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Education	HARVARD UNIVERSITY	Cambridge, MA
	Ph.D. in Statistics, November 1994 Cognate: Statistical Applications in Business and Marketing Research Thesis topic: Analysis of Ordinal Survey Data with No Answer Responses Advisor: Professor Alan M. Zaslavsky	
	HARVARD UNIVERSITY	Cambridge, MA
	A.M. in Statistics, March 1990	
	THE WHARTON SCHOOL, UNIV. of PENN	Philadelphia, PA
	Bachelor of Science in Economics, May 1988 - Major in Statistics	
Employment	THE WHARTON SCHOOL, UNIV. of PENN	Philadelphia, PA
	• Chairperson, Wharton Marketing Department, 2014- • K.P. Chao Professor, Professor of Marketing, Statistics, Education and Economics (tenured), July 2015- • Vice-Dean and Director, Wharton Doctoral Programs, July 2009-2016 • K.P. Chao Professor, Professor of Marketing, Statistics, and Education (tenured), July 2006-2015 • K.P. Chao Professor, Professor of Marketing and Statistics (tenured), July 2005-June 2006. • Associate Professor of Marketing and Statistics (tenured), July 2000-June 2005 • Assistant Professor of Marketing and Statistics, July 1996 – June 2000 • Lecturer, Statistics Department, January 1995 – May 1996 • Academic Director, Wharton Small Business Dev. Center, March 2002-June 2008 • Wharton Risk Center Fellow, February 2007- • Senior Fellow, Leonard Davis Institute of Health Economics, 2007- • Co-Director, Wharton Interactive Media Initiative, March 2008-December 2010 • Co-Director, Wharton Customer Analytics Initiative, January 2011-	

	• University of Pennsylvania Fellow, 2009-2011 • Fellow, Warren Center in Network and Data Sciences, Penn School of Engineering, 2013-	
Research Interests	• Probability models for Marketing data • Applied Bayesian modeling • Missing data problems • Choice modeling • Statistical models for unique data structures	
Work Experience	GBH INSIGHTS, LLC December 2015- Co-Founder and Chief Research Officer • Business Intelligence • Marketing Research • Custom Analytics EDUCATIONAL TESTING SERVICE Associate Research Scientist, September 1994 - June 1996 Statistics and Psychometric Research Division • Bayesian Item Response Models • Testlet Models • Computerized Adaptive Testing	New York, NY
	E.I. DuPONT de NEMOURS & CO. May 1991 - August 1994 Statistician and Doctoral Research Fellow, Corporate Marketing and Business Research Division. Full time May 1991 - September 1992 while living in Wilmington. Part time Consultant September 1992 - August 1994 • Analysis of Categorical Survey Data (Multivariate Analysis, Logistic Regression, OLS Regression, Factor Analysis, Bayesian Modeling, etc.) • Experimental Design • Consultant to Corporate Management • Developed corporate metrics • Implemented a new “one page trade off” grid technique	Wilmington, DE
	RENT BUREAU, LLC June 2007- Statistician, Research Fellow, and Equity Partner • Address the predictive nature of monthly rental data on future rental behavior. • Business Strategy and Consulting	Atlanta, GA

	INVITE MEDIA, INC [Sold to Google] August 2007- June 2010 Chief Scientist • Responsible for all statistical projects • Targeted banner advertising using click-through and social network data. • Business Strategy and Consulting	Philadelphia, PA
	OFFICE ARROW, INC. July 2008-July 2011 Statistical and Business Consultant • Responsible for improving business model for social networking website	Atlanta, GA
	STRATEGIC DATA CORPORATION September 1999-September 2001 [Sold to Fox Media Interactive] Chief Scientist • Development of targeted banner advertising engine Statistical Consulting Board Memberships • Wanderfly.com • Passionate Research • FABeetle.com • Clean Slate, Inc. NOMI, INC. • Academic Advisor and Statistical Consultant on Path Modeling	Santa Monica, CA
