

Kristina Brecko

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Simon Business School
University of Rochester
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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

- Marketing and Public Policy, Marketing and Social Good,
Pricing, Product Design, Branding, Advertising

Publications

- “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
Forthcoming at *Journal of Marketing Research*
 - *Media coverage*: “Simon Business School Dean’s Corner”, “Simon Quick Takes Webinar”
- “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*
 - *Media coverage*: “How to Succeed in Product Management” Podcast (Episode 77; March 15, 2023)

Working Papers

- “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
Revision submitted to *Journal of Marketing Research*
 - *Recipient of a Stanford Business, Government, and Society Research Grant*
 - *Media coverage*: *Stanford Report*, *MSN*

- “Dimensions of Retail Price Competition and Consumer Choice Constraints”
with Paul Ellickson and Avery Haviv
R&R at *Journal of Marketing Research*

Work in Progress

- “Direct-to-Consumer Advertising and Medication Demand Allocation: Evidence from GLP-1 Drugs”
with Julia Levine and Yuhan He
- “Marketing and Enforcement as Policy Tools for Social Goals”
with Wesley Hartmann
 - *Recipient of a Stanford Business, Government, and Society Research Grant*
 - *Data collection completed, analysis in progress*
- “Local Sustainability Mandates”
with Yewon Kim
- “The Role of Place in Brand Preference Formation”
with Tomomichi Amano

Conferences and Invited Talks

* indicates conference presentations by co-authors

Direct-to-Consumer Advertising and Medication Demand Allocation: Evidence from GLP-1 Drugs

Workshop on Economics of Advertising and Marketing, July 2025
Marketing Science Conference,* June 2025

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*
- Discussant / Panelist: SICS (June 2025), VQMS (March 2023, September 2024, January 2025), IIOC (April 2023, May 2024), Marketing for Environmental Sustainability (December 2023)
- 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

Recipient of the *Gerald and Deanne Gitner Award for Teaching Excellence (2025)**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

- ISMS Early Career Camp Fellow 2025
- The Gerald and Deanne Gitner Award for Teaching Excellence 2025
- 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).

Last Updated: September 2025