

# Kristina Brecko

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Simon Business School  
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## 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

- “Pro-Social Change for the Most Challenging: Marketing and Testing Harm Reduction for Conservation”  
*with Wesley Hartmann*

## Work in Progress

- “Voluntary Disclosure of Sustainability Claims: Evidence from Consumer Packaged Goods”  
*with Yewon Kim*
  - *Recipient of a Stanford Business, Government, and Society Research Grant*
- “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*

## Conferences and Invited Talks

\* indicates presentations by co-authors

### **Voluntary Disclosure of Sustainability Claims: Evidence from Consumer Packaged Goods**

Virtual Quantitative Marketing Seminar,\* February 2023  
Marketing for Environmental Sustainability,\* January 2023  
IOFest at UC Berkeley,\* December 2022  
George Mason University,\* November 2022

### **Pro-Social Change for the Most Challenging: Marketing and Testing Harm Reduction for Conservation**

Marketing for Environmental Sustainability, January 2023  
Marketing Dynamics Conference, November 2022  
Quantitative Marketing and Economics Conference, October 2022  
Marketing Science Conference, June 2022  
Columbia Marketing Camp,\* May 2022  
Stanford Graduate School of Business Quantitative Marketing PhD Alumni Conference, April 2022  
UCLA Anderson School of Management,\* March 2022  
Stanford Graduate School of Business Quantitative Marketing PhD Alumni Conference, August 2017  
California Data Collaborative Technical Working Group Meeting, January 2017

### **Place-Making or Consumer-Making: The Role of Amenities in Shaping Consumption Patterns**

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: *Frontiers in Marketing Science, Journal of Marketing Research, Management Science, Marketing Science, Quantitative Marketing and Economics*
- 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

- 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 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).

Last Updated: March 2023