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:* 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
- *Upcoming:* Stanford University (GSB Marketing), Oct 2025
- *Upcoming:* 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
- 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

Name of Grant	Funding Agency	Period of Grant	Type of Grant	Role in Grant	Annual Direct Cost	Annual Indirect Cost
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

Name of Grant	Funding Agency	Period of Grant	Type of Grant	Role in Grant	Annual Direct Cost	Annual Indirect Cost
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