

# Kristina Brecko

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Simon Business School  
University of Rochester  
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## 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, Prosocial Marketing

## Publications

- “New Features Free of Charge? Intertemporal Product Versions and Pricing in the Software Market”  
*Recipient of a Wharton Customer Analytics Data Grant*  
*Forthcoming at Marketing Science*

## Working Papers

- “Marketing & Experimentation for Social Change: Adapting to Drought in California”  
*with Wesley Hartmann*

## Work in Progress

- “Place-Making or Consumer-Making: The Role of Amenities in Shaping Consumption Patterns”  
*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)*
- “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 Marketing Science, 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**  
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, 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).