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Biographies



Neha Bhargava is the Director of Advertising Research at Meta. Before joining Meta, Neha was a strategy consultant focused on providing product and marketing decisions based on big data. She started her career as an Electrical Engineer and a Mechanical Engineer designing avionics control hardware for rockets. Neha holds a bachelor's degree in Electrical Engineering and Computer Science from MIT and an MBA from the University of Pennsylvania Wharton School of Business.



Brian Cooper is the Vice President of Demand, Data, and Digital at Juniper Networks. In addition to leading the demand generation and data & analytics teams, Brian also manages the marketing operations, marketing automation, and web engineering teams in Juniper marketing. Brian is currently a Board of Director for theARF.org and is an advisor for Metadata.io and Tingono.ai. He most recently published “Don’t Buy the Wrong Marketing Tech” in the Harvard Business Review. With his MSI academic collaborator, he most recently published “Don’t Buy the Wrong Marketing Tech” in the Harvard Business Review.



Dominique Hanssens is a Distinguished Research Professor of Marketing at the UCLA Anderson Graduate School of Management and an expert in competitive and strategic issues in marketing. His academic research focuses on the impact of marketing on business performance, to which he applies his expertise in data-analytic methods such as econometrics and time-series analysis. He also researches consumers’ purchase decisions, advertising, distribution, and retailer behavior, assessing long-term marketing effectiveness and growing customer and brand equity. His approach emphasizes market-response modeling on sophisticated customer and marketing databases. Hanssens has put these methods into practice with numerous companies, first as an independent consultant and later as a co-founder of MarketShare, a global marketing analytics company, now a division of Neustar.



Laura Jones is Chief Strategy Officer for BAV Group, VMLY&R's brand analytics practice and the leading authority on data-driven branding. Her mission is to fuel creativity with data using the world's largest and longest-running study on brands. She's proud to have inspired many successful and award-winning creative campaigns across nearly every major industry category, with relevant experience in FMCG and retail.

As a member of the Initiative for Real Growth, a cross-WPP thought leadership council, Laura contributed to the development of an industry-leading growth framework to deliver sustained, humanized, business growth. To learn more visit <https://instituteforrealgrowth.com>. She was also part of the development of HerGenZ world, a global study of Gen Z girls.

A passionate advocate of advancing inclusion and diversity in the workplace, Laura has been a featured speaker at SXSW, the 3% Conference, The Girls' Lounge, Cannes Lions School, and The One Club. She holds a B.S. in business administration from the Villanova School of Business.



Alice Li joined the Fisher College of Business at the Ohio State University in 2017. Prior to being a Buckeye, she was on the faculty at Indiana University from 2014 to 2017. She received her Ph.D. in Marketing from the University of Maryland – College Park in 2014.

Professor Li's research focuses on the consumer's path to purchase. She is interested in understanding the consumer's touchpoints on their path to purchase, for which Professor Li has developed attribution models to help firms assign conversion credit to each marketing channel in a multi-channel environment. Professor Li also studies firms' free sampling strategies that get consumers started on their purchase journey, and external shocks to consumers' purchase journey due to radical innovations or disruptions. In Professor Li's research, she applies Bayesian statistics, econometrics, machine learning, and causal inference methods to real-world data from hotel chains, software providers, book publishers, etc.

At Fisher, Professor Li is teaching in the undergraduate, SMBA, and Ph.D. programs.



Daniel McCarthy is an Assistant Professor of Marketing at Emory University's Goizueta School of Business. His research specialty is the application of leading-edge statistical methodology to contemporary empirical marketing problems. His research interests include customer-based corporate valuation, which he popularized, customer lifetime value, limited data problems, data privacy, and the marketing/finance interface. He is also actively researching the causal effect of actions and events on customer purchase behavior. His research has been accepted and published in top-tier academic journals, including *Marketing Science*, the *Journal of Marketing Research*, and the *Journal of Marketing*. His work has won numerous research awards, including the Lehmann, MSI Clayton, Gary Lillien Practice Prize, and MSI Young Scholar, and been a finalist for many others, including the Paul Green, Hunt/Maynard, MSI/Root awards. His work has been featured in major media outlets such as the *Harvard Business Review*, *Wall Street Journal*, *FT*, *Fortune*, *Barron's*, *Inc Magazine*, the *Economist*, and *CNBC*.



Carl Mela is the T. Austin Finch Foundation Professor of Marketing at Duke University and past Executive Director of the Marketing Science Institute. He holds an engineering degree from Brown University and a Ph.D. in Marketing from Columbia University. Prior to his Ph.D., he held management positions at Hewlett Packard, Hughes Space and Communications, and Proxima Corporation. Prof. Mela applies economic and statistical models to generate insights regarding the long-term effects of marketing activity on brand equity and the effect of digital marketing technology on consumer and firm behavior. Articles along these lines appear in the *Journal of Marketing Research*, *Marketing Science*, *Journal of Marketing*, *Harvard Business Review*, and the *Journal of Consumer Research* and have received or been a finalist for forty best paper awards including the INFORMS John D.C. Little and Long-Term Impact Awards and the American Marketing Association's William O'Dell and Paul Green Awards.



