

Kristina Brecko

kristina.brecko@simon.rochester.edu

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

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

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

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**
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).

Last Updated: May 2022