Awards	• 4 time winner (1988-1991), Harvard University Derek Bok Center for excellence in teaching • E.I. DuPont de Nemours and Company young researcher award, Corporate Marketing Division, 1992 • Appointed Research Consultant, AT&T Bell Laboratories, 1997 • Finalist 1997 American Statistical Association Savage Award Dissertation Prize • 1998, 1999, 2001, 2012, 2013 Wharton MBA Core Curriculum Teaching Award • 1999, 2000, 2001, 2002, 2007, 2008 Miller-Sherrerd MBA Core Teaching Award • Invited Speaker and Spokesperson for μαθ, national mathematics high school honor society, 2001 • 2001-2002, 2004-2005, 2006-2007, 2010-2011, 2013-2014 Helen Kardon Moss Anvil Award Finalist • 2003, 2004, 2005, 2006, 2013, 2014, 2015, 2016 Wharton School, MBA	

	Excellence in Teaching Award • 2003 AERA Outstanding Reviewer • 2003 Wharton West WEMBA Teaching Award • 2004 Wharton School, Undergraduate Excellence in Teaching Award • Finalist, Paul E. Green Award for the best paper in Journal of Marketing Research, 2004. • Appointed Fellow of the American Statistical Association, 2005 • 2006, 2007, 2008 Wharton East WEMBA Teaching Award • 2006, 2007, 2008, 2011, 2012, 2014, 2015 "Goes Above and Beyond the Call of Duty" Wharton MBA Teaching Award • 2006 NCME Technical or Scientific Contribution to the Field of Educational Measurement: Development of Testlet Response Theory • 2006, 2007 Outstanding Reviewer -- Journal of Educational and Behavioral Statistics. • Winner of the 2006 Research Committee of the Society of General Internal Medicine Best Paper Award. • Winner, American Marketing Association, EXPLOR Award (2007) • Finalist, John D.C. Little Award (2008) for best paper in *Marketing Science* or *Management Science* • Appointed Fellow of the American Education Research Association, (2009). • Appointed Inaugural Fellow of the University of Pennsylvania, (2009) • Finalist, H. Paul Root Award (2009), Best Paper in *Journal of Marketing*. • Named Top-5 Business School Professor, *Financial Times* (2010) • Finalist, Paul E. Green Award for the best paper in Journal of Marketing Research, 2011, 2015. • Finalist, Steenkamp Award for Long-Term Impact, International Journal of Research in Marketing, 2015. • Winner, Helen Kardon Moss Anvil Award for MBA teaching. • Winner, Donald Lehmann Award for Best Dissertation Paper Journal of Marketing or Journal of Marketing Research (2016) • Winner, IJRM (2016) Jan-Benedict Steenkamp Paper Award for Long-term Impact
Professional Associations	• Board Member, American Marketing Association, 2013-2016. • Co-Editor, Replication Corner, *Marketing Letters*, 2012- • Area Editor, *Journal of Marketing Research*, 2012- • Area Editor, *Journal of the American Statistical Association*, Theory and Methods, 2011- • Editor-in-Chief: *Marketing Science*, 2008-2010 • Area Editor: Marketing Science, 2006-2007. • Associate Editor: *Psychometrika*, 2002-2007. • Senior Associate Editor: *Journal of Educational and Behavioral Statistics*, 2002-2007. • Associate Editor: *Journal of Educational and Behavioral Statistics*, 2002-2007. • Associate Editor: *Bayesian Analysis*, 2004-

	• Editorial Board: *International Journal of Research in Marketing*, 2007- • Chair, William O'Dell Award Committee, *Journal of Marketing Research* • Co-Editor, Replications Corner, *IJRM*, 2013- • Editorial Board: *Marketing Science*, 2001- 2007 • Editorial Board: *Journal of Marketing Research*, 2004- • Editorial Board: *Journal of Consumer Research*, 2007- • Editorial Board: *Quantitative Marketing and Economics*, 2003- • Editorial Board: *Marketing Letters*, 1999- • Editorial Board: *Quarterly Journal of Electronic Commerce*, 2000- 2007 • Editorial Board: *Journal of Marketing,* 2008- • Associate Editor: *Journal of Computational and Graphical Statistics*, 1997-2003 • Associate Editor: Special Issue of *Management Science*, 2003 • Program Committee Chair: Princeton-Trenton Chapter ASA, 1995-1996 • Chance Task Force : American Statistical Association, 2001-2002 • Treasurer, INFORMS Society on Marketing Science, 2005- • Management Committee: *Journal of Educational and Behavioral Statistics, 2003-2006.* • Section on Statistics in Marketing, American Statistical Association, Chair 2002, Council of Representatives 2005. • Appointed National Academy of Sciences Panel Member, Food Insecurity Task Force, 2004-2005. • Appointed National Academy of Sciences Panel Member, Census Program of Evaluations and Experiments, 2007-2008. • Reviewer: *Journal of the American Statistical Association, Psychometrika, Statistica Sinica, Marketing Science, Statistical Science, Journal of Educational Measurement, Marketing Letters, Journal of Marketing Research, Statistics in Medicine, The American Statistician, Management Science, Journal of Business and Economic Statistics, Journal of Educational and Behavioral Statistics, Journal of Computational and Graphical Statistics, Journal of Consumer Research, Applied Psychological Measurement, Quantitative Marketing and Economics, Chance*