Saikat Mukherjee is a Distinguished Architect at Intuit leading architecture for MarTech including content management systems, web platforms, marketing personalization and communication capabilities. Prior to his current role, he worked as a distinguished data scientist on Knowledge Engineering (KE), one of the key components of AI at Intuit, where he focused on the automated generation of KE artifacts using ML and natural language processing (NLP). He has a Ph.D. from Stony Brook University and spent several years in healthcare, industrials and social media advertising before his recent focus on MarTech and KE.



Chad Mulder is the Senior Director and Head of Brand Marketing & Creative Strategy at Juniper Networks. He leads all aspects of brand marketing, global brand awareness campaigns/media, and in-house creative development. Chad has worked across industries from start-ups to consumer packaged goods to enterprise technology, where he has focused on the intersection of business strategy and creativity, and led brand and marketing efforts with a concentration on high growth areas of the business.



J. Walker Smith is the Knowledge Lead for the global consulting and strategy practices of Kantar. Walker has been described by Fortune as “one of America’s leading analysts on consumer trends.” He is co-author of four highly regarded books, a blogger, a former Marketing Management and Marketing News columnist, and a former public radio commentator. He is a 2021 inductee into the Market Research Council Hall of Fame and the 2020 recipient of the AMA’s Charles Coolidge Parlin Award for outstanding contributions to the field of market research. He is a 2012 inductee into the N.C. Journalism and Media Hall of Fame. In 2014 and 2015, he won the WPP Atticus Award for Strategy and in 2013 for Consumer Insights. Walker holds a doctorate from the University of North Carolina at Chapel Hill.



Brittany Swanson is a marketing manager at Meta focused on measurement solutions. Prior to joining Meta in 2019, she worked on go-to-market strategies for big data and cloud infrastructure products for a global firm and oversaw content and web marketing for a machine learning platform startup. In her free time, you’ll find Brittany on a long-distance backpacking trip or climbing a mountain.



Anna Tuchman joined the marketing faculty at the Kellogg School of Management in 2016. Professor Tuchman’s research interests include the study of advertising and its underlying mechanisms, as well as questions that lie at the intersection of public policy and marketing. Her recent work evaluates the effects of e-cigarette advertising on demand for traditional cigarettes and studies the impact of soda taxes on consumption. A second stream of research studies advertising effectiveness and consumer demand for advertising.

Professor Tuchman holds a PhD in Marketing and an MA in Economics from Stanford University. She completed her BA at the University of Pennsylvania. Before her graduate studies, she worked in economic litigation consulting at Cornerstone Research.



Stephanie Tully studies the impact of consumers' resources of money and time. Her research tackles questions like, how does feeling financially constrained change the way consumers make choices, why are some sources of money treated differently than others, and how to encourage consumers to use their time or money to improve their lives. Stephanie's research has been published in top academic journals including Proceedings of the National Academy of Sciences, Journal of Consumer Research, and Journal of Marketing Research. Stephanie is a MSI Young Scholar. Her research has won multiple awards and has been featured in popular press outlets such as Forbes and the Wall Street Journal.



Nooshin Warren is an assistant professor of marketing at the University of Arizona. Nooshin has received her Ph.D. in Marketing from Texas A&M University, and her MBA and bachelor in Industrial Engineering from Sharif University of Technology in Iran. Her research interest lies in the financial impacts of marketing strategies. Her recent work is focused on political marketing, cause marketing, and purpose-driven marketing. She substantially studies how corporate sociopolitical strategies can affect firms' stakeholders such as their consumers, investors, competitors, and employees. Nooshin's research has been published in top-tier marketing journals such as the Journal of Marketing, Journal of Marketing Research, and Journal of Academy of Marketing Science as well as prominent media outlets such as Forbes, Yahoo! News, the New York Times, and ABC News. She has presented her research on activism via AMA's webinar for managers, ExecEd, Alliance Panel of the Attorney General of Hawaii, and TEDx of Arizona. Her research on activism has received the AMA's Paul Root prominent award for a research article with the most contribution to marketing practice in 2021.



Kimberly Whitler is currently Frank M. Sands Sr. Associate Professor of Business Administration at the University of Virginia's Darden School of Business. Previously, Whitler spent nearly 20 years in general management, strategy and marketing roles within the CPG and Retailing industries, managing global, U.S. and Eastern European-based businesses. She spent most of her career at Procter & Gamble, and more recently served as the general manager of the Breakfast Division for Aurora Foods, the CMO of David's Bridal, the country's leading bridal apparel retailer, and as an officer of PetSmart, the country's largest pet specialty retailer.