

Ryan Dew

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

Position

The Wharton School, University of Pennsylvania
Assistant Professor of Marketing

2018-Present

Education

Columbia University, Columbia Business School

Ph.D. Marketing, Expected 2018

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

Topics: customer relationship management, customer analytics, data-driven design, decision support, preference measurement, creativity

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

Publications

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

Working Papers

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

Revision invited at *Journal of Marketing Research*.

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

Research in Progress

“Letting Logos Speak: Machine Learning Methods for Data-Driven Logo Design”

Joint work with Asim Ansari and Olivier Toubia

“Bayesian Optimization of Online Ad Bidding”

Joint work with Kinshuk Jerath

“Dynamic Contextual Recommendation Systems”

Joint work with Yegor Tkachenko and Asim Ansari

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

Conference Presentations

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

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

School of Business, Reykjavik University, October 2018 (Forthcoming)

Cheung Kong Graduate School of Business, July 2018 (Forthcoming)

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

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

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

Previous Assistant Work:

Marketing (CBS, MBA Core), Marketing Strategy (CBS, EMBA Core), Digital Marketing (CBS, MBA elective), Pricing (CBS, MBA elective), Marketing for Organic Revenue Growth (CBS, EMBA elective), The Psychology and Economics of Consumer Finance (CBS, MBA elective), Causal Inference (CBS, PhD Seminar), Empirical Models in Marketing (CBS, PhD Seminar)

Tutorials: Estimating Bayesian Models with Stan, Introduction to Programming in R, Conjoint Analysis

Languages

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

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