Publications in Refereed Journals	1) Doksum, K., Blyth, S., Bradlow, E.T., Meng, X-L., Zhao, H. (1994) "Correlation Curves as Local Measures of Variance Explained by Regression," *Journal of the American Statistical Association*, Vol. 89, 426, 571-572 2) Bradlow, E.T. (1996), "Negative Information and the Three-Parameter Logistic Model," *Journal of Educational and Behavioral Statistics*, Summer, Vol. 21, Number 2, 179-185. 3) Bradlow, E.T. (1997), "A Note on Multivariable Testing in Marketing Research …or Forbes, Free Popcorn, and Experimental Design," *CHANCE*, Vol. 10(2), Summer, 11-13. 4) Bradlow, E.T. and Zaslavsky, A. M. (1997), "Case Influence Analysis in Bayesian Inference," *Journal of Computational and Graphical Statistics*, September, Vol. 6, 314-331. 5) Junker, B.W. and Bradlow, E.T. (1997), Discussion of Val Johnson's "Alternatives to GPA-based Evaluation of Student Performance," *Statistical Science*, Vol. 42, Number 4, 274-276. 6) Bradlow, E.T. and Wainer, H. (1998), "Publication Delays in Statistics Journals," *CHANCE*, 11(1), 42-45, Lead article. 7) Wainer, H., Palmer, S. J., and Bradlow, E.T. (1998), "A Selection of Selection

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9) Bradlow, E.T. and Thomas, N. (1998), "Item Response Theory Models Applied to Data Allowing Examinee Choice," *Journal of Educational and Behavioral Statistics*, Fall, Vol. 23, No. 3, 236-243.
10) Bradlow, E.T., Weiss, R.E., and Cho, M. (1998), "Bayesian Identification of Outliers in Computerized Adaptive Tests," *Journal of the American Statistical Association*, September, Vol. 93, No. 443, 910-919.
11) Bradlow, E.T. (1998), "Encouragement Designs: An approach to self-selected samples in an experimental design," *Marketing Letters*, 9:4, 383-391.
12) Bradlow, E.T. and Zaslavsky, A. M. (1999), "A Hierarchical Latent Variable Model for Ordinal Data From a Customer Satisfaction Survey with 'No Answer' Responses," *Journal of the American Statistical Association*, March, Vol. 94, No. 445, 43-52.
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18) Bradlow, E.T. and Rao, V.R. (2000), "A Hierarchical Bayes Model for Assortment Choice," *Journal of Marketing Research*, Vol. XXXVII (May), 259-268.
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Books	Wainer, H., Bradlow, E.T., and Wang, X. (2007), "Testlet Response Theory and Its Applications", Cambridge University Press, ISBN-13: 9780521681261 | ISBN-10: 052168126X. Bradlow, E.T., Niedermeier, K., Williams, P. (2009), "Marketing in the Financial Services Industry", McGraw-Hill, New York.
Book Chapters	91) Bradlow, E.T. (2000), "A Comparison of Computational Methods for Hierarchical Models in Customer Survey Questionnaire Data," in *Simulation-Based Inference in Econometrics: Methods and Applications*, Mariano, R. S., Schuermann, T., and Weeks, M. (eds), Cambridge University Press, 307-327. 92) Wainer, H., Bradlow, E.T., and Du, Z. (2000), "Testlet Response Theory: An Analog for the 3-PL Useful in Testlet-Based Adaptive Testing," in *Computerized Adaptive Testing, Theory and Practice*, W.J. van der Linden, C.A.W. Glas (Eds). Kluwer-Nijhoff, 245-270. 93) Glas, C.A.W., Wainer, H., and Bradlow, E.T. (2000), "Maximum Marginal Likelihood and Expected A Posteriori Estimation in Testlet-Based Adaptive

