Experiments at Facebook."
- Harvard Business School*, (February 2020) Cambridge, MA. Invited Presentation: "A Comparison of Approaches to Advertising Measurement: Evidence from Big Field Experiments at Facebook."
- University of Michigan*, (Apr 2018) Ann Arbor, MI. Invited Presentation: "A Comparison of Approaches to Advertising Measurement: Evidence from Big Field Experiments at Facebook."
- Columbia University*, (May 2017) New York, NY. Invited Presentation: "A Comparison of Approaches to Advertising Measurement: Evidence from Big Field Experiments at Facebook."
- University of California, Berkeley*, (April 2017) Berkeley, CA. Invited Presentation: "A Comparison of Approaches to Advertising Measurement: Evidence from Big Field Experiments at Facebook."
- Tilburg University*, (December 2016) Tilburg, Netherlands. Invited Presentation: "A Comparison of Approaches to Advertising Measurement: Evidence from Big Field Experiments at Facebook."
- London Business School*, (July 2016) London, United Kingdom. Invited Presentation: "A Comparison of Approaches to Advertising Measurement: Evidence from Big Field Experiments at Facebook."
- Columbia University*, (November 2015) New York, NY. Invited Presentation: "A Comparison of Approaches to Advertising Measurement: Evidence from Big Field Experiments at Facebook."
- Purdue University*, (February 2014) West Lafayette, IN. Invited Presentation: "Information Disclosure as a Matching Mechanism: Theory and Evidence from a Field Experiment."
- University of North Carolina, Chappel Hill* (November 2013) Chappel Hill, NC. Invited Presentation: "Repairing the Damage: The Effect of Price Expectations on Auto-Repair Price Quotes."
- Honk Kong University of Science and Technology*, (May 2013) Hong Kong. Invited Presentation: "Information Disclosure as a Matching Mechanism: Theory and Evidence from a Field Experiment."
- Stanford University*, (December 2012) Palo Alto, CA. Invited Presentation: "Repairing the Damage: The Effect of Price Expectations on Auto-Repair Price Quotes."
- University of California, Davis*, (May 2012) Davis, CA. Invited Presentation: "Information Disclosure as a Matching Mechanism: Theory and Evidence from a Field Experiment."
- Harvard University*, (May 2012) Cambridge, MA. Invited Presentation: "Information

Disclosure as a Matching Mechanism: Theory and Evidence from a Field Experiment.”

University of Houston, (November 2011) Houston, Texas. Invited Presentation: “Information Disclosure as a Matching Mechanism: Theory and Evidence from a Field Experiment.”

Northwestern University, (September 2011) Evanston, Illinois. Invited Presentation: “Information Disclosure as a Matching Mechanism: Theory and Evidence from a Field Experiment.”

University of Wisconsin Madison, (September 2011) Madison, Wisconsin. Invited Presentation: “Information Disclosure as a Matching Mechanism: Theory and Evidence from a Field Experiment.”

University of California Los Angeles, (May 2011) Los Angeles, California. Invited Presentation: “Information Disclosure as a Matching Mechanism: Theory and Evidence from a Field Experiment.”

University of California at Irvine, (April 2011) Irvine, California. Invited Presentation: “Pain at the Pump: The Differential Effect of Gasoline Prices on New and Used Automobile Markets.”

University of Rochester, (October 2009) Rochester, New York. Invited Presentation: “Pain at the Pump: The Differential Effect of Gasoline Prices on New and Used Automobile Markets.”

Illinois Institute of Technology, (September 2009) Chicago, Illinois. Invited Presentation: “Pain at the Pump: The Differential Effect of Gasoline Prices on New and Used Automobile Markets.”

Texas A&M University, (April 2009) College Station, Texas. Invited Presentation: “Pain at the Pump: How Gasoline Prices Affect Automobile Purchasing in New and Used Markets.”

University of Chicago, (April 2009) Chicago, Illinois. Invited Presentation: “Pain at the Pump: How Gasoline Prices Affect Automobile Purchasing in New and Used Markets.”

Federal Reserve Bank of Chicago, (April 2009) Chicago, Illinois. Invited Presentation: “Pain at the Pump: How Gasoline Prices Affect Automobile Purchasing in New and Used Markets.”

