

Linnea Gandhi

CONTACT INFORMATION	Operations, Information, and Decisions Department 500 Jon M. Huntsman Hall 3730 Walnut St. Philadelphia, PA 19104	lgandhi@upenn.edu
EDUCATION	Wharton School, University of Pennsylvania Ph.D., Operations, Information, and Decisions Affiliations: Computational and Social Science Lab, Behavior Change for Good Initiative, Schweitzer Lab	Philadelphia, PA Sep 2020-Present
	The University of Chicago Booth School of Business M.B.A., Managerial & Organizational Behavior, Statistics Honors: Dean's Prize for Best Educational Programming (2014)	Chicago, IL Sep 2012-Jun 2014
	Harvard University A.B., Social Studies Citations: French, Spanish Honors: Magna Cum Laude (2007), Phi Beta Kappa (2006)	Cambridge, MA Sep 2003-Jun 2007
TEACHING EXPERIENCE	The University of Chicago Booth School of Business Executive Education Lecturer, Behavioral Science	Chicago, IL Jul 2020-Present
	Adjunct Assistant Professor of Behavioral Science Core Courses: Managerial Decision-Making Electives: Strategic Uncertainty, Choice Architecture in Practice	Chicago, IL Mar 2017-Jun 2020
	The University of Chicago Booth School of Business Teaching Assistant for Prof. Richard Thaler Core Courses: Managerial Decision-Making	Chicago, IL and London, UK Jul 2014-Present
INDUSTRY EXPERIENCE	BehavioralSight (behavioral science consulting) Founder & CEO managing team of five with global client portfolio Products: online "noise" course, business experiment planning tool Services: workshops & talks, behavioral design, experimentation	Chicago, IL and New York, NY Mar 2017-Feb 2022
	TGG Group (behavioral science consulting, founder Prof. Steve Levitt) Managing Director (prior: Senior Associate, Principal) Collaborators: Prof. Daniel Kahneman, Prof. Eric Johnson Responsibilities: manage 30 FTEs, lead projects & client development	Chicago, IL Sep 2014-Feb 2017
	ideas42 (behavioral science consulting, founder Prof. Sendhil Mullainathan) Graduate intern	New York, NY Jun 2013-Aug 2013
	Boston Consulting Group (strategy consulting) Consultant (prior: Associate, Senior Associate)	Chicago, IL and Paris, France Oct 2009-Aug 2012
	Harvard Business School Research Associate and Case Writer for professors in Finance & BGIE	Boston, MA Jul 2007-Aug 2009

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- AWARDS, FELLOWSHIPS, & GRANTS**
- Penn Presidential PhD Fellow, 2021-2024
 - Analytics at Wharton Grant for “Building a Nudge Map”, 2022
 - Marjorie Weiler Prize for Excellence in Writing for “Problems with Premortems”, 2022
 - Nominee (1 of 4) for AOM MOC Best Submission with Practical Implications Award, 2022
 - Wharton Risk Center Russell Ackoff Doctoral Fellowship Award, 2021-2022 and 2022-2023
 - Society for Judgment and Decision Making, Honorable Mention for Conference Poster, 2022
 - The University of Chicago Booth School of Business, Executive MBA Outstanding TA Award, 2021
- JOURNAL ARTICLES**
- Milkman, K. L., Patel, M. S., **Gandhi, L.**, Graci, H. N., Gromet, D. M., Ho, H., Kay, J. S., Lee, T.W., Akinola, M., Beshears, J., Bogard, J.D., Buttenheim, A., Chabris, C.F., Chapman, G.B., Choi, J.J., Dai, H., Fox, C., Goren, A., Hilchey, M.D., Hmurovic, J., John, L.K., Karlan, D., Kim, M., Laibson, D., Lambertson, C., Madrian, B.C., Meyer, M.N., Modanu, M., Nam, J, Rogers, T., Rondina, R., Saccardo, S., Shermohammed, M., Soman, D., Sparks, J., Warren, C., Weber, M., Berman, R., Evans, C.N., Snider, C.K., Tsukayama, E., Can den Bulte, C., Volpp, K.G., & Duckworth, A. L. (2021). A megastudy of text-based nudges encouraging patients to get vaccinated at an upcoming doctor’s appointment. *Proceedings of the National Academy of Sciences*, 118(20).
- Author contributions: researcher predictions, cross-treatment attribute analysis, writing*
- Milkman, K. L., **Gandhi, L.**, Patel, M. S., Graci, H., Gromet, D., Ho, H., Kay, J. S., Bogard, J., Brody, I., Chabris, C., Chang, E., Chapman, G.B., Dannals, J., Goldstein, N.J., Goren, A., Hersfield, H., Hirsch, A., Hmurovic, J., Horn, S., Karlan, D., Kristal, A., Lambertson, C., Meyer, M.N., Oakes, A., Schweitzer, M.E., Shermohammed, M., Talloen, J.H., Warren, C., Whillans, A., Yadav, K., Zlatev, J., Berman, R., Evans, C., Snider, C., Tsukayama, E., Van den Bulte, C., Volpp, K., & Duckworth, A. (2021). A 680,000-person megastudy of nudges to encourage vaccination in pharmacies. *Proceedings of the National Academy of Sciences*, 119(6).
- Author contributions: researcher predictions, cross-treatment attribute analysis, writing*
- IN PRESS**
- Milkman, K., **Gandhi, L.**, Ellis, S., Graci, H., Gromet, D., Mobarak, R., Buttenheim, A., Duckworth, A., Pope, D., Stanford, A., Thaler, R., & Volpp, K. (2021). A 500,000-Person Experiment Evaluating the Impact of Geographically-Targeted, High-Payoff Vaccine Lotteries. In press, *Nature Human Behavior*.
- Author contributions: design and launch of the lottery, analysis, writing*
- IN PROGRESS**
- Gandhi, L.**, Duke, A., and Schweitzer, M. “Problems with Premortems: Attribution Bias in a Popular Debiasing Strategy.”
- Gandhi, L.**, Manning, B., Duckworth, A, and Kahneman, D. “Life is a Between-Subjects Experiment: A Strategy for Debiasing Researcher Overconfidence.”
- Gandhi, L.**, Jovanova, M., and Watts, D. “Rhetorical Sins: An Investigation into the Cues and Consequences of Linguistic Researcher Degrees of Freedom.”
- Gandhi, L.** and Watts, D. “Building a Nudge Map: A Use Case of Research Cartography to Enable Cumulative Science.”
- BOOK CHAPTERS**
- Gandhi, L.** “The Integrated Model.” In Building Behavioral Science in an Organization, eds., Khan, Z. and Newman, L. *Action Design* (2021)