	Testing," in *Computerized Adaptive Testing, Theory and Practice*, W.J. van der Linden, C.A.W. Glas (Eds). Kluwer-Nijhoff, 271-288. 94) Bradlow, E.T., Lenk, P.J., Allenby, P.M., and Rossi, P.E. (2003), "When BDT in Marketing Meant Bayesian Decision Theory: The Influence of Paul Green's Research," in *Marketing Research and Modeling: Progress and Prospects, A Tribute to Paul Green*, Kluwer. 95) Wainer, H., Brown, L.M., Bradlow, E.T., Wang, X., Skorupski, W.P., Boulet, J., and Mislevy, R,J. (2004), "An Application of Testlet Response Theory in the Scoring of A Complex Certification Examination," in *Automated Scoring of Complex Tasks in Computer Based Testing,* D.M. Williamson, R. J. Mislevy, I.I. Bejar, (Eds.), Hillsadle, NJ: Lawrence Erlbaum Associates, Chapter X, pages xxx-xxx. 96) Johnson, M., Sinharay, S., and Bradlow, E.T. (2005), "Hierarchical IRT Models," to appear in Handbook of Statistics, Vol 27 (Psychometrics), C. R. Rao and S. Sinharay (Eds). 97) Chandon, Pierre, J. Wesley Hutchinson, Eric T. Bradlow, and Scott Young (2007), "Measuring the Value of Point-of-Purchase Marketing with Commercial Eye-Tracking Data," in Visual Marketing: From Attention to Action, ed. Michel Wedel and Rik Pieters, Mahwah, New Jersey: Lawrence Erlbaum Associates, 225-58. 98) Bradlow, E.T. (2010), "User-Generated Content: The Voice of the Customer in the 21st Century", *Marketing Intelligent Systems using Soft Computing: Managerial and Research Applications,* Jorge Casillas and Francisco J. Martínez-López (Eds.) 99) Barghaus, K., Bradlow, E.T., McMaken, J. and Rikoon, S. (2011), L.W. Perna (Ed.), *Preparing Today's students for tomorrow's jobs: The Policy, Practice, and Research Issues.* Philadelphia, PA: University of Pennsylvania Press. 100) Feit, E.M. and Bradlow, E.T. (2016), *Data Fusion*, Handbook of Marketing Research.
Other Publications	101) Wainer, H. and Bradlow, E.T. (1996), "On the Consequences of Some Test Rescoring Policies," Educational Testing Service, Tech Rep. 96-5. 102) Bradlow, E.T. and Zaslavsky, A. M. (1996), "Case Influence Analysis in Bayesian Inference," *Proceedings of the 28th Symposium on the Interface*, Sydney, Australia, 150-161. 103) Zaslavsky, A. M. and Bradlow, E.T. (1997), "Posterior Predictive Outlier Detection Using Sample Reweighting," *Proceedings: Section of Bayesian Statistical Science, American Statistical Association, 55-62*. 104) Bradlow, E.T. and Kalyanam, K. (1998), "A Comment on Customer Value Analysis," *Case Studies in Bayesian Statistics IV*, Springer-Verlag, 60-63. 105) Bradlow, E.T. (2002), "A Day in the Life," *Amstat News*, 40-41, September. 106) Wang, X, Bradlow, E. T., & Wainer, H. (2004). User's Guide for SCORIGHT (Version 3.0): A computer program for scoring tests built of testlets including a module for covariate analysis. ETS Technical Report RR-04-49. Princeton, NJ: Educational Testing Service. 107) Bradlow, E.T. (2008), "Editorial: Enticing and Publishing the Home Run Paper", *Marketing Science*, Jan-Feb, Vol. 27, no. 1, 4-6. 108) Shugan, S.M, Bradlow, E.T. (2008), "Editorial: Database Submissions", *Marketing Science*, Jan-Feb, Vol. 27, no. 1, 7-8. 109) Bradlow, Eric, Shane Jensen, Justin Wolfers and Adi Wyner, "Report

	Backing Clemens Chooses Its Facts Carefully", *New York Times*, February 10, 2008. 110) Bradlow, E. T. (2008), "Editorial: The Scientific Process At Its Best", *Marketing Science*, May-June, Vol. 27, no 3, 323. 111) Bradlow, E.T. (2008), "Editorial: Maximizing Impact via Database Submissions", *Marketing Science*, July-August, Vol. 27, no 4, 541. 112) Bradlow, E.T. and Coughlan, A.T. (2009), "Analytical Transparency", *Marketing Science*, May-June, Vol 28, 403-404. 113) Bradlow, E.T. (2010), "It's Never Goodbye to Marketing Science", *Marketing Science*, Nov-Dec,Vol 29, Part 6, page 963. 114) Gordon, B.R., Thomadsen, R., Bradlow, E.T., Dube, J.P., and Staelin, R. (2011), "Revisiting the Quantitative Marketing and Structural Economics Workshop", *Marketing Science*.
Submitted Papers	115) Gopalakrishnan, A., Bradlow, E.T., and Fader, P. (2015), "A Cross-Cohort Changepoint Model for Customer-Base Analysis", *Marketing Science*, 3rd round. 116) Novak, J., Feit, E.M., Jensen, S.T. and Bradlow, E.T., (2016) Bayesian Imputation for Anonymous Visits in CRM Data, *Marketing Science*. 117) Phan, T, Bradlow, E. T. and Feit, E.M. (2016), An Integrated Model for Dynamic Brand Equity, *Marketing Science*.
