

# Ryan Dew

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## EDUCATION

- 2019 Ph.D., Marketing, Columbia University
- 2016 M.Phil., Marketing, Columbia University
- 2013 B.A., Mathematics, University of Pennsylvania  
*Academic honors: Summa cum laude, Phi Beta Kappa*

## EMPLOYMENT

### The Wharton School, University of Pennsylvania

- 2019 - Present Assistant Professor of Marketing
- 2024 - Present Govil Family Faculty Scholar
- 2018 - 2019 Lecturer, Marketing

## PEER-REVIEWED PUBLICATIONS

1. **Dew, Ryan\***, Nicolas Padilla\*, Lan E. Luo, Shin Oblander, Asim Ansari, Khaled Boughanmi, Michael Braun, Fred Feinberg, Jia Liu, Thomas Otter, Longxiu Tian, Yixin Wang, and Mingzhang Yin (2024), "Probabilistic Machine Learning: New Frontiers for Modeling Consumers and their Choices," *International Journal of Research in Marketing*, published online.
2. **Dew, Ryan** (2024), "Adaptive Preference Measurement with Unstructured Data," *Management Science*, 71(5), 3996-4012
3. Tian, Zijun\*, **Ryan Dew\***, and Raghu Iyengar (2024), "Mega or Micro? Influencer Selection Using Follower Elasticity," *Journal of Marketing Research*, 61(3), 472-495.
4. **Dew, Ryan**, Eva Ascarza, Oded Netzer, and Nachum Sicherman (2023), "Detecting Routines: Applications to Ridesharing Customer Relationship Management," *Journal of Marketing Research*, 61(2), 368-392.  
*Finalist, 2024 Paul Green Award*
5. **Dew, Ryan**, Asim Ansari, and Olivier Toubia (2022), "Letting Logos Speak: Leveraging Multi-view Representation Learning for Data-Driven Logo Design," *Marketing Science*, 41(2), 401-425.  
*Winner, 2022 Frank M. Bass Award*  
*Finalist, John D.C. Little Award*
6. **Dew, Ryan**, Asim Ansari, and Yang Li (2020), "Modeling Dynamic Heterogeneity Using Gaussian Processes," *Journal of Marketing Research*, 57(1), 55-77.  
*Finalist, 2020 Paul Green Award*

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\*Asterisks indicate equal first authorship.

7. **Dew, Ryan** and Asim Ansari (2018), “Bayesian Nonparametric Customer Base Analysis with Model-based Visualizations,” *Marketing Science*, 37(2), 216-235.  
*Finalist, 2019 Frank M. Bass Award*

## MANUSCRIPTS UNDER PEER REVIEW

8. **Dew, Ryan** and Yuhao Fan (2025), “Modeling Correlated Dynamics in Marketing Sensitivities”  
*Revision invited (2nd round), Journal of Marketing Research*
9. **Dew, Ryan\***, Nicolas Padilla\*, and Anya Shchetkina\* (2025), “Your MMM is Broken: Identification of Nonlinear and Time-varying Effects in Marketing Mix Models”  
*Major revision invited (1st round), Journal of Marketing Research*

## OTHER WORKING PAPERS

10. Chiong, Khai and **Ryan Dew** (2025), “Learning Heterogeneity from Unstructured Data: An Application to Chatbot Personalization”

## RESEARCH IN PROGRESS

*Advanced stage (i.e., early draft available, data analysis complete or ongoing):*

- He, Weixin and **Ryan Dew**, “Optimal Product Design Synthesis: Pairing Generative Models with Adaptive Preference Measurement”
- Kim, Mingyung and **Ryan Dew**, “Graph-based Methods for Inferring Market Structure”

*Early stage (i.e., ideation, data collection, model building):*

- “Using Haptic Response to Understand and Predict Consumer Preferences and Behavior,” with Maximillian Gaerth, Cait Lamberton, and Stefano Puntoni
- “Unified Marketing Measurement and Optimal Test Timing,” with Nicolas Padilla
- “Building Better Dynamic Marketing Mix Models,” with Nicolas Padilla and Anya Shchetkina (in collaboration with Google)
- “Modeling Routine and Habit Formation” with Christophe Van den Bulte
- “How Do Influencers Learn From Feedback?” with Zijun Tian and Raghuram Iyengar

