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 — Philadelphia, PA — Sep 2020-Present
Ph.D., Operations, Information, and Decisions
Affiliations: Computational and Social Science Lab, Behavior Change for Good Initiative, Schweitzer Lab

The University of Chicago Booth School of Business — Chicago, IL — Sep 2012-Jun 2014
M.B.A., Managerial & Organizational Behavior, Statistics
Honors: Dean's Prize for Best Educational Programming (2014)

Harvard University — Cambridge, MA — Sep 2003-Jun 2007
A.B., Social Studies
Citations: French, Spanish
Honors: Magna Cum Laude (2007), Phi Beta Kappa (2006)

TEACHING EXPERIENCE

Wharton School, University of Pennsylvania — Philadelphia, PA — Sep 2022-Present
Lecturer, The Choice Architecture Lab

The University of Chicago Booth School of Business — Chicago, IL and London, UK
Adjunct Assistant Professor of Behavioral Science
Core Courses: Managerial Decision-Making — Mar 2023-Present
Electives: Strategic Uncertainty, Choice Architecture in Practice — Mar 2017-Jun 2020

Executive Education Lecturer, Behavioral Science — Jul 2020-Present

The University of Chicago Booth School of Business — Jul 2014-Dec 2022
Teaching Assistant for Prof. Richard Thaler
Core Courses: Managerial Decision-Making

INDUSTRY EXPERIENCE

BehavioralSight (behavioral science consulting) — Chicago, IL and New York, NY — Mar 2017-Feb 2022
Founder & CEO managing team of five with global client portfolio
Products: online "noise" course, business experiment planning tool
Services: workshops & talks, behavioral design, experimentation

TGG Group (behavioral science consulting, founder Prof. Steve Levitt) — Chicago, IL — Sep 2014-Feb 2017
Managing Director (prior: Senior Associate, Principal)
Collaborators: Prof. Daniel Kahneman, Prof. Eric Johnson
Responsibilities: manage 30 FTEs, lead projects & client development

ideas42 (behavioral science consulting, founder Prof. Sendhil Mullainathan) — New York, NY — Jun 2013-Aug 2013
Graduate intern

Boston Consulting Group (strategy consulting) — Chicago, IL and Paris, France — Oct 2009-Aug 2012
Consultant (prior: Associate, Senior Associate)

Linnea Gandhi

Harvard Business School   Boston, MA
                Research Associate and Case Writer for professors in Finance & BGIE   Jul 2007-Aug 2009

Penn Presidential PhD Fellow, 2021-2024
Analytics at Wharton Grant for "Building a Nudge Map", 2022 & 2023
Marjorie Weiler Prize for Excellence in Writing for "Problems with Premortems", 2022
Winner of AOM MOC Best Paper 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., **Gandhi, L.**, Ellis, S., Graci, H., Gromet, D., Mobarak, R., Buttenheim, A., Duckworth, A., Pope, D., Stanford, A., Thaler, R., & Volpp, K. (2022). A citywide experiment testing the impact of geographically targeted, high-pay-off vaccine lotteries. Nature Human Behaviour, 1-10.
        Author contributions: design and launch of the lottery, analysis, initial draft, editing

Patel, M. S., Milkman, K. L., **Gandhi, L.,** Graci, H. N., Gromet, D., Ho, H., ... & Duckworth, A. L. (2022). A Randomized Trial of Behavioral Nudges Delivered Through Text Messages to Increase Influenza Vaccination Among Patients With an Upcoming Primary Care Visit. American Journal of Health Promotion.
        *Author contributions***:** *work on supporting publications, below*

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., Lamberton, 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., Lamberton, 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   ~

IN
PROGRESS

Gandhi, L. and Watts, D. "Building a Nudge Map: A Use Case of Research Cartography to Enable Cumulative Science."

Gandhi, L., Duke, A., and Schweitzer, M. "Debiasing and the Law of Unintended Consequences"

Kahneman, D., **Gandhi, L.**, Manning, B., and Duckworth. A. "What You Study Isn't All There Is: How To Avoid the Focusing Illusion When Designing Psychology Experiments."

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Jovanova, M., **Gandhi, L.,** and Watts, D. "Rhetorical Sins: An Investigation into the Cues and Consequences of Linguistic Researcher Degrees of Freedom."

BOOK CHAPTERS

Gandhi, L. "The Integrated Model." In Building Behavioral Science in an Organization, eds., Khan, Z. and Newman, L. *Action Design* (2021)

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

Desayuno Conductual, hosted by BeWay and Novastar, Madrid (2022)
Harvard Business School Nifty Experimental Research across Disciplines (NERD) Lab (2022)
Comunidade de Ciencias Comportamentais (2022)
Behavioral Insights Global (2021)

CONFERENCE PRESENTATIONS & POSTERS

Research Cartography: How to Build a Map to Navigate the "Do Nudges Work?" Debate, and Beyond
Berkeley Initiative for Transparency in the Social Sciences Annual Workshop
(Berkeley, live talk, 2023)

Pressing the Brakes on the Premortem: Evaluating a Popular Yet Untested Debiasing Intervention
Society for Personality and Social Psychology "Beyond Academia" Pre-Conference
(online, live flash talk, 2023)

Problems with Premortems: Self-Serving Bias in a Popular Debiasing Strategy
Academy of Management Conference
(online, live talk, 2022)

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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

OTHER

HCD Mindset Podcast: The Struggle of Storytelling as a Researcher, 2023
HCD Mindset Podcast: Nudge Cartography, 2023

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BOOK PROJECT SUPPORT	Kahneman, D., Sibony, O., & Sunstein, C. R. (2021). Noise: a flaw in human judgment. Little, Brown.
	Johnson, E., (2021). The Elements of Choice: why the way we decide matters. Penguin Random 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 2023