Papers in Progress	Working on a multitude of papers on branding, advertising effectiveness, and learning models.
Doctoral Supervisor	• Du, Z., Education Department, Columbia University (1998), Winner of AERA Division D – Mary Catherine Ellwein Outstanding Dissertation Award, 2002 American Psychological Association Division 5 Distinguished Dissertation Award • Cain, Lisa B., Marketing Department, The Wharton School, co-chair with Len Lodish (2001) • Musalem, Andres, Marketing Department, The Wharton School, co-chair with Jagmohan Raju (2006) • Schweidel, David, Marketing Department, The Wharton School, co-chair with Peter S. Fader (2006) • Hui, Sam, Marketing Department, The Wharton School, co-chair with Peter S. Fader (2008), Winner of Levy and Weitz Doctoral Dissertation Competition, AMA John A. Howard Dissertation Award, Honorable Mention Winner Academy of Marketing Science - Mary Kay Dissertation Competition, Finalist George B. Dantzig Dissertation Prize in Operations Research. • Zhang, Yao, Statistics Department, The Wharton School, co-chair with Dylan Small (2012) • Schwartz, Eric ,Marketing Department, The Wharton School, co-chair with Peter S. Fader (2013), Honorable Mention, 2012 MSI Alden G. Clayton Doctoral Dissertation Proposal Competition • Wang, Pengyuan, Statistics Department, The Wharton School, co-chair with Ed George (2013) • Affandi, Raja, Statistics Department, The Wharton School, co-chair with Emily Fox (2014).

	• Gopalakrishnan, Arun, Marketing Department, The Wharton School, co-chair with Peter S. Fader (2015) • Novak, Julie, Statistics Department, The Wharton School, co-chair with Shane Jensen (2015) • Stourm, Valeria, Marketing Department, The Wharton School, co-chair with Peter S. Fader (2016), Honorable Mention – AMA Mathew Joseph Emerging Scholar Award, Honorable Mention, 2015 MSI Alden G. Clayton Doctoral Dissertation Proposal Competition. • Stourm, Ludovic, Marketing Department, The Wharton School, co-chair with Raghu Iyengar (2016). • Phan, Tung, Statistics Department, The Wharton School, co-chair with Shane Jensen (2016) • McCarthy, Daniel, Statistics Department, The Wharton School, co-chair with Shane Jensen (2016). • Yang, Katie, Marketing Department, The Wharton School, co-chair with Peter Fader (2017) • Lu, Tong, Marketing Department, The Wharton School, co-chair with Wes Hutchinson (2017)
Doctoral Committees	• Zhou, H., Statistics Department, The Wharton School (1997) • Kostritskaya, K., Statistics Department, The Wharton School (1998) • Wang, Y., Statistics Department, The Wharton School (1998) • Moe, Wendy, Marketing Department, The Wharton School (2000) • Ming, Kewei, Statistics Department, The Wharton School (2000) • Diaz-Tena, Nuria, Statistics Department, The Wharton School (2001) • Deepak, Sri Devi, Marketing Department, Columbia University (2001) • Park, Young-Hoon, Marketing Department, The Wharton School (2001) • Eisenstein, Eric, Marketing Department, The Wharton School (2002) • Chen, Pei-Yu, OPIM Department, The Wharton School (2002) • May, Henry, School of Education, The University of Pennsylvania (2002) • Zhang, Ren, Statistics Department, The Wharton School (2002) • Janakiraman, Narayan, Marketing Department, The Wharton School (2003) • Hu, Ye, Marketing Department, The Wharton School (2004) • Sangyoung Song, Marketing Department, The Wharton School (2005) • Donovan, Mark, Department of Biostat, The University of Pennsylvania (2006) • Braun, Michael, OPIM Department, The Wharton School (2006) • Xu, Xinyi, Statistics Department, The Wharton School (2006) • Machin, Jane Marketing Department, The Wharton School (2006) • de Jong, Martijn G., Marketing Department, Tilburg University (2006) • Baldwin, Su, Department of Education, University of Mass-Amherst (2007) • Harik, Polina, Department of Education, University of Delaware (2008) • Wang, Lie, Statistics Department, The Wharton School (2008) • Verrochi, Nicole, Marketing Department, The Wharton School (2009) • McShane, Blake, Statistics Department, The Wharton School (2010) • Luming Wang, Marketing Department, University of Alberta (2010) • Bhattarcharjee, Amit, Marketing Department, University of Pennsylvania (2012) • Bedev, Anton, Economics Department, University of Pennsylvania (2013) • Yang, Fan, Statistics Department, The Wharton School (2013) • Li, Ke, Marketing Department, Temple University (2013) • Lee, Jae Young, Marketing Department, The Wharton School (2014)

	• Li, Hui, Economics Department, University of Pennsylvania (2015) • Wei, Max, Economics Department, University of Pennsylvania (2015)
