

Kenneth C. Wilbur serves as an endowed Professor of Marketing and Analytics at the University of California, San Diego. His research draws rigorous insights out of large datasets for positive impact on markets. Most of his work analyzes data-driven phenomena in advertising and digital platform settings. He has also published contributions in economics, law, political science and psychology journals.

Quantitative marketing has three annual research awards: best paper, best dissertation paper, and long-term impact 5-10 years after publication. Award winners and finalists are voted by the editorial boards of *Marketing Science* and *Management Science* Marketing Department. Professor Wilbur's research has won all three awards, including the long-term impact award twice.

Professor Wilbur has served as an associate editor for *Marketing Science* and the *Journal of Marketing Research*, as a Vice President for the ISMS Society for Marketing Science, as a rebuttal expert in *U.S. v. Google* (2024), and as a co-organizer of the [Workshop on Platform Analytics](#). His CV and all published papers are available at [Http://Kennethcwilbur.com](http://Kennethcwilbur.com).