Cornell University, (April 2009) Ithaca, New York. Invited Presentation: “Pain at the Pump: How Gasoline Prices Affect Automobile Purchasing in New and Used Markets.”

University of California Energy Institute, (April 2008) Berkeley, California. Invited Presentation: “Pain at the Pump: How Gasoline Prices Affect Automobile Purchasing”

Duke University, (April 2008) Durham, North Carolina. Invited Presentation: “The Best Price You'll Ever Get': The 2005 Employee Discount Pricing Promotions in the U.S. Automobile Industry”

Yale University, (November 2007) New Haven, Connecticut. Invited Presentation: "The Best Price You'll Ever Get': The 2005 Employee Discount Pricing Promotions in the U.S. Automobile Industry"

Northwestern University, (September 2007) Evanston, Illinois. Invited Presentation: "Scarcity Rents in Car Retailing: Evidence from Inventory Fluctuations in Car Dealerships"

Dartmouth College, (March 2007) Hanover, New Hampshire. Invited Presentation: "The Best Price You'll Ever Get': The 2005 Employee Discount Pricing Promotions in the U.S. Automobile Industry."

Washington University in St. Louis, (February 2007) St. Louis, Missouri. Invited Presentation: "Scarcity Rents in Car Retailing: Evidence from Inventory Fluctuations in Car Dealerships"

Harvard Business School, (October 2006) Boston, Massachusetts. Invited Presentation: "Scarcity Rents in Car Retailing: Evidence from Inventory Fluctuations in Car Dealerships"

University of Arizona, (March 2006) Tucson, Arizona. Invited Presentation: "\$1000 Cash Back: The Pass-Through of Auto Manufacturer Promotions."

Ford Advanced Research Labs, (November 2005) Dearborn, Michigan. Invited Presentation: "How Transparency Affects What Consumers Pay : Evidence from the Internet and Promotions."

Massachusetts Institute of Technology (Economics Department), (September 2005) Cambridge, Massachusetts. Invited Presentation: "\$1000 Cash Back: The Pass-Through of Auto Manufacturer Promotions."

Hebrew University (Economics Department), (December 2005) Jerusalem, Israel. Invited Presentation: "\$1000 Cash Back: The Pass-Through of Auto Manufacturer Promotions."

University of East Anglia, (May 2005) Norwich, United Kingdom, Invited Presentation: "Inventory Fluctuations and Price Discrimination: The Determinants of Price Variation in Car Retailing."

University of East Anglia, (May 2005) Norwich, United Kingdom, Invited Presentation: "How the Internet Lowers Prices: Evidence from Matched Survey and Auto Transaction Data."

Federal Trade Commission, (May 2005) Washington, D.C. Invited Presentation: "\$1000 Cash Back: Asymmetric Information in Auto Manufacturer Promotions."

University California, Davis, (May 2004) Davis, California. Invited Presentation: "\$1000 Cash Back: Asymmetric Information in Auto Manufacturer Promotions."

Stanford University, (March 2004) Palo Alto, California. Invited Presentation: "How the Internet Lowers Prices: Evidence from Matched Survey and Auto Transaction Data."

Dartmouth College, (October 2003) Hanover, New Hampshire. Invited Presentation: "The Effect of Information and Institutions on Price Negotiations: Evidence from

Matched Survey and Auto Transaction Data.”

New York University, (April 2003) New York, New York. Invited Presentation: “The Effect of Information and Institutions on Price Negotiations: Evidence from Matched Survey and Auto Transaction Data.”

University of Southern California, (March 2003) Los Angeles, California. Invited Presentation: “The Effect of Information and Institutions on Price Negotiations: Evidence from Matched Survey and Auto Transaction Data.”

University of Arizona, (March 2003) Tucson, Arizona. Invited Presentation: “The Effect of Information and Institutions on Price Negotiations: Evidence from Matched Survey and Auto Transaction Data.”

University of British Columbia, (February 2003) Vancouver, British Columbia. Invited Presentation: “The Effect of Information and Institutions on Price Negotiations: Evidence from Matched Survey and Auto Transaction Data.”

Northwestern University, (April 2002) Evanston, Illinois. Invited Presentation: “Cowboys or Cowards: Why are Internet Car Prices Lower?”