University Service	• Participant, Faculty International Seminar in Korea, 1997 • Wharton MBA Curriculum Committee, 1997 • Moderator, Marketing Panel, Wharton Women in Business, October 1997 and October 1998 • Faculty Advisor, American Marketing Association, Wharton School 1996-1997 • MBA Advisor, Wharton Marketing Department, 1998- • Doctoral Committee Marketing Department 1997- • Computer Committee, Marketing Department 1997, 1998, 1999, 2000, 2007, 2008 • Chair Computer Committee, Marketing Department 2003-2004, 2007- • Faculty Recruiting Committee, Marketing Department 1999, 2000, 2002, 2004, 2008 • Chair, Faculty Recruiting Committee, Marketing Department 2001, 2004 • Chair, Senate Committee on the Economic Status of the Faculty 2001-2003 • Co-Course Head for MGMT 653, Field Application Project course • Senate Committee on the Economic Status of the Faculty 2001-2004 • University Council Committee on Personal Benefits, 2002-2003, 2007-2008. • University (Provost) Committee on Retirement Benefits, 2004 • Academic Director, Wharton Small Business Development Center, 2002-2008 • Wharton School Undergraduate Research Fellows Program, Advisor 2004. • MBA Cohort Mentor, 2003-2006. • Dean's Taskforce on the Undergraduate Curriculum, 2003-2004. • 2005-2006 Wharton Committee on Academic Freedom and Responsibility • 2005-2009 Wharton Research Data Services Advisory Board • 2005 Wharton Core Faculty Advisory Committee • 2003-2009 University of Pennsylvania, Faculty Senate • 2006-2009 University of Pennsylvania, University Council • 2006 Wharton West Q-Review Committee • 2007 Weiss Center Quinquennial Review Committee Chair • 2007, 2008 Wharton Executive MBA Committee • 2007-2008, Chairperson, Wharton Committee on Academic Freedom and Responsibility • 2008, University Committee on Personnel Benefits • 2008, Committee MBA Experience and Engagement Committee • 2009, University of Pennsylvania Provost Search Committee • 2009-2011, University of Pennsylvania Academic Planning and Budgeting Committee • 2009, University of Pennsylvania Patent Policy Committee • 2011, Review Committee for Center for Health Care Outcomes Research, University of Pennsylvania, School of Medicine • 2011, University of Pennsylvania, Vice Provost for Research, Research Endowment Committee • 2012-2013, University Council Committee on Personnel Benefits
Wharton Teaching Record	• Statistics 101 (introductory statistics), as Visiting Lecturer, September 1994 • Statistics 111 (introductory statistics) as Visiting Lecturer, September 1995 • Marketing 212 (marketing research), Fall 1996, Spring 2003

	• Marketing 612 (2013, 2014, 2015) – Marketing Core Strategy • Marketing 613 (2013) – Marketing Core Simulation • Marketing 621 (marketing essentials), Fall 2006, Fall 2007, WEMBA Spring 2008 • Marketing 622 (marketing management), Core Class (3 Sections), Spring 1998, Spring 1999, Spring 2000, Spring 2001, Spring 2005, Spring 2006, Spring 2007, WEMBA 2005, WEMBA 2006, WEMBA 2007, Spring 2011. • Marketing 756 (marketing research), Fall 1996, Fall 1998, Spring 2003 (WOMBA and WEMBA WEST), Fall 2003 (WEMBA WEST), Spring 2004, Summer 2004 (WEMBA WEST), Spring 2005 • Statistics 500 (Regression and ANOVA), Fall 2000 • Management 653 (Field Application Project), 2000-2001 • Marketing 964 (PhD Empirical Models in Marketing), Spring 2014, Spring 2015. • Marketing 966 (PhD Data Analysis), Spring 1999-2007
Papers Presented	"Hierarchical Models for Customer Satisfaction Questionnaire Data," Contributed Paper presented August 1993 at the Joint Statistical Meetings, San Francisco, CA "A Bayesian Model for Ordinal Survey Responses," Invited Talk presented January 1994 at Dept. of Biostatistics, Harvard University "Case Influence Analysis in Bayesian Inference," Invited Talk presented April 1995 at Dept. of Statistics, The Pennsylvania State University "Analysis of Ordinal Survey Data with 'No Answer' Responses," Invited Talk presented June 1995 at Interface95 conference, Pittsburgh PA "Negative Information and the Three-Parameter Logistic Model," Contributed Paper presented August1995 at the Joint Statistical Meetings, Orlando, FL "Case Influence Analysis in Bayesian Inference," Invited Talk presented July 1996, SISC - Interface96, Sydney, Australia "Error Rates Due to Rescoring Tests," August 1996, Joint Statistical Meetings, Chicago, IL "Item Response Theory Models Applied to Data Allowing Examinee Choice," Invited Talk presented March 1997, Duke University, Department of Statistics "Analysis of Ordinal Survey Data," Invited Talk presented at the Ohio State University, May 1997 "Posterior Predictive Outlier Detection Using Sample Reweighting," Invited Talk, INFORMS meeting, Dallas, Texas, October 1997 "The Variety of an Assortment," Invited Talk, Cornell University, Marketing Department, December 1997 "The Variety of an Assortment," Invited Talk, University of Chicago, Marketing Department, January 1998

