MSI
at the **ARF**

ANALYTICS CONFERENCE:
TECHNOLOGY, NEW DATA STREAMS, AND MARKETING STRATEGY
PHILADELPHIA, PA, MAY 4 – 5, 2023
HOSTED AT WHARTON AI & ANALYTICS FOR BUSINESS

Biographies

Kristin Federico is the head of Participant Marketing and Communications within Vanguard's Participant Strategy Experience group. She leads teams of marketing- and communications professionals who are responsible for creating and executing Vanguard's marketing strategy that supports participants' holistic financial needs, both in and outside of retirement. Kristin and her teams focus on driving engagement and positive financial outcomes for Vanguard's 5 million plan participants. After beginning her financial services career in banking, Kristin joined Vanguard in 1997. Her Vanguard tenure has been primarily within Institutional Investor Group (IIG) in client-facing roles such as relationship manager and communication consultant. She has also led communications professionals in Vanguard Retail Marketing and in Participant Education in IIG.

Gregory Miller II is a Senior Manager of Client Experience Analytics within Vanguard's Chief Data Analytics Office. He leads a team of data analysts who are responsible for partnering with Institutional Investor Group (IIG) internal and external stakeholders on clearly defined analytical use cases with the potential to deliver significant value by distilling vast data into new, previously unknowable intelligence. Previously, Greg established the strategic vision and development of a Forecasting Center of Excellence (FCoE) within Vanguard's Retail Investor Group (RIG). He directed the team's strategic roadmap and the deployment of an ML-based forecasting portfolio aligned with RIG's strategic priorities. Before leading the FCoE, Greg began his career at Vanguard as an Operations Consultant aligned to Client Services & Operations (CSO) where he was responsible for maturing their capabilities across key functional areas of data analytics, resource planning, and operations. Greg earned his M.S. in Data Science and MBA from the University of Miami, and B.S. from Case Western Reserve University.

Xiao Liu joined New York University Stern School of Business as an Assistant Professor of Marketing in July 2015.

Professor Liu's research focuses on quantitative marketing and empirical industrial organization, with a particular interest in consumer financial service innovations and high-tech marketing. In a recent paper, she looked at how to create new pricing and product design strategies to overhaul the overdraft fees. Her current methodological approach applies parallel computing techniques to data on a large scale and multimedia tools to unstructured data.

Professor Liu is the recipient of the 2014 Marketing Science Institute (MSI) Alden G. Clayton Doctoral Dissertation Proposal Competition Award and the 2014 INFORMS Society for Marketing Science (ISMS) Doctoral Dissertation Proposal Competition Award. She received her B.S. in Finance from Tsinghua University and her Ph.D. in Marketing from Carnegie Mellon University Tepper School of Business.

Hortense Fong is an Assistant Professor of Marketing at Columbia Business School. She uses machine learning, econometric, and experimental methods to study how emotions impact consumer behavior. A distinguishing feature of her interests involves going beyond ML's use in prediction to study how to incorporate domain-specific theoretic and managerial knowledge into ML systems and make them more interpretable. She also has a broader interest in questions at the interface of marketing and society (e.g., fairness). Professor Fong received a Ph.D. in Quantitative Marketing from Yale University.

Elea Feit is Associate Professor of Marketing and Associate Dean of Research at Drexel University's LeBow College of Business. She has spent most of her career at the boundary between academia and industry working as a research scientist at General Motors R&D, as a methodologist at The Modellers, as the Executive Director of Wharton Customer Analytics and as an economist at Amazon Ads. Her research is inspired by the decision problems that marketers face and most recently she has focused on how marketers can use randomized experiments to measure advertising incrementality to improve ROI of ad campaigns. She has also published research on advertising auctions, conjoint analysis and data fusion. Methodologically, she is Bayesian with expertise in MCMC sampling, hierarchical models, missing data and decision theory. Elea enjoys making marketing analytics accessible and has developed courses in data-driven digital marketing, marketing experiments, and Bayesian and causal inference. She has developed several open-source workshops and online courses for practitioners and is co-author of R for Marketing Research and Analytics, which has been translated to Chinese, Japanese and Korean and adapted to Python.

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.

