

Kenneth C. Wilbur serves as a Professor of Marketing and Analytics and the Sheryl and Harvey White Chair in Management at the University of California, San Diego. His research on quantitative marketing and customer analytics draws rigorous, actionable 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.

The field of quantitative marketing has three major annual research awards: best paper, best dissertation paper, and long-term impact for a paper published 5-10 years previously. 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 serves as Associate Editor for the [Journal of Marketing Research](#). He has co-organized the [Workshop on Platform Analytics](#) annually since 2022. In 2024 he submitted an expert rebuttal report and deposition testimony in *U.S. v. Google* (the ad tech case). His CV and all published papers are available at [Http://Kennethcwilbur.com](http://Kennethcwilbur.com).