	"A Hierarchical Latent Variable Model for Ordinal Customer Satisfaction Data with No Answer Responses," Invited Talk, Temple University, Marketing and Statistics Department, February 1998 "The Variety of an Assortment," Invited Talk, UCLA, Marketing Department, March 1998 "A Hierarchical Bayes Model for Bundle Choices of a Fixed Size," Marketing Science Conference, INSEAD, Fontainebleau, France, July 1998 "The Little Engines that Could: Modeling the Performance of World Wide Web Search Engines," Joint Statistical Meetings, Dallas, August 1998 "The Little Engines that Could: Modeling the Performance of World Wide Web Search Engines," The Wharton School Statistics Department, March 1999 "The Little Engines that Could: Modeling the Performance of World Wide Web Search Engines," Marketing Science Conference, Syracuse, NY, May 1999 "A Bayesian Random Effects Model for Testlets," Invited Talk, European Meeting of the Psychometric Society, Lueneberg, Germany, July 1999 "The Little Engines that Could: Modeling the Performance of World Wide Web Search Engines," The Pennsylvania State University, Marketing Department E-commerce Speaker Series, February 2000 "Closed-Form Bayesian Inference for the Negative Binomial Distribution," The Wharton School Statistics Department, April 2000 "A Bayesian Lifetime Model for the Hot 100 Billboard Songs," The University of Houston, July 2000 "Launching New-Nondurables in Japan: Marketing Practices and Marketing Consequences," Joint Statistical Meetings, Atlanta GA, August 2001 "A Pattern Reinforcement Model for Partial Profile Conjoint," University of Michigan Business School, January 2002 "A Pattern Reinforcement Model for Partial Profile Conjoint," University of California, Berkeley, Marketing Department, May 2002 "A Pattern Reinforcement Model for Partial Profile Conjoint," Columbia University Department of Statistics, November 2002 "An Integrated Model for Who, When, and How Much in Internet Auctions," MIT Ph.D. Camp, September 2003 "An Integrated Model for Who, When, and How Much in Internet Auctions," Yale University, Marketing Department, September 2003 "Spatial Statistics in Marketing": 6th Invitation Choice Conference, University of Colorado at Boulder, June 2004

	"Bayesian Estimation of Random Coefficients Choice Models Using Aggregate Data", Tilburg Marketing Camp, December 2004. "Who's got the coupon? Estimating Consumer Preferences and Coupon Usage from Aggregate Information", Olin School of Business, Washington University in St. Louis, April 2005. "Bayesian Estimation of Random Coefficients Choice Models Using Aggregate Data", Harvard Business School, May 2005. "Bayesian Estimation of Random Coefficients Choice Models Using Aggregate Data", Bayes Econometric Conference at Washington University, August 2005. "Modeling the Acquisition and Retention of Services at a Multi-Service Provider", Joint Statistics Meetings, Minneapolis, MN, August 2005. "Bayesian Estimation of Bid Sequences in Internet Auctions Using a Generalized Record Breaking Model", NYU Statistics Department, March 2006. "Bayesian Estimation of Bid Sequences in Internet Auctions Using a Generalized Record Breaking Model", Stanford University, April 2006. "Bayesian Estimation of Bid Sequences in Internet Auctions Using a Generalized Record Breaking Model", Northwestern University, September 2006. "Analysis of Path Data in Marketing with Applications to Grocery Shopping", University of Maryland, May 2007. "Analysis of Path Data in Marketing with Applications to Grocery Shopping", Wharton Alumni Forum, Hong Kong, May 2007. "Wharton SBDC in Action", Zhejiang University, Hangzhou, China, May 2007. "Bayesian Estimation of IDS and Stochastic Prisoner's Dilemma Games", QME Conference, Chicago, IL, September 2007. "Bayesian Estimation of IDS and Stochastic Prisoner's Dilemma Games", University of Houston, Houston, TX, November 2007. "Bayesian Estimation of IDS and Stochastic Prisoner's Dilemma Games", Emory University, Atlanta, GA, December 2007. "Bayesian Estimation of IDS and Stochastic Prisoner's Dilemma Games", University of Southern California, Los Angeles, CA, March 2008. "Future and Current Directions for Marketing Science", Haring Symposium Keynote Address, University of Indiana, Bloomington, IN, April 2008. "Bayesian Estimation of IDS and Stochastic Prisoner's Dilemma Games", Columbia University Marketing Camp, May 2008.

