Kristina Brecko

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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

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
  Conditional Accept at Marketing Science

- "Marketing & Experimentation for Social Change: Adapting to Drought in California"
  with Wesley Hartmann
  Available upon Request

Work in Progress

- "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

* indicates presentations by co-authors

2022	Stanford Graduate School of Business Quantitative Marketing PhD Alumni Conference, UCLA Anderson School of Management *
2021	Marketing Science*, NYU Stern School of Business*, University of Chicago Booth School of Business
2020	Virtual Quant Marketing Seminar
2019	Faculty Development Forum: Junior Faculty in Marketing Science, Marketing Science*
2017	California Data Collaborative Technical Working Group Meeting, 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

Professional Service

- Referee: *Marketing Science*, *Management Science*, *Quantitative Marketing and Economics*, *Frontiers in Marketing Science*
- Conferences: co-organizer of Women's Career Workshop at the 2021 *Marketing Science Conference* hosted by Simon Business School

Teaching

- **University of Rochester**   **Rochester, NY**
  Marketing Management, MBA core course   *2017 – Present*

Other Work Experience

- **Opera Solutions**, *Data Analytics Consulting*   **New York, NY**
  Senior Associate   *2010 – 2012*
  Associate   *2009 – 2010*
  Business Analyst   *2007 – 2009*

Honors, Awards and Fellowships

- 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 Sponsored Participant   *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).