

# Ryan Dew

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

## EMPLOYMENT

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  
*Advisor: Asim Ansari*  
*Committee: 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

## PEER-REVIEWED 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*.  
*This work was a finalist for the 2020 Paul Green Award.*
3. **Dew, Ryan**, Asim Ansari, and Olivier Toubia (2022), “Letting Logos Speak: Leveraging Multi-view Representation Learning for Data-Driven Logo Design,” *Marketing Science*.  
*This work is a finalist for the 2022 Frank M. Bass and the 2022 John D.C. Little Awards.*

## PAPERS SUBMITTED FOR PEER REVIEW

4. **Dew, Ryan**, Eva Ascarza, Oded Netzer, and Nachum Sicherman, "Detecting Routines: Applications to Ridesharing CRM," Conditionally accepted at *Journal of Marketing Research*.  
*Available online at [http://ssrn.com/abstract\\_id=3982612](http://ssrn.com/abstract_id=3982612)*
5. Tian, Zijun, **Ryan Dew**, and Raghu Iyengar, "Mega or Micro? Influencer Selection Using Follower Elasticity," Revise and resubmit at *Journal of Marketing Research*.  
*Available online at [http://ssrn.com/abstract\\_id=4173421](http://ssrn.com/abstract_id=4173421)*

## WORKING PAPERS

6. **Dew, Ryan** and Yuhao Fan, "A Gaussian Process Model of Cross-Category Dynamics in Brand Choice"  
*Preparing for submission, available online at <http://ssrn.com/abstract=3832290>*
7. **Dew, Ryan**, "Preference Measurement with Unstructured Data, with Applications to Adaptive Customer Onboarding Surveys."  
*Preparing for submission, available by request.*

## RESEARCH IN PROGRESS (NO WORKING PAPER)

- **Dew, Ryan** and Nicolas Padilla,<sup>1</sup> "Unified Marketing Measurement under Privacy Regulations"
- Fan, Yuhao, **Ryan Dew**, Eric T. Bradlow, and Peter S. Fader, "Bayesian Analysis of A/B Tests with Partially Observed Assignment"
- Kim, Mingyung and **Ryan Dew**, "Graph-based Methods for Inferring Market Structure"

## TEACHING

*Full courses:*

Wharton	<b>Data and Analysis for Marketing Decisions</b> (Undergraduate and MBA) Years taught: 2019-2023 Awarded the Excellence in Teaching Award in all years taught. Average instructor rating: 3.6/4 (Historical average for the course: 2.6/4)
	<b>Empirical Models in Marketing, Part B</b> (Doctoral) Years taught: 2023

*Guest lectures:*

- Bayesian Nonparametrics (Ph.D. seminar, The University of Michigan, 2022)
- Representation Learning (Ph.D. seminar, Wharton, 2021)

---

<sup>1</sup>Equal authorship.

- Machine Learning and Text Analysis (Ph.D. seminar, Wharton, 2019)

## 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 at URBN
- **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:*

- **Mingyung Kim**, The Wharton School, University of Pennsylvania (Anticipated graduation in 2024)
- **Henrique Laurino Dos Santos**, The Wharton School, University of Pennsylvania (Anticipated graduation in 2025)

## GRANTS, HONORS, AND AWARDS

- Paul Green Award Finalist, 2020
- Wharton Teaching Excellence Award, 2020
- 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, 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
- Adobe Digital Marketing Research Award (with Kinshuk Jerath and Miklos Sarvary), 2014

## INVITED TALKS

- 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

- Joint Statistical Meeting, Washington D.C., August 2022  
“Adaptive Preference Measurement with Unstructured Data, with Applications to Customer On-boarding”
- 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.”
- 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.”
- 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

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

## OTHER

Languages:

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

Citizenship: United States

*Last update: May 28, 2023*