## HONORS AND AWARDS

- Finalist, Paul Green Award, 2024
- Wharton Teaching Excellence Award, 2023
- Marketing Science Service Award, 2023
- MSI Young Scholar, 2023
- ISMS Early Career Scholar, 2023

- Wharton Teaching Excellence Award, 2022
- Winner, Frank M. Bass Award, 2022
- Finalist, John D.C. Little Award, 2022
- Wharton Teaching Excellence Award, 2021
- Finalist, Paul Green Award, 2020
- Wharton Teaching Excellence Award, 2020
- Finalist, Frank M. Bass Award, 2019
- Wharton Teaching Excellence Award, 2019
- Winner, ISMS Doctoral Dissertation Proposal Competition, 2018
- Winner, American Statistical Association's Marketing Section's Dissertation 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

## INVITED TALKS

- *Upcoming*: INSEAD Marketing Camp, May 2026
- *Upcoming*: University of Michigan (Ross Marketing), Feb 2026
- *Upcoming*: Microsoft, Oct 2025
- *Upcoming*: Washington University in St. Louis (Olin Marketing), Oct 2025
- *Upcoming*: Amazon, Oct 2025
- Stanford University (GSB Marketing), Oct 2025
- University of California, San Diego (Rady Marketing), Oct 2025
- MIT (Sloan; Marketing), Sep 2025
- The Ohio State University (Fisher; Marketing Research Camp), Jan 2025
- University of Miami (Herbert Business School), Nov 2024
- WU Vienna University of Economics and Business, Oct 2024
- Hong Kong University of Science and Technology (Marketing Department), June 2024
- Korea University Business School (Marketing Camp), May 2024
- Emory University, Goizueta Business School (Marketing Camp), May 2024
- Monash University (Marketing Department), April 2024
- Santa Clara University (Leavey), April 2024
- Purdue University (Krannert), March 2024
- University of Southern California (Quant Marketing Brown Bag), Feb 2024
- Marketing Modelers, Oct 2023

- Northwestern University (Kellogg), Jan 2023
- University of Delaware, Sep 2022
- ETH Zurich, July 2022
- Frankfurt School, AI and Business Workshop, July 2022
- Boston University (Questrom, IS), May 2022
- University of Chicago (Booth), May 2022
- Hong Kong University of Science and Technology, Feb 2022
- University of Colorado, Boulder (Leeds), Nov 2021
- University of Texas, Austin (McCombs), Nov 2021
- City University of Hong Kong, Nov 2021
- Marketing Modelers, Feb 2021
- Stanford University (GSB), Jan 2021
- Temple University (Global Center on Big Data and Mobile Analytics), Nov 2020
- Rutgers University (RBS), Oct 2020
- Temple University (Global Center on Big Data and Mobile Analytics), Sep 2019
- University of Maryland (Smith), Nov 2018
- Drexel University (Lebow), Oct 2018
- Reykjavik University (School of Business), Oct 2018
- Cheung Kong Graduate School of Business Research Camp, July 2018
- University of Pennsylvania (Wharton), Nov 2017
- Cornell University (Johnson), Oct 2017
- University of Colorado Boulder (Leeds), Oct 2017
- New York University (Stern), Oct 2017
- Yale University (SOM), Oct 2017
- Carnegie Mellon University (Tepper), Oct 2017
- University of Rochester (Simon), Oct 2017
- University of Michigan (Ross), Oct 2017
- University of British Columbia (Sauder), Sep 2017
- University of Pittsburgh (Katz), Sep 2017
- Dartmouth College (Tuck), Sep 2017
- Georgetown University (McDonough), Sep 2017
- Duke University (Fuqua), Sep 2017
- The Ohio State University (Fisher), Aug 2017

## CONFERENCE PRESENTATIONS

- *Upcoming*: Conference on Artificial Intelligence, Machine Learning, and Business Analytics, New York, NY, December 2025  
Invited keynote speaker

