

# Linnea Gandhi

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CONTACT INFORMATION	Operations, Information, and Decisions Department 500 Jon M. Huntsman Hall 3730 Walnut St. Philadelphia, PA 19104	lgandhi@upenn.edu
EDUCATION	<b>Wharton School, University of Pennsylvania</b> Ph.D., Operations, Information, and Decisions Affiliations: Computational and Social Science Lab, Behavior Change for Good Initiative, Schweitzer Lab  <b>The University of Chicago Booth School of Business</b> M.B.A., Managerial & Organizational Behavior, Statistics Honors: Dean's Prize for Best Educational Programming (2014)  <b>Harvard University</b> A.B., Social Studies Citations: French, Spanish Honors: Magna Cum Laude (2007), Phi Beta Kappa (2006)	Philadelphia, PA Sep 2020-Present  Chicago, IL Sep 2012-Jun 2014  Cambridge, MA Sep 2003-Jun 2007
TEACHING EXPERIENCE	<b>Wharton School, University of Pennsylvania</b> Lecturer, The Choice Architecture Lab  <b>The University of Chicago Booth School of Business</b> Adjunct Assistant Professor of Behavioral Science Core Courses: Managerial Decision-Making Electives: Strategic Uncertainty, Choice Architecture in Practice  Executive Education Lecturer, Behavioral Science  <b>The University of Chicago Booth School of Business</b> Teaching Assistant for Prof. Richard Thaler Core Courses: Managerial Decision-Making	Philadelphia, PA Sep 2022-Present  Chicago, IL Mar 2023-Present Mar 2017-Jun 2020  Jul 2020-Present  Jul 2014-Dec 2022
INDUSTRY EXPERIENCE	<b>BehavioralSight</b> (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  <b>TGG Group</b> (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  <b>ideas42</b> (behavioral science consulting, founder Prof. Sendhil Mullainathan) Graduate intern  <b>Boston Consulting Group</b> (strategy consulting) Consultant (prior: Associate, Senior Associate)	Chicago, IL and New York, NY Mar 2017-Feb 2022  Chicago, IL Sep 2014-Feb 2017  New York, NY Jun 2013-Aug 2013  Chicago, IL and Paris, France Oct 2009-Aug 2012

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## Harvard Business School

Research Associate and Case Writer for professors in Finance & BGIE

Boston, MA

Jul 2007-Aug 2009

### AWARDS, FELLOWSHIPS, & GRANTS

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*

### WORKS IN PROGRESS

**Gandhi, L.**, Manning, B., Duckworth, A., and Kahneman, D. “Causal Magnification: Nothing is as Important as the Cause Under Consideration—While You are Considering It.”  
*Accepted to Current Directions in Psychological Science. Manuscript in progress.*

**Gandhi, L.**, Kiyawat, A., Camerer, C. and Watts, D. “Hypothetically Nudging.”  
*Manuscript in progress.*

**Gandhi, L.** and Watts, D. “Nudge Cartography: Building a map to generalizability.”

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*Manuscript in progress.*

**Gandhi, L.**, Duke, A., and Schweitzer, M. “Debiasing and the Law of Unintended Consequences”  
*Final field experiment in progress.*

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 & GUEST LECTURES

Berkeley Initiative for Transparency in the Social Sciences Forecasting Workshop (2023)

Comfama National Meeting on Behavioral Sciences for Sustainable Development, Colombia (2023)

Event Red Argentina de Ciencaias del Comporatmiento (2023)

Google Behavioral Economics Team (2023)

Desayuno Conductual, hosted by BeWay and Novastar, Spain (2022)

Harvard Business School Nifty Experimental Research across Disciplines (NERD) Lab (2022)

Comunidade de Ciencias Comportamentais (2022)

Behavioral Insights Global (2021)

UCLA – guest lecturer for Professor Craig Fox’s Choice Architecture class (2020-2023)

Stanford – guest lecturer for Professor Susan Athey’s Action Learning Program (2021)

UT-Austin – guest lecturer for Professor Chris Bryan’s Behavior Change class (2021)

Columbia – guest lecturer for Professor Eric Johnson’s Choice Architecture class (2018-2019)

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CONFERENCE PRESENTATIONS & POSTERS	<p><b>Research Cartography: Building a Map to Navigate and Generalize Behavioral Science</b> Association for Interdisciplinary Meta-research and Open Science (online, lightning talk, 2023)</p> <p>Society for Judgment and Decision Making Conference (San Francisco, live talk, 2023)</p> <p>International Conference on the Science of Science and Innovation (Chicago, live talk, 2023)</p> <p><b>Research Cartography: How to Build a Map to Navigate the “Do Nudges Work?” Debate, and Beyond</b> Berkeley Initiative for Transparency in the Social Sciences Annual Workshop (Berkeley, live talk, 2023)</p> <p><b>Pressing the Brakes on the Premortem: Evaluating a Popular Yet Untested Debiasing Intervention</b> Society for Personality and Social Psychology “Beyond Academia” Pre-Conference (online, live flash talk, 2023)</p> <p><b>Problems with Premortems: Self-Serving Bias in a Popular Debiasing Strategy</b> Society for Judgment and Decision Making Conference (online, poster session, 2022)</p> <p>Academy of Management Conference (online, live talk, 2022)</p> <p><b>You’re likely to get lucky! An experimental evaluation of raising the odds in a high-stakes regret lottery</b> Society for Judgment and Decision Making Conference (online, live talk, 2022)</p> <p><b>The Philly Vax Sweepstakes</b> Annual Behavioral Science &amp; Health Symposium (Philadelphia, live talk, 2021)</p>
OTHER SERVICE	<p>Ad hoc reviewer for <i>Academy of Management</i>, <i>Management Science</i>, <i>Royal Society Open Science</i> Wharton PhD Mentor, 2023-2024 OID 299: Judgment and Decision Making Research, Mentor, Spring &amp; Fall 2021 Wharton Reading Program Mentor, 2021</p>
OTHER PRESS	<p>Behavioral Grooves Podcast: Research Cartography, 2023 HCD Mindset Podcast: The Struggle of Storytelling as a Researcher, 2023 HCD Mindset Podcast: Nudge Cartography, 2023</p>
BOOK PROJECT SUPPORT	<p>Kahneman, D., Sibony, O., &amp; Sunstein, C. R. (2021). <i>Noise: a flaw in human judgment</i>. Little, Brown.</p>

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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. When not working, I'm hanging out with my two dogs, reading high fantasy books, and taking long walks – and naps.
2. Despite my name, non-linearity dominates my career path: academia was preceded by entrepreneurship, entrepreneurship by industry, industry by academia, and academia by a brief stint in competitive dance.

Curriculum Vitae updated October 2023