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- CASE STUDIES
- Foley, C. Fritz and Goldberg, Lena G. and **Meyer, Linnea N.**, “Chrysler's Sale to Fiat” (May 27, 2010). Harvard Business School, Case No. 210-022, Harvard Business School Finance Unit, Harvard Business School General Management Unit, Available at SSRN: <https://ssrn.com/abstract=1619519>
- Foley, C. Fritz and Chen, Michael Shih-ta and Johnson, Matthew and **Meyer, Linnea N.**, “Noble Group” (October 5, 2009). HBS Case No. 210-021, Harvard Business School Finance Unit, Available at SSRN: <https://ssrn.com/abstract=1496889>
- Foley, C. Fritz and **Meyer, Linnea N.**, “Nomura's Global Growth: Picking Up Pieces of Lehman” (August 25, 2009). HBS Case No. 210017, Harvard Business School Finance Unit, Available at SSRN: <https://ssrn.com/abstract=1467616>
- Foley, C. Fritz and Meyer, **Linnea N.**, “WL Ross and Plascar” (March 4, 2009). HBS Case No. 209-091, Harvard Business School Finance Unit, Available at SSRN: <https://ssrn.com/abstract=1418586>
- Foley, C. Fritz and **Meyer, Linnea N.**, “Finansbank 2006” (May 20, 2008). HBS Case No.: 208-108, Available at SSRN: <https://ssrn.com/abstract=1270169>
- OTHER WRITING
- Gandhi, L.** and Johnson, E. “8 Things to Do Before You Run a Business Experiment.” *Harvard business review online*. (2019).
- Gandhi, L.** “Testing, Testing: Not All Failures Are Created Equal.” *PeopleScience online*. (2018).
- Leonard, K. and **Gandhi, L.** “Blending Science and Comedy to Fix the Fault in Employee Defaults.” *Second City Works online*. (2017)
- Kahneman, D., Rosenfield, A.M, **Gandhi, L.**, and Blaser, T. “Noise: How to overcome the high, hidden cost of inconsistent decision making.” *Harvard business review* 94, no. 10 (2016): 38-46.
- INVITED TALKS
- Comunidade de Ciencias Comportamentais (2022)
- Behavioral Insights Global (2021)
- CONFERENCE PRESENTATIONS & POSTERS
- A 500,000-Person Experiment Evaluating the Impact of Geographically-Targeted, High-Payoff Vaccine Lotteries**
Society for Personality and Social Psychology: Intervention Science preconference (San Francisco, poster session, 2022)
- You're likely to get lucky! An experimental evaluation of raising the odds in a high-stakes regret lottery**
Society for Judgment and Decision Making Conference (online, live talk, 2022)
- Problems with Premortems: Self-Serving Bias in a Popular Debiasing Strategy**
Society for Judgment and Decision Making Conference (online, poster session, 2022)
- The Philly Vax Sweepstakes**
Annual Behavioral Science & Health Symposium (Philadelphia, live talk, 2021)
- UNIVERSITY SERVICE
- OID 299: Judgment and Decision Making Research, Mentor, Spring & Fall 2021
Wharton Reading Program Mentor, 2021

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BOOK Kahneman, D., Sibony, O., & Sunstein, C. R. (2021). Noise: a flaw in human judgment. Little, Brown.
PROJECT Johnson, E., (2021). The Elements of Choice: why the way we decide matters. Penguin Random
SUPPORT House.
Thaler, R. (2015). The Making of Behavioral Economics. W.W. Norton & Company.

FUN STUFF
1. I love hanging out with my two dogs, reading epic science fiction / fantasy books (I am 70% through the Wheel of Time!), and taking naps – all of which are highly correlated on the weekends.
2. Despite my name, non-linearity dominates my career path: academia was preceded by entrepreneurship, entrepreneurship by industry, industry by academia, and academia by competitive ballroom dance.

Curriculum Vitae updated February 2022