- MSI-ARF Analytics and Forecasting Conference, New York, NY, Sep 2025  
"Optimal Product Design Synthesis"
- AMA-Sheth Consortium, Columbus, OH, June 2025  
Invited speaker: Working with Unstructured Data in Marketing
- ISMS Marketing Science, Washington, D.C., June 2025  
"Modeling Correlated Dynamics in Marketing Sensitivities"
- New Data for Consumer Insights, Chicago, IL, June 2025  
"Adaptive Preference Measurement with Unstructured Data: Discriminative and Generative Approaches"
- EMAC, Madrid, Spain, May 2025  
"Your MMM is Broken: Identification of Nonlinear and Time-varying Effects in Marketing Mix Models"
- Wisconsin AI Symposium, Madison, WI, May 2025  
"Optimal Product Design Synthesis: Pairing Generative Models with Adaptive Preference Measurement"
- Bass FORMS Conference, Dallas, TX, February 2025  
Invited discussion.
- ISMS Marketing Science, Hong Kong, June 2024  
"Adaptive Preference Measurement with Unstructured Data"
- MSI Summit, Los Angeles, CA, February 2024  
Panel Discussion: Challenges in Media Measurement
- Conference on Artificial Intelligence, Machine Learning, and Business Analytics, Philadelphia, PA, December 2023.  
Invited keynote speaker: "Adaptive Preference Measurement with Unstructured Data, with Applications to Customer On-boarding"
- 12th Triennial Choice Symposium, Fontainebleau, France, August 2023  
Session Co-chair, Probabilistic Machine Learning for Scalable, Flexible, and Interpretable Models of Choice
- ISMS Marketing Science, Miami, FL, June 2023  
"Adaptive Preference Measurement with Unstructured Data, with Applications to Customer On-boarding"
- Theory and Practice in Marketing (TPM), Lausanne, Switzerland, May 2023  
"Adaptive Preference Measurement with Unstructured Data, with Applications to Customer On-boarding"
- MSI Analytics Conference, Philadelphia, PA, May 2023  
"Mega or Micro? Influencer Selection Using Follower Elasticity"
- Joint Statistical Meeting, Washington D.C., August 2022  
"Adaptive Preference Measurement with Unstructured Data, with Applications to Customer On-boarding"
- ISMS Marketing Science, Virtual, June 2022  
"Adaptive Preference Measurement with Unstructured Data, with Applications to Customer On-boarding"
- Machine Learning for Consumers and Markets Workshop, KDD 2021, Virtual, August 2021  
"Adaptive Preference Measurement with Unstructured Data, with Applications to Customer On-boarding"
- Theory and Practice in Marketing (TPM), Virtual, June 2021  
"Detecting Routines in Ride-sharing: Implications for Customer Management."

- ISMS Marketing Science, Virtual, June 2021  
“Adaptive Preference Measurement with Unstructured Data, with Applications to Customer On-boarding”
- Bass FORMS Conference, UTD (Virtual), Feb 2021  
“Letting Logos Speak: Leveraging Multiview Representation Learning for Data-Driven Logo Design”
- Marketing Science, Virtual, June 2020  
“Detecting Routines in Ride-sharing: Implications for Customer Management.”
- Four Schools Conference (Columbia, NYU, Wharton, Yale), Virtual, May 2020  
“Letting Logos Speak: Leveraging Multiview Representation Learning for Data-Driven Logo Design”
- Conference on Artificial Intelligence, Machine Learning, and Business Analytics, Philadelphia, PA, December 2019. Invited keynote speaker.  
“Letting Logos Speak: Machine Learning Methods for Data-Driven Logo Design.”
- ISMS Marketing Science, Rome, Italy, June 2019  
“Letting Logos Speak: Machine Learning Methods for Data-Driven Logo Design.”
- ISMS 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.”
- ISMS 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”
- ISMS 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”
- ISMS Marketing Science, Baltimore, MD, June 2015  
“Bayesian Semiparametric Modeling of Cohort Lifecycles”

