

# Ryan Dew

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## Position

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**The Wharton School, University of Pennsylvania**

**2018-Present**

*Assistant Professor of Marketing*

## Education

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**Columbia University, Columbia Business School**

*Ph.D. Marketing, 2019*

Dissertation: Machine Learning Methods for Data-Driven Decisions

Committee: Asim Ansari (advisor), Olivier Toubia, Oded Netzer, Kinshuk Jerath, David Blei

**Columbia University, Columbia Business School**

*M.Phil. Marketing, 2016*

**University of Pennsylvania, College of Arts and Sciences**

*B.A. Mathematics, 2013*

Academic honors: Summa cum laude, Phi Beta Kappa

## Research Interests

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**Topics:** customer relationship management, customer analytics, data-driven design, visualization, choice modeling

**Methods:** machine learning, Bayesian statistics and econometrics, Bayesian nonparametrics, unstructured data, scalable inference, computational methods

## Publications

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Dew, Ryan and Asim Ansari (2018), “Bayesian Nonparametric Customer Base Analysis with Model-based Visualizations,” *Marketing Science*.

## Working Papers

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Dew, Ryan, Yang Li, and Asim Ansari, “Dynamic Heterogeneity”

Under second review at *Journal of Marketing Research*.

Available at SSRN: <https://ssrn.com/abstract=2915632>

Dew, Ryan, Asim Ansari, and Olivier Toubia, “Letting Logos Speak: Machine Learning Methods for Data-Driven Logo Design”

## Research in Progress

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“Bayesian Optimization of Online Ad Bidding”

Joint work with Kinshuk Jerath, Elliot Oblander, and Jim Prinzi

“Dynamic Contextual Recommendation Systems”

Joint work with Yegor Tkachenko and Asim Ansari

“Habitual Usage and Customer Relationship Management”

Joint work with Oded Netzer, Eva Ascarza, and Nachum Sicherman

“Implications of Service Quality and Expectations on Customer Churn”  
Joint work with Oded Netzer, Eva Ascarza, and Nachum Sicherman

“Customer-Centric Data Fusion”  
Joint work with Oded Netzer

## Conference Presentations

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Marketing Science, Rome, Italy, June 2019 (Accepted)  
“Letting Logos Speak: Machine Learning Methods for Data-Driven Logo Design.”

Marketing Science, Philadelphia, PA, June 2018  
“Letting Logos Speak: Machine Learning Methods for Data-Driven Logo Design.”

EMAC, Glasgow, Scotland, May 2018  
“Letting Logos Speak: Machine Learning Methods for Data-Driven Logo Design.”

Marketing Science, Los Angeles, CA, June 2017  
“Dynamic Heterogeneity: A Bayesian Nonparametric Approach”

Marketing Dynamics, Hamburg, Germany, July 2016  
“Gaussian Process Dynamic Choice Models”

AMA Advanced Research Techniques Forum, Boston, MA, June 2016  
“A Bayesian Semiparametric Framework for Understanding and Predicting Customer Base Dynamics”

Marketing Science, Shanghai, China, June 2016  
“Gaussian Process Dynamic Choice Models”

Data Science Day (Poster Session), Columbia University, April 2016  
“Model-based Dashboards for Customer Analytics”

Marketing Science, Baltimore, MD, June 2015  
“Bayesian Semiparametric Modeling of Cohort Lifecycles”

## Invited Talks

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Robert H. Smith School of Business, University of Maryland, November 2018

Lebow School of Business, Drexel University, October 2018

School of Business, Reykjavik University, October 2018

Cheung Kong Graduate School of Business Research Camp, July 2018

The Wharton School, University of Pennsylvania, Nov 2017

S.C. Johnson College of Business, Cornell University, Oct 2017

Leeds School of Business, University of Colorado Boulder, Oct 2017

Stern School of Business, New York University, Oct 2017

School of Management, Yale University, Oct 2017

Tepper Business School, Carnegie Mellon University, Oct 2017

Simon Business School, University of Rochester, Oct 2017

Ross School of Business, University of Michigan, Oct 2017

Sauder School of Business, University of British Columbia, Sep 2017

Katz Graduate School of Business, University of Pittsburgh, Sep 2017

Tuck School of Business, Dartmouth College, Sep 2017

McDonough School of Business, Georgetown University, Sep 2017

Fuqua School of Business, Duke University, Sep 2017

Fisher College of Business, The Ohio State University, Aug 2017

## Grants, Honors, and Awards

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Winner, ISMS Doctoral Dissertation Proposal Competition, 2018

Winner, Marketing Section of the American Statistical Association's Doctoral Research Award, 2018

Honorable Mention, MSI Alden G. Clayton Doctoral Dissertation Proposal Competition, 2018

AMA-Sheth Foundation Doctoral Consortium Fellow, 2017

ISMS Doctoral Consortium Fellow, 2017

Amanda and Harold J. Rudolph Fellowship, Columbia Business School, 2016

Deming Center Doctoral Fellowship, Columbia Business School, 2016

ISMS Doctoral Consortium Fellow, 2016

Quantitative Marketing and Structural Econometrics Workshop, 2015

ISMS Doctoral Consortium Fellow, 2015

Adobe Digital Marketing Research Award (with Kinshuk Jerath and Miklos Sarvary), 2014

Doctoral Program Fellowship, Columbia Business School, 2013-2018

Phi Beta Kappa, University of Pennsylvania, 2013

## Teaching

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### Courses Taught:

- Data and Analysis for Marketing Decisions (Wharton Undergraduate): Spring 2019

### Tutorials Taught:

- Estimating Bayesian Models with Stan (CBS PhD)
- Introduction to Programming in R (CBS PhD)
- Marketing Insights with Regression Analysis (CBS EMBA)
- Conjoint Analysis (CBS EMBA)

**Teaching Interests:** marketing analytics, big data and computational marketing, marketing research, machine learning and Bayesian methods

## Languages

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**Computer:** R, Python, Julia, Stan, Mathematica, SQL (basic)

**Human:** English (native), Mandarin (intermediate), Spanish (intermediate)

*Last update: March 1, 2019*