	"Bayesian Structural Estimation of Retail Demand Under Partially Observed Out-of-Stocks", Emory University, September 2008. "Bayesian Structural Estimation of Retail Demand Under Partially Observed Out-of-Stocks", University of Rochester, October 2008. "Bayesian Structural Estimation of Retail Demand Under Partially Observed Out-of-Stocks", University of Miami, December 2008. "Bayesian Structural Estimation of Retail Demand Under Partially Observed Out-of-Stocks", USC, January 2009. "Bayesian Structural Estimation of Retail Demand Under Partially Observed Out-of-Stocks", University of Wisconsin, January 2009. "Multichannel Forecasting of Media Usage", Johns Hopkins University, September 2010. "Clumpiness Measures and Their Applications in Marketing", Harvard University, May 2012 "Clumpiness Measures and Their Applications in Marketing", Harvard University, October 2012 "From RFM to RFMC: Clumpiness Measures and Their Applications in Marketing", USC, March 2013 "From RFM to RFMC: Clumpiness Measures and Their Applications in Marketing", Dartmouth Inaugural Marketing Camp, May 2013. "From RFM to RFMC: Clumpiness Measures and Their Applications in Marketing", Temple, September 2014.
Executive Education Teaching	Data Mining Seminar, December 1999 "Case Discussion Leader" DuPont Customized Program, January and February 2000, "Marketing Strategy" Essentials of Marketing Program 2003-2005 Marketing in the Financial Services Industry 2003-2008 Morgan Stanley Financial Services Program 2003-2007 Management Engineers, 2005 Wharton-NFL Program Academic Director, Wharton Philip-Morris Program, 2004-2008 Academic Director, Google Program 2010-

Additional Teaching Experience	HARVARD UNIVERSITY	Cambridge, MA
	Introduction to Quantitative Methods September 1988 - August 1990 and September 1992 - January 1994 Teaching Fellow. Quantitative Reasoning A (QRA) September 1990 – September 1991: Teaching Fellow:	
	NORTHEASTERN UNIVERSITY	Boston. MA
	Lecturer in Mathematics September 1988 – August 1990 Taught specialized courses for adults over thirty who needed to learn algebra and geometry for work.	
Research Experience	HARVARD UNIVERSITY January 1993 – August 1994	Cambridge, MA
	Research Assistant: Dept. of Health Care Policy. Finding applications of Bayesian Hierarchical Models in Health Care research. Under the direction of Professors Carl N. Morris and Constantine Gatsonis	
	JOSLIN DIABETES CENTER Summer 1989	Boston, MA
	Research Assistant/Statistical Consultant: Developed methods of analyzing large scale longitudinal data sets to help determine the factors that trigger the onset of diabetes in those predisposed to the disease.	
Grants Received	• Awarded Wharton School Sol C. Snider Entrepreneurial Center Research Grant, 1999, $7000 • Awarded Wharton WEBI initiative grant, co P.I. with Professors Reibstein and Kahn to study build-to-order sites, $7,000, 2000. • Collaborator -- NIH Grant "Study of Pediatric Asthma", P.I. -- Dr. Jeffrey Silber, Health Care Outcomes Research Department, The University of Pennsylvania, 5% time, 2001-2003. • "Research Advisor in Marketing": Development of Management Technologies to Improve Productivity in Mass Consumption Supply Chains: the case of Supermarkets., P.I. – Professor Maximo Bosch, University of Chile, $220,000, 2004- • Statistical and Marketing Consultant: USDA Meat Market Study, 2004-2008, $4.3 Million Dollars: P.I Professor Martin Asher and RTI International. • "Developing methods to tailor depression treatment to older adults", PI – Marsha Wittink, NIH Fund – 400-4312-4-552007-xxxx-2000-2932, $475,000	