## TEACHING

### Data and Analysis for Marketing Decisions

- Years taught:
  - Undergraduates (MKTG 2120): 2019-2022
  - MBA (MKTG 7120): 2021, 2023, 2025
- Awarded the Excellence in Teaching Award in all years taught
- Average instructor rating: 3.6/4 (Historical average for the course: 2.6/4)

### Empirical Models in Marketing, Part B (Doctoral)

- Years taught: 2023, 2025

## DOCTORAL SUPERVISION

### *Advisor or Co-advisor:*

- **Yuhao (Jeremy) Fan**, The Wharton School, University of Pennsylvania, 2021  
Dissertation: *Marketing Applications of Bayesian Nonparametrics*  
Placement: Data Scientist, AirLiquide (Current position: Data Scientist, TikTok)
- **Zijun Tian**, Economics Department, University of Pennsylvania, 2023  
Dissertation: *Empirical and Theoretical Investigations in Influencer Marketing*  
Placement: Washington University in St. Louis, Marketing Department

### *Committee Member:*

- **Anya Shchetkina**, The Wharton School, University of Pennsylvania, Anticipated 2026  
Placement: TBD
- **Mingyung Kim**, The Wharton School, University of Pennsylvania, 2025  
Placement: The Ohio State University, Marketing
- **Henrique Laurino Dos Santos**, The Wharton School, University of Pennsylvania, 2025  
Placement: Oxford University, Marketing

## SCHOLARLY SERVICE

### *Service to the field:*

- Associate Editor, *Quantitative Marketing and Economics*, 2024-Present
- Editorial Review Board, *Journal of Marketing Research*, 2024-Present
- Editorial Review Board, *Marketing Science*, 2022-Present
- Ad hoc reviewer at *Management Science*, *Journal of Marketing*, and *Journal of Consumer Research*
- American Statistical Association, Marketing Section, Council of Sections Representative, 2020-2022
- Co-organizer, Bayesian Computation in Marketing Interschool Reading Group, 2020-Present

### *Service to the department:*

- Marketing Recruiting Committee: 2022-2024
- Doctoral Committee: 2021-2022, 2025-2026
- Organizer, Marketing Department Camp: 2020
- Organizer, Marketing Department Colloquia: 2019-2020
- IT, Website, and Communication Committee: 2018-2019, 2020-2021, 2024-2025

### *University affiliations:*

- Faculty Affiliate, Wharton AI and Analytics Initiative
- Research Affiliate, Wharton Human-AI Research
- Faculty Affiliate, Eidos LGBTQ+ Health Initiative
- Faculty Affiliate, Wharton Neuroscience Initiative

## MISCELLANEA

Citizenship: United States

Date of last update: October 14, 2025



## GRANT ACTIVITY

### *Current Grants*

<b>Name of Grant</b>	<b>Funding Agency</b>	<b>Period of Grant</b>	<b>Type of Grant</b>	<b>Role in Grant</b>	<b>Annual Direct Cost</b>	<b>Annual Indirect Cost</b>
Baker Retailing Center Grant	Baker Retailing Center	2024-2026	Research	PI	\$5,000	N/A
Dean's Research Fund	Wharton	2024-2026	Research	PI	\$5,000	N/A
Analytics at Wharton Grant	Analytics at Wharton	2024-2026	Research	Supervisor	\$3,000	N/A

### *Past Grants*

<b>Name of Grant</b>	<b>Funding Agency</b>	<b>Period of Grant</b>	<b>Type of Grant</b>	<b>Role in Grant</b>	<b>Annual Direct Cost</b>	<b>Annual Indirect Cost</b>
Baker Retailing Center Grant	Baker Retailing Center	2024-2026	Research	PI	\$5,000	N/A
Dean's Research Fund	Wharton	2024-2026	Research	PI	\$5,000	N/A
Analytics at Wharton Grant	Analytics at Wharton	2020-2022	Research	PI	\$17,000	N/A
Dean's Research Fund	Wharton	2018-2019	Research	PI	\$12,000	N/A
Adobe Digital Marketing Award	Adobe	2015-2018	Research	Investigator	\$50,000	N/A