

## Matthew R. Grennan

University of Pennsylvania, Wharton School  
307 Colonial Penn Center  
3641 Locust Walk, Philadelphia, PA 19104

+1.612.750.0761 (m)  
grennan@wharton.upenn.edu  
wharton.upenn.edu/faculty/grennan.cfm

### Positions

---

*University of Pennsylvania, Wharton School*

Assistant Professor of Health Care Management July 2013 – present

*National Bureau of Economic Research*

Faculty Research Fellow May 2015 – present

*Leonard Davis Institute for Health Economics Research*

Senior Fellow July 2013 - present

*University of Toronto, Rotman School of Management*

Assistant Professor of Strategic Management July 2010 – June 2013

### Education

---

Ph.D., Strategy/Economics, *New York University, Stern School of Business*, 2010  
(Committee: Adam Brandenburger, Michael Katz, Bernie Yeung, John Asker, Allan Collard-Wexler)

M.S., Applied Economics, *University of Minnesota*, 2005

B.S., Industrial Engineering, *Iowa State University*, 2002

### Research Areas

---

**Areas:** empirical industrial organization, competitive strategy, health care

### Published and Forthcoming Papers

---

**“Price Discrimination and Bargaining: Empirical Evidence from Medical Devices”**

(*American Economic Review*, Volume 103, Number 1, February 2013, pp. 145-177(33))

**“Bargaining Ability and Competitive Advantage: Empirical Evidence from Medical Devices”**

(*Management Science*, Volume 60, Number 12, December 2014, pp. 3011-3025)

### Working Papers

---

**“Regulating Innovation with Uncertain Quality: Information, Risk, and Access in Medical Devices”**

(with Bob Town. *R&R at the American Economic Review*.)

**“Transparency and Prices: the Value of Information in Hospital-Supplier Bargaining”**

(with Ashley Swanson. *R&R at the Journal of Political Economy*)

**“The Multiproduct Advantage: Evidence from Regulatory Delay in Medical Devices”**

(with Mara Lederman)

**“Quantifying the Sources of Price Dispersion: Evidence from Hospital Supplies”**

(with Ashley Swanson)

**“Physician-Industry Ties: Innovation and Treatment Patterns”**

(with Ronnie Chatterji, Kyle Myers, and Ashley Swanson)

### Projects in Progress

---

**“Do We Need an FDA for That? Public vs. Private Incentives for Product Testing”**

(with Allan Collard-Wexler, Andrew Steck, and Bob Town)

**“Simultaneous Product Classification and Demand Estimation”**

(with Stuart Craig and Ashley Swanson)

## **Teaching Experience**

---

Health Care Entrepreneurship (Undergraduate, Wharton 2013-16) (*mean rating: 4.2/5*)  
Advanced Topics: Medical Devices (MBA, Wharton 2016)  
Health Care Marketing (MBA, Wharton 2013-15) (*mean rating: 4.0/5*)  
Health Care Economics (MBA, Indian School of Business 2012-14) (*mean rating: 6.5/7*)  
Entrepreneurship (Undergraduate, Toronto Rotman 2011-13) (*mean rating: 6.6/7*)  
Models and Methods (PhD, Toronto Rotman 2012-13)  
Statistics for Business Control (Undergraduate, NYU Stern 2009)  
TA, NYU Stern: Implementing Strategy (MBA), Firms and Markets (MBA), IO (PhD)

## **Professional Activities**

---

### **Invited Seminar and Conference Presentations:**

**2017 (including scheduled):** ASSA Annual Meetings, Toulouse, Universidad de Chile

**2016 (including scheduled):** ASSA Annual Meetings, Tulane Health Care Conference, UCLA Anderson, Strategy Research Forum (discussant), Bates White Life Sciences Conference, US Department of Justice, Maryland Economics, Wash U Olin, UNC Kenan-Flagler;

**2015:** ASSA Annual Meetings, Dartmouth Winter IO Conference, Johns Hopkins Economics, Queens, Cornell Economics, NBER Winter Health Care, Penn Medicine, Bates White, Queens Innovation Conference, US Food & Drug Administration, HEC Montreal Summer IO Conference (discussant), NBER Summer IO, Harvard Strategy, Georgia Tech Strategy;

**2014:** Houston/Rice Economics, Minnesota Carlson & Economics, NUS Strategy, Yale Economics, Federal Trade Commission, Kellogg Conference on Healthcare Markets, iHEA, HEC Montreal Summer IO Conference, NBER Summer IO, NBER Summer Health Care, Bureau of Economic Analysis, Triangle Health Economics Workshop, Penn State Economics, Chicago Economics, Berkeley Economics, Indian School of Business;

**2013:** Utah WBEC (discussant), HEC Health Care IO Conference (discussant), Strategy Research Forum, NYU Stern Economics of Strategy Conference, CELS (discussant), UCLA Anderson & Economics;

