

# Kristina Brecko

kristina.brecko@simon.rochester.edu

Simon Business School  
University of Rochester  
305 Schlegel Hall  
Rochester NY 14627

## Academic Employment

- **University of Rochester**  
Simon Business School, Assistant Professor of Marketing

**Rochester, NY**  
2017 – Present

## Education

- **Stanford University**  
Graduate School of Business, Ph.D. in Marketing
- **Stanford University**  
Department of Economics, M.A. in Economics
- **Cornell University**  
College of Arts and Sciences, B.A.
  - Majors: Economics, French Cultural Studies
  - Study abroad: Pantheon-Sorbonne University, Paris, France

**Stanford, CA**  
2017

**Stanford, CA**  
2017

**Ithaca, NY**  
2007

## Research Interests

- Quantitative Marketing, Empirical Industrial Organization, Pricing, Product Design, Advertising, Marketing and Public Policy, Marketing and Sustainability

## Working Papers

- “New Features Free of Charge? Using Price to Sort Consumers Among Legacy Software Versions”  
*Recipient of a Wharton Customer Analytics Initiative Data Grant*  
*Revise and Resubmit at Marketing Science*

## Work in Progress

- “Water Conservation Collaboration Project: Long-Run Impact of Durable Technology Adoption”  
*with Wesley Hartmann*
- “Place-Making or Consumer-Making: The Role of Amenities in Shaping Consumption Patterns”  
*with Tomomichi Amano*
- “Price Variation and Store Choice: The Welfare Implications of EDLP-HiLo Pricing”  
*with Paul Ellickson and Avery Haviv*
- “The Role of Consumer Brand Preference Evolution in New Product Entry”  
*with Wesley Hartmann and Sridhar Narayanan*

## Conferences and Invited Talks

2021 University of Chicago Booth School of Business, NYU Stern School of Business\*,  
Marketing Science\* (planned)

- 2020 Virtual Quant Marketing Seminar
- 2019 Faculty Development Forum: Junior Faculty in Marketing Science, Marketing Science\*
- 2017 Stanford Graduate School of Business Quantitative Marketing Conference,  
University of Washington Foster School of Business
- 2016 Columbia Business School, Cornell Johnson Graduate School of Management,  
Duke University Fuqua School of Business, Emory University Goizueta Business School  
Harvard Business School, London Business School, Northwestern University Medill School of Journalism,  
University of Pennsylvania Wharton School, University of Rochester Simon Business School,  
University of San Diego Rady School of Management, University of Texas Dallas Jindal School of Business,  
University of Utah David Eccles School of Business, Wharton Customer Analytics Initiative Symposium  
AMA-Sheth Foundation Marketing Doctoral Consortium
- 2015 Marketing Science

\* indicates presentations by co-authors

## Professional Service

- Referee: *Marketing Science*, *Management Science*, *Frontiers in Marketing Science*

## Teaching

- University of Rochester  
Marketing Management, MBA core course

**Rochester, NY**  
2017 – Present

## Other Work Experience

- Opera Solutions, *Data Analytics Consulting*  
Senior Associate  
Associate  
Business Analyst

**New York, NY**  
2010 – 2012  
2009 – 2010  
2007 – 2009

## Honors and Awards

- Stanford Graduate School of Business Fellowship 2012–2017
- Stanford Graduate School of Business Jaedicke Award 2012
- Alfred E. and Mary S. Kahn Scholarship - Cornell 2004–2007
- Ada Rabotnikoff Scholarship for Women - Cornell 2004–2007
- Calabasas Chamber of Commerce Scholarship - Cornell 2003

## Personal

I hold dual U.S. and Latvian (E.U.) citizenship. I am married to Pavel Zryumov, and we have two children (b. 2019, 2021).

Last Updated: April 2021