

# Ryan Dew

The Wharton School — 3730 Walnut Street, JMH 755 — Philadelphia, PA 19104  
ryandew@wharton.upenn.edu — www.rtdew.com

## ACADEMIC APPOINTMENTS

The Wharton School, University of Pennsylvania  
2018 - Present Assistant Professor of Marketing

## EDUCATION

- 2019 Ph.D., Marketing, Columbia University  
Dissertation: Machine Learning Methods for Data-Driven Decisions  
Committee: Asim Ansari (advisor), Olivier Toubia, Oded Netzer, Kinshuk Jerath, David Blei
- 2016 M.Phil., Marketing, Columbia University
- 2013 B.A., Mathematics, University of Pennsylvania  
Academic honors: Summa cum laude, Phi Beta Kappa

## RESEARCH OVERVIEW

- Topics: customer relationship management, customer analytics, data-driven design, visualization, choice modeling
- Methods: Bayesian statistics and econometrics, Bayesian nonparametrics, unstructured data, scalable inference, computational methods, machine learning

## PUBLICATIONS

1. Dew, Ryan and Asim Ansari (2018), "Bayesian Nonparametric Customer Base Analysis with Model-based Visualizations," *Marketing Science*.  
*This work was a finalist for the 2019 Frank M. Bass Award.*
2. Dew, Ryan, Asim Ansari, and Yang Li (2020), "Modeling Dynamic Heterogeneity Using Gaussian Processes," *Journal of Marketing Research*.

## WORKING PAPERS

3. Dew, Ryan, Asim Ansari, and Olivier Toubia, "Letting Logos Speak: Leveraging Multiview Representation Learning for Data-Driven Logo Design," *Revision invited at Marketing Science*.  
Available online at: <http://ssrn.com/abstract=3406857>
4. "Detecting Routines in Ride-sharing: Implications for Customer Management," with Eva Ascarza, Oded Netzer, and Nachum Sicherman.  
Available online at <https://rtdew1.github.io/routines.pdf>

5. "The Impact of a Free Cancellation Program on Customer Booking Behavior and Firm Performance," with Jeremy Fan, Eric Bradlow, and Peter Fader. Available by request.

## RESEARCH IN PROGRESS

6. "A General, Kernel-based Framework for Capturing Cross-Category Choice Dynamics," with Jeremy Fan
7. "Preference Measurement with Unstructured Data, with Applications to Adaptive Customer Onboarding Surveys"
8. "An Investigation into Video, Hashtag, and Challenge Success on TikTok," with Zijun Tian and Raghu Iyengar

## TEACHING

### *Full courses:*

Wharton      Data and Analysis for Marketing Decisions (MKTG212, Undergraduate)  
Years taught: 2020, 2019  
Most recent instructor rating: 3.7/4  
(Historical average for the course: 2.6/4)

### *Tutorials and seminars:*

Wharton      Machine learning and text analysis (Guest lecture, Ph.D. seminar, 2019)

Columbia      Estimating Bayesian Models with Stan (Ph.D. tutorial)  
Introduction to Programming in R (Ph.D. tutorial)  
Marketing Insights with Regression Analysis (MBA tutorial)  
Conjoint Analysis (MBA tutorial)

## GRANTS, HONORS, AND AWARDS

- Analytics at Wharton Grant (\$17,000), 2020
- Frank M. Bass Award Finalist, 2019
- Wharton Teaching Excellence Award, 2019
- 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

## INVITED TALKS

- Graduate School of Business, Stanford University, Jan 2021 (Upcoming)
- Global Center on Big Data and Mobile Analytics, Temple University, Nov 2020
- Rutgers Business School, Rutgers University, Oct 2020
- Global Center on Big Data and Mobile Analytics, Temple University, Sep 2019
- Robert H. Smith School of Business, University of Maryland, Nov 2018
- Lebow School of Business, Drexel University, Oct 2018
- School of Business, Reykjavik University, Oct 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

## CONFERENCE PRESENTATIONS

- Marketing Science, Virtual, June 2020  
“Detecting Routines in Ride-sharing: Implications for Customer Management.”
- 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.”
- Marketing Science, Rome, Italy, June 2019  
“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”

## SCHOLARLY SERVICE

- Ad hoc reviewer for *Marketing Science*, *Management Science*, *Journal of Marketing Research*, *Journal of Marketing*.
- American Statistical Association Section on Marketing, Council of Sections Representative, 2020-2022

## LANGUAGES

- Computer: R, Python, Julia, Stan, Mathematica, SQL (basic)
- Human: English (native), Mandarin (intermediate), Spanish (basic)

*Last update: January 3, 2021*