

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.

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 in editorial roles for *Marketing Science*, *Journal of Marketing Research* and *Information Economics and Policy*. He has co-organized the [Workshop on Platform Analytics](#) annually since 2023. In 2024 he provided an expert rebuttal report and deposition testimony in the Justice Department's advertising technology monopolization case against Google. Professor Wilbur has taught advertising analytics, advertising management, core marketing, customer analytics, e-commerce and empirical methods at UCSD, Duke and USC. His CV and all published papers are available at [Http://Kennethcwilbur.com](http://Kennethcwilbur.com).