Professor Li is a recipient of the MSI Young Scholar. Her work was selected twice as the Paul Green Award finalist, IJRM Best Article Award, Adobe digital marketing Research Award, MSI Research Grant, National Center of the Middle Market Research Fellowship, the MSI Alden G. Clayton Dissertation Proposal Competition Winner, and University of Maryland Distinguished Dissertation Award. Professor Li's research has appeared in prestigious journals, including Marketing Science, Journal of Marketing Research, Production and Operations Management, International Journal of Research in Marketing, and Journal of Behavioral Decision Making.

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

Miriam Vogel is the President and CEO of EqualAI, a non-profit created to reduce unconscious bias in artificial intelligence (AI) and promote responsible AI governance. Miriam cohosts a podcast, In AI we Trust, with the World Economic Forum and also serves as Chair to the recently launched National AI Advisory Committee (NAIAC), mandated by Congress to advise the President and White House on AI policy. Miriam teaches Technology Law and Policy at Georgetown University Law Center, where she serves as chair of the alumni board. Miriam also serves as a senior advisor to the Center for Democracy and Technology (CDT).

Previously, Miriam served in U.S. government leadership, including positions in the three branches of federal government. Most recently, she served as Associate Deputy Attorney General, where she advised the Attorney General and the Deputy Attorney General (DAG) on a broad range of legal, policy and operational issues. Under the direction of DAG Sally Yates, Miriam led the creation and development of the Implicit Bias Training for Federal Law Enforcement. Miriam also spearheaded the Department's Intellectual Property (IP) efforts to identify and dismantle IP theft domestically and internationally and worked with the DAG to manage Department divisions' multibillion-dollar budgets, resolve high-level challenges, and represent the Department in briefings for White House, congressional and GAO staff on policy initiatives and oversight matters.

Miriam served in the White House in two Administrations, most recently as the Acting Director of Justice and Regulatory Affairs. She led the President's Equal Pay Task Force to promote equality in the workplace. She also advised White House leadership on initiatives ranging from women, LGBT, economic, regulatory and food safety policy to criminal justice matters.

Prior to serving in the Obama administration, Miriam was Associate General Counsel at Dana-Farber Cancer Institute and practiced entertainment/corporate transactional law at Sheppard Mullin in Los Angeles. Miriam began her legal career as a federal clerk in Denver, Colorado after graduating from Georgetown University Law Center and is a third generation alumna from the University of Michigan.

JoAnn C. Stonier serves as Chief Data Officer for Mastercard, leading the organization's data innovation efforts while navigating current and future data risks. She oversees the curation, quality, governance and management of the company's extensive data assets. JoAnn and her team design and operationalize Mastercard's global data strategy, guiding enterprise deployment of cutting-edge data solutions, including advanced analytics and AI, and the development of enterprise data platforms.

Her leadership is integral to Mastercard's push to deepen the strategic value it can provide its merchant, banking and government customers and cardholders through its expanding data-driven products and capabilities.

JoAnn previously served as the company's Chief Information Governance & Privacy Officer, responsible for global privacy and information governance, and leading regulatory engagement for data compliance.

JoAnn is a recognized and highly sought-after thought leader in emergent data and privacy issues. She has advised industry executives, governments, intergovernmental organizations and NGOs. Currently, she serves on the United Nations Expert Group on Governance and Artificial Intelligence and is Co-Chair of the World Economic Forum's Global Future Council on Data Policy. JoAnn also serves as a Board Advisor for Truata, a data trust co-founded by Mastercard and IBM, on the Board of Directors and Governance Committee for Hope For The Warriors, a non-profit Veteran service organization, and on the Board of Trustees and Executive & Finance Committees for Academy of Mount St. Ursula, where she attended high school in Bronx, New York.

JoAnn received her Juris Doctorate from St. John's University and her Bachelor of Science degree from St. Francis College. She holds memberships in the Bar of the State of New York and the Bar of the State of New Jersey. She is based in Purchase, N.Y.
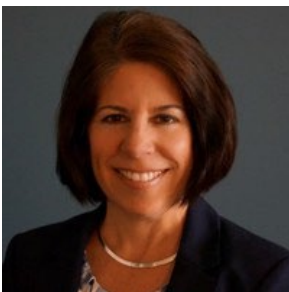
Mary Purk is the Executive Director of Wharton AI & Analytics for Business and leads the academic research center that focuses on the development and application of cutting-edge analytics methods. Through AIAB's experiential programs, Ms. Purk connects students, academics, and professionals across multiple industries to solve complex, real-world business challenges using machine learning, AI, and big data.