Harvard Business School, (November 2001) Boston, Massachusetts. Invited Presentation: “Cowboys or Cowards: Why are Internet Car Prices Lower?”

Stanford University, (May 2001) Stanford, California. Invited Presentation: “Internet Car Retailing.”

Washington University, (April 2001) St. Louis, Missouri. Invited Presentation: “Internet Car Retailing.”

University of Toronto, (April 2001) Toronto, Canada. Invited Presentation: “Internet Car Retailing.”

University of Florida, (March 2001) Gainesville, Florida. Invited Presentation: “Internet Car Retailing.”

Federal Trade Commission, (September 2000) Washington, D.C. Invited Presentation: “The Strategic Use of Store Brands in Retailer – Manufacturer Bargaining.”

INSEAD, (June 2000) Fontainebleau, France. Invited Presentation: “Broadcast vs. Interactive Media: Influencing the perceived product differentiation in a channel.”

Massachusetts Institute of Technology, (April 2000) Cambridge, Massachusetts. Invited Presentation: “The Strategic Use of Store Brands in Retailer – Manufacturer Bargaining.”

University of Chicago, (February 2000) Chicago, Illinois. Invited Presentation: “The Strategic Use of Store Brands in Retailer – Manufacturer Bargaining.”

Harvard University, (December 1999) Cambridge, Massachusetts. Invited Presentation: “Bargaining, Third-Party Information, and the Division of Profit in the Distribution Channel.”

Yale University, (November 1998) New Haven, Connecticut. Invited Presentation: “Channel Conflict over the Provision of Information.”

University of Chicago, (May 1998) Chicago, Illinois. Invited Presentation: “Channel Conflict over the Provision of Information.”

Stanford University, (July 1997) Palo Alto, California. Invited Presentation: “Expanding to the Internet: Pricing and Communications Strategies When Firms Compete on Multiple Channels.”

University of Texas at Austin, (February 1997) Austin, Texas. Invited Presentation: “Expanding to the Internet: Pricing and Communications Strategies When Firms Compete on Multiple Channels.”

Cornell University, (April 1996) Ithaca, New York. Invited Presentation: “The Strategic Use of Consumer Search Cost.”

Conference Presentations

Marketing Science Conference, (June 2003) College Park, Maryland. “The Effect of Information and Institutions on Price Negotiation: Evidence from Matched Survey and Auto Transaction Data.”

Marketing Science Conference, (July 2001) Wiesbaden, Germany. “Internet Car Retailing.”

Marketing Science Conference, (June 2000) Los Angeles, California. “The Strategic Positioning of Store Brands in Retailer – Manufacturer Negotiation.”

Marketing Science Conference, (May 1999) Syracuse, New York. “Comparative Marketing Campaigns and Retailer Participation.”

Marketing Science Conference, (March 1997) Berkeley, California. “Expanding to the Internet: Pricing and Communications Strategies When Firms Compete on Multiple Channels.”

Marketing Science Conference, (March 1996) Gainesville, Florida. “The Role of Inference in Context Effects: Inferring What You Want From What is Available.”

Teaching

Interests

Customer Analytics and Artificial Intelligence, Internet Marketing Strategy, Marketing Strategy, Pricing, Marketing Management

Experience

from 2019	Kellogg School of Management, Northwestern University “Leading With Advanced Analytics and AI” for Executives
2015-2018	Kellogg School of Management, Northwestern University “Leading With Big Data and Analytics” for Executives
from 2015	Kellogg School of Management, Northwestern University “The CMO in the Digital Age” for Executive MBA students

from 2013	Kellogg School of Management, Northwestern University “Customer Analytics” for full-time MBA students
2008-2012	Kellogg School of Management, Northwestern University “Information- And Technology-Based Marketing” for full-time MBA students
2006-2008	Haas School of Business, UC Berkeley “Information- And Technology-Based Marketing” for full- and part-time MBA students
2006	Haas School of Business, UC Berkeley “Teaching Business” for Ph.D. students
2004-2005	Haas School of Business, UC Berkeley “Information- And Technology-Based Marketing” for full- and part-time MBA students and Undergraduate Business Majors
2000	Haas School of Business, UC Berkeley Ph.D. Seminar on Internet/E-Commerce Research
1999-2008	Haas School of Business, UC Berkeley Executive Education on Internet Marketing/Strategy for senior managers
1999-2002	Haas School of Business, UC Berkeley “Internet Strategy” for full- and part-time MBA students
1997	William E. Simon School of Business, University of Rochester “Marketing Management” for part-time MBA students “Marketing on the Internet” for full- and part-time MBA students
1993	Sloan School of Management, MIT Teaching assistant for “New Product Development,” Masters program elective

