

## Patrick Rooney

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### EDUCATION

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<b>University of Toronto Rotman School of Management</b> – Toronto, ON	2022 (exp.)
<b>PhD</b> , Business (Thesis Topics: Strategy, Experimental Economics, Analytics, Behavioral Science)	
<b>Harvard College</b> - Cambridge, MA	2014
<b>BA</b> , Economics, cum laude	

### EXPERIENCE

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<b>Doctoral Researcher</b> , <i>University of Toronto Rotman School of Management</i> – Toronto, ON	2016-
<ul style="list-style-type: none"><li>Directed sole-authored research project examining companies' strategic political stances using experimental and predictive analytic techniques<ul style="list-style-type: none"><li>Designed and coded online lab experiment in oTree (Python, Django, Git), deployed on Heroku.</li><li>Cleaned data (Pandas), analyzed experimental results (Python: NLTK, Matplotlib; STATA), establishing that strategic stance-taking is impacted by both commercial incentives to take a stance and the executive's own personal political beliefs and ethical tendencies</li><li>Scraped tweets from Fortune 100 company accounts, set up relational database, and performed descriptive statistics, natural language processing, predictive analytics, and visualizations (SQLite; Python: Pandas, NLTK, Scikit-learn, Matplotlib), finding that political stance tweets differ markedly in tone, source, and virality than non-stance tweets</li></ul></li><li>Led interdisciplinary research team in experimental project on how different "cases" made for corporate social initiatives interact with individual beliefs and impact managerial buy-in<ul style="list-style-type: none"><li>Designed survey experiments for online and live managerial panels (Qualtrics)</li><li>Cleaned and analyzed data from pre-tests and main experiment (R, STATA), finding that moral cases for social initiatives vary in effectiveness based on decision makers' concepts of fairness</li></ul></li><li>Served as liaison between University of Toronto behavioral science research community and industry partners for industry, policy, and academic research projects</li><li>Served as research lead and project manager for MBA summer consulting projects, advising on data collection/analysis and research translation while ensuring deadlines were met. Published white papers and directed presentations for partners (e.g., Behavioral redesign of Manulife's life insurance application)</li><li>Presented "Behavioral Economics 101" seminars to industry and governmental partners serving on joint innovation councils for Canadian healthcare sector</li></ul>	
<b>Course Instructor: Strategic Management</b> , <i>University of Toronto</i> – Toronto, ON	2019-2020
<ul style="list-style-type: none"><li><b>Fall 2019:</b> Sole instructor for 60-student undergraduate strategy course focused on microeconomic fundamentals of business strategy topics (e.g., pricing, positioning) with discussion of paired case studies<ul style="list-style-type: none"><li>Course Evaluation: 4.6 / 5.0 (Dept. Average: 4.1)</li></ul></li><li><b>Summer 2020:</b> Transitioned overload enrollment (150-student) course online for the first time in light of COVID-19. Created new virtual resources for students (Q&amp;A Google Doc) and teaching team of three TAs (participation and grading scheme). Streamlined existing course content and designed new capstone class focused on machine learning, data-driven decision making, and behavioral biases<ul style="list-style-type: none"><li>Course Evaluation: 4.3 / 5.0 (Dept. Average: 4.1)</li></ul></li><li>Rotman Award for Excellence in Teaching (Top 10% aggregate performance for 2019-2020 year)</li></ul>	
<b>Research Associate</b> <i>Harvard Business School</i> – Boston, MA	2014-2016
<ul style="list-style-type: none"><li>Directed research project finding that on-campus scandals lead to a decrease in applications when highly covered by national media. Hand-collected scandal data, matched to archival panel data, and performed fixed effect and event study analyses (STATA). Published in <i>Contemporary Economic Policy</i></li><li>Co-wrote Harvard Business School case studies on behavioral economic policy and experimental methods (<i>Behavioral Insights Team</i>, <i>Express Scripts</i>) and technology strategy (<i>Launching Yelp Reservations</i>)</li></ul>	
<b>Intern</b> <i>White House Council of Economic Advisers</i> – Washington, DC	Summer 2013
<ul style="list-style-type: none"><li>Assisted economists on projects relating to the Strategic Petroleum Reserve and Keystone XL pipeline</li></ul>	

### TECHNICAL SKILLS

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<b>Programming:</b> Python (PyCharm, Jupyter), R (RStudio), STATA, Unix
<b>Other Technical:</b> SQL, Git, Qualtrics, oTree, Heroku, Django, Upwork, Prolific, MS Office Suite