

# Kristina Brecko

kristina.brecko@simon.rochester.edu

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

## Academic Employment

- **University of Rochester** **Rochester, NY**  
Simon Business School, Assistant Professor of Marketing *2017 – Present*

## Education

- **Stanford University** **Stanford, CA**  
Graduate School of Business, Ph.D. in Marketing *2017*
- **Stanford University** **Stanford, CA**  
Department of Economics, M.A. in Economics *2017*
- **Cornell University** **Ithaca, NY**  
College of Arts and Sciences, B.A. *2007*
  - Majors: Economics, French Cultural Studies
  - Study abroad: Pantheon-Sorbonne University, Paris, France

## Research Interests

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

## Publications

- “New Features Free of Charge? Intertemporal Product Versions and Pricing in the Software Market”  
*Marketing Science* 42(1):61-86, 2023
  - *Recipient of a Wharton Customer Analytics Data Grant*
  - *Featured on “How to Succeed in Product Management” Podcast (Episode 77; March 15, 2023)*

## Working Papers

- “Marketing and Economics of Harm Reduction: Evidence from Conservation Field Experiments”  
Previously circulated as “Pro-Social Change for the Most Challenging: Marketing and Testing Harm Reduction for Conservation”  
*with Wesley Hartmann*  
Conditional accept at *Journal of Marketing Research*
  - *Media coverage:* “Marketing Environmental Change”, Simon Business School Dean’s Corner  
“Simon Quick Takes Webinar”
- “Sustainability and Strategic Differentiation in Unregulated Consumer Goods Markets”  
Previously presented as “Voluntary Disclosure of Sustainability Claims: Evidence from Consumer Packaged Goods,”  
“Supply and Demand for Sustainability Claims: Drivers and Deterrents under Voluntary Labeling”  
*with Yewon Kim*  
*Under review*
  - *Recipient of a Stanford Business, Government, and Society Research Grant*

- “Dimensions of Retail Price Competition and Consumer Choice Constraints”  
*with Paul Ellickson and Avery Haviv*

## Work in Progress

- “Direct-to-Consumer Advertising and Medication Demand Allocation: Evidence from GLP-1 Drugs”  
*with Julia Levine and Yuhan He*
- “The Role of Place in Brand Preference Formation”  
*with Tomomichi Amano*
- “Preference-Aligned Messaging for Water Conservation”  
*with Wesley Hartmann and Kaleb Javier*
  - *University of Rochester IRB Study 6951, Stanford GSB IRB eProtocol 34922 (with Pre-Analysis Plan)*

## Conferences and Invited Talks

\* indicates conference presentations by co-authors

### Dimensions of Retail Price Competition and Consumer Choice Constraints

IIOC,\* May 2025  
UCLA Marketing Camp, April 2025  
Marketing Science Conference,\* June 2024  
Choice Symposium, August 2023  
Marketing Science Conference, June 2023

### Sustainability and Strategic Differentiation in Unregulated Consumer Goods Markets

Yale InsightsOn Conference, May 2024  
UT Dallas Frontiers of Research in Marketing Science Conference,\* February 2024  
Choice Symposium,\* August 2023  
Marketing Science Conference,\* June 2023  
Virtual Quantitative Marketing Seminar,\* February 2023  
Marketing for Environmental Sustainability,\* January 2023  
IOFest at UC Berkeley,\* December 2022

### Marketing and Economics of Harm Reduction: Evidence from Conservation Field Experiments

IO+ Conference, Becker Friedman Institute, September 2023  
SICS at UC Berkeley, Haas School of Business, June 2023  
IIOC, April 2023  
Kellogg School of Management, April 2023  
Marketing for Environmental Sustainability, January 2023  
Marketing Dynamics Conference, November 2022  
QME Conference, October 2022  
Marketing Science Conference, June 2022  
Stanford GSB Quantitative Marketing PhD Alumni Conference, April 2022  
Stanford GSB Quantitative Marketing PhD Alumni Conference, August 2017  
California Data Collaborative Technical Working Group Meeting, January 2017

### The Role of Place in Brand Preference Formation

Marketing Science Conference,\* June 2021  
University of Chicago Booth School of Business, January 2021  
Virtual Quantitative Marketing Seminar, October 2020  
Marketing Science Conference,\* June 2019

### New Features Free of Charge? Intertemporal Product Versions and Pricing in the Software Market

University of Washington Foster School of Business, December 2017  
London Business School, November 2016  
University of Pennsylvania Wharton School, November 2016  
Duke University Fuqua School of Business, October 2016  
Columbia Business School, October 2016

Harvard Business School, October 2016  
 University of Rochester Simon Business School, October 2016  
 Cornell Johnson Graduate School of Management, October 2016  
 University of Texas Dallas Jindal School of Business, September 2016  
 University of San Diego Rady School of Management, September 2016  
 Emory University Goizueta Business School, September 2016  
 Northwestern University Medill School of Journalism, September 2016  
 University of Utah David Eccles School of Business, September 2016  
 Wharton Customer Analytics Initiative Symposium, March 2016

### The Role of Consumer Brand Preference Evolution in New Product Entry

Marketing Science Conference, June 2015

## Professional Service

- Referee: *Marketing Science*, *Journal of Marketing Research*, *Management Science*, *Quantitative Marketing and Economics*, *Journal of Marketing*, *Journal of the European Economic Association*, *AEJ: Microeconomics*
- Conferences: co-organizer of Women's Career Workshop at the 2021 *Marketing Science Conference* hosted by Simon Business School

## Teaching

- **University of Rochester**  
 Marketing Management, MBA core course  
*Graduate Teaching Honor Roll*: Fall 2023, Fall 2024

**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, Awards and Fellowships

- Fall Graduate Teaching Honor Roll 2023, 2024
- Faculty Development Forum: Junior Faculty in Marketing Science 2019
- AMA-Sheth Foundation Doctoral Consortium Fellow 2016
- NBER Digitization Tutorial at Stanford University / SIEPR 2015
- Columbia-Duke-UCLA Workshop on Quantitative Marketing and Structural Econometrics 2013
- 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).