**2012:** Strategy Research Forum (discussant), Queens Innovation Conference (discussant), FTC Micro Conference (discussant);

**2011:** IIOC, CRES Foundations of Strategy Conference (discussant), Atlanta Competitive Advantage Conference, Northwestern Kellogg, Rochester Simon, FTC Micro Conference, UPenn Wharton Management;

**2010:** Yale SOM Economics, Analysis Group Boston, Georgia Terry Economics, Toronto Rotman Strategy, Columbia Economics, LSE Economics, Arizona Eller Economics, CRES Foundations of Strategy Conference, Cowles Structural Micro Conference, Harvard Strategy Conference (discussant), HEC Montreal;

**2009:** BPS Doctoral Consortium (AoM Meetings), Consortium for Cooperation and Competition (hosted at Copenhagen Business School), NYU Economics;

**Refereeing:** American Economic Review, American Economic Journal: Policy, American Journal of Healthcare Economics, Austrian Science Fund, Econometrica, Economic Journal, Health Care: The Journal of Delivery Science and Innovation, International Economic Review, International Journal of Health Care Finance and Economics, International Journal of Industrial Organization, Journal of Industrial Economics, Journal of Political Economy, Management Science, National Science Foundation, RAND Journal of Economics, Review of Economic Studies, Strategic Management Journal, Strategy Science

**Professional Affiliations:** Academy of Management (BPS and TIM divisions), American Economic Association, Econometric Society, International Health Economics Association, Strategy Research Forum

**Professional Service:** EDEN Doctoral Seminar on Competitive Strategy (instructor for course organized by Javier Gimeno and Bruno Cassiman) 2014, 2016

**University Service:** Wharton MBA Executive Committee, 2016-17, Wharton HCMG Recruiting Committee, 2016-17; Wharton HCMG PhD Admissions Committee, 2013-16; Wharton HCMG Preliminary Exam Writer, 2013-16;

Toronto Rotman Recruiting Committee, 2011-12; Toronto Rotman Strategy Seminar, Coordinator, 2010-11; NYU Stern Management/Strategy Student Seminar, Coordinator, 2008

#### **Doctoral Student Advising:**

Kyle Myers, Wharton 2017 expected (co-chair)  
Octavio Martinez, Toronto 2015 (committee member)

#### **Undergraduate Student Advising:**

Aaron Goldstein and William Duckworth, Penn 2016 (*FeverSmart*, awarded President's Innovation Prize)  
Shriya Mantry, Penn 2017 expected (senior project advisor)  
Ikshita Singh, Penn 2017 expected (senior project advisor)  
Adam Wininger and Yagil Burowski, Penn 2018 expected (*Fortuna Health*)

#### **Honors**

---

**Professional:** Teaching Excellence Award, Toronto Rotman (2011, 2012, 2013)

**Graduate:** C.W. Nichols Foundation Fellowship, NYU Stern (2009-10); Willensky Dissertation Fellowship, NYU Stern (2009-10); Doctoral Fellowship, NYU Stern (2005-09)

**Undergraduate:** Cardinal Key Honor Society (President 2001); Order of Omega (President 2001); National Merit Scholar (1997-2001)

#### **Grant Funding**

---

"Empirical Analysis of Business-to-Business Bargaining: Evidence from Hospital Input Markets"  
(Co-PI with Ashley Swanson)

- National Science Foundation ~\$400,000 (2016-19).

"Technology Adoption and Pass-Through to Medical Device Suppliers"  
(Co-PI with Ashley Swanson)

- Leonard Davis Institute Pilot Grant \$15,000 (2016).

"Regulating Innovation with Uncertain Quality: Information, Risk, and Access in Medical Devices"  
(Co-PI with Bob Town)

- Wharton Dean's Research Fund \$10,000 (2013).
- Mack Center for Innovation \$7,000 (2014).

"The Multiproduct Advantage: Evidence from Regulatory Delay in Medical Devices"  
(Co-PI with Mara Lederman)

- Mack Center for Innovation \$8,000 (2013)

"Transparency and Prices: the Value of Information in Hospital-Supplier Bargaining"  
(Co-PI with Ashley Swanson)

- Wharton Dean's Research Fund \$10,000 (2014)

"Physician-Industry Ties: Impacts on Innovation and Treatment Patterns"  
(Co-PI with Ronnie Chatterji and Ashley Swanson)

- Wharton Dean's Research Fund \$10,000 (2015)

#### **Personal**

---

Born: January 13, 1979. Dixon, IL, United States

Family: Married to Jillian Popadak. Daughter Jorie (born Sept. 2015).

Hobbies: basketball, cooking (and eating), football (a.k.a. soccer), reading, travel