Effectiveness

Lavengood Outstanding Professor of the Year Nominee (2019, for teaching excellence at the Kellogg School of Management)

Sidney J. Levy Teaching Award (2018, for teaching excellence in Kellogg School of Management elective classes)

Lavengood Outstanding Professor of the Year Nominee (2018, for teaching excellence at the Kellogg School of Management)

Lavengood Outstanding Professor of the Year Nominee (2017, for teaching excellence at the Kellogg School of Management)

Impact Award (2017, for teaching excellence at the Kellogg School of Management)

Impact Award (2015, for teaching excellence at the Kellogg School of Management)

Impact Award (2014, for teaching excellence at the Kellogg School of Management)

Sidney J. Levy Teaching Award (2013, for teaching excellence in Kellogg School of Management elective classes)

Lavengood Outstanding Professor of the Year Winner (2011, for teaching excellence at the Kellogg School of Management)

Sidney J. Levy Teaching Award (2011, for teaching excellence in Kellogg School of Management elective classes)

Impact Award (2011, for teaching excellence at the Kellogg School of Management)

Lavengood Outstanding Professor of the Year Nominee (2010, for teaching excellence at the Kellogg School of Management)

Impact Award (2010, for teaching excellence at the Kellogg School of Management)

Sidney J. Levy Teaching Award (2009, for teaching excellence in Kellogg School of Management elective classes)

9.6-9.9 on a 10 point scale for Information- And Technology-Based Marketing and Customer Analytics at the Kellogg School of Management.

Member of Club 6.0 (median 6.0 and above on a 7-point scale in regard to teaching effectiveness) in every course taught in Berkeley, except for one section.

Since 2002, median 7.0 (mean 6.8) in all sections.

The Earl F. Cheit Outstanding Teaching Award (2006, for teaching in the M.B.A. program at the Haas School, UC Berkeley)

The Earl F. Cheit Outstanding Teaching Award (2006, for teaching in the Ph.D. program at the Haas School, UC Berkeley)

Administrative Service

2017-2020	Chair, Marketing Department at Kellogg
from 2013	Director, Program on Data Analytics at Kellogg
from 2013	Member of the Big Data/Data Science Initiative at Northwestern University
2013-2014	Member of the brand strategy committee at Kellogg
2011-2012	Member of the “Future of Marketing” working group at Kellogg
2010-2011	Member of the Informal Faculty Advisors at Kellogg
from 2010	Member of the Faculty Building Committee at Kellogg
from 2008	Member of the Faculty Advisory Board for Kellogg Information Systems (KIS)
2006-2008	Chair, Marketing Group at the Haas School
2005-2008	Member of the Policy and Planning committee at the Haas School
2004	Member of the search committee for the director of the Evening and Weekend MBA program, Haas School, UC Berkeley

2003-2007	Chair of the Faculty and Ph.D. Computer Committee, Haas School, UC Berkeley
2001-2002	Member of the Faculty and Ph.D. Computer Committee, Haas School, UC Berkeley
2000	Member of the E-commerce Committee, Haas School, UC Berkeley
1998-2008	Member of the Marketing Recruiting Committee, Haas School, UC Berkeley

Outside Activity (Consulting, executive education)

Executive Education/Consulting for: John Deere, IBM Mexico, Cisco, Microsoft, Blue Cross Blue Shield, General Electric, Bay Alarm, Canadian Tire, Honeywell Aerospace, Vanguard, Royal Caribbean Cruise Lines, BMW Dealer Forum Association, Alliant Credit Union, Coca Cola Mexico, Weber Shandwick, Johnson Controls, Accenture Strategy, TE, The Delta Faucet Company, Fortive

Member of the Advisory Board, Bay Alarm, Pacheco, CA (up to 2018)

Economic Consulting, Cornerstone Research

Other

Math instructor, Patten University at San Quentin State Prison