Ms. Purk has held other principal roles at Nielsen and IRI developing and implementing enterprise-wide analytic platforms focused on customers and brand equity. Her expertise includes forecast models, consumer segmentations, marketing mix models, product assortments, pricing, and digital strategies.

Other work experience includes leading the Retail Research Center at the University of Chicago Booth School of Business and consulting roles with Accenture and AT Kearney.

Ms. Purk is a proud MBA alumnus of the University of Chicago Booth and the University of Illinois. Ms. Purk has designed and instructed executive education courses, presented at numerous conferences, and published papers in the Journal of Marketing and Journal of Retailing.

Nitzan Mekel-Bobrov is chief AI officer at eBay. He leads the company's vision and strategy for transforming how it delivers value to sellers and buyers around the globe through AI-led experiences, such as semantic recommenders, reasoning systems, visual understanding, and immersive visual experiences. Mekel-Bobrov has led the AI organizations at some of the largest brands in health care, financial services, and e-commerce, spanning AI science, engineering, and product development. He holds a doctorate in computational genomics and a master's degree in computer science from the University of Chicago.

Raghu Iyengar's research interests fall in two domains: pricing and social influence. In the area of pricing, his work focuses on the impact of multi-part pricing schemes on consumer response. The success of such pricing mechanisms to extract consumer surplus depends on how consumers respond to different components. Methodologically, Iyengar has developed novel consumer demand models that capture the effect of multi-part pricing tariffs in a theoretically meaningful way and include contextual factors such as consumers' uncertainty about usage. Substantively, he has shown that accounting for consumers' uncertainty is important for firm profits especially when multi-part prices are employed. In the area of social networks, Iyengar has done work that has investigated how and why such influence may be at work. Across several studies, Iyengar has identified the underlying mechanism(s) such as awareness, social learning or social normative pressure that may be at work in different contexts. Understanding the mechanism(s) is important not only theoretically but also managerially, because which customers to target and which ties to activate using what message depends on what mechanism is at work.

Professor Iyengar's other current research projects focus on the impact of referral coupons on consumer behavior and how changes in loyalty program requirements may change future customer behavior. His research has been published or forthcoming in Journal of Marketing Research, Marketing Science, Psychometrika, Quantitative and Marketing Economics, and Experimental Economics. He serves on the Editorial Boards of Journal of Marketing Research, Marketing Science, and the International Journal of Research in Marketing.

Professor Iyengar's teaching interests are in the area of Marketing Research and Analytics. He earned his PhD and MPhil from Columbia University and his B. Tech. from IIT Kanpur, India.

Eric T. Bradlow is the Vice Dean of Analytics, the K.P. Chao Professor, Professor of Marketing, Statistics and Data Science, Economics and Education, chair of Wharton's Marketing Department, and the co-founder of Wharton Customer Analytics.

An applied statistician, Professor Bradlow uses high-powered statistical models to solve problems on everything from Internet search engines to product assortment issues. Specifically, his research interests include Bayesian modeling, statistical computing, and developing new methodology for unique data structures with application to business problems.

Professor Bradlow has been named a fellow of the American Statistical Association, American Educational Research Association, a fellow of the INFORMS Society for Marketing Science, is past chair of the American Statistical Association Section on Statistics in Marketing, is a statistical fellow of Bell Labs, and was named DuPont Corporation's best young researcher while working there in 1992.

A prolific scholar, Professor Bradlow's research has been published in top-tier academic journals such as the Journal of the American Statistical Association, Psychometrika, Statistica Sinica, Chance, Marketing Science, Management Science, and Journal of Marketing Research.

Professor Bradlow has won numerous teaching awards at Wharton, including the Anvil Award for best teacher, MBA Core Curriculum teaching award, the Miller-Sherrerd MBA Core Teaching award and the Excellence in Teaching Award. Professor Bradlow earned his PhD and Master's degrees in Mathematical Statistics from Harvard University and his BS in Economics from the University of Pennsylvania. His personal interests include his wife, three sons, sports, movies and his radio show on Sirius XM, Wharton Moneyball.

Jessica Nguyen is a Quantitative Researcher at Meta where she conducts research on ads measurement, trust and safety, and social cause advertising. Jessica is the creator and author of siMMMulator, an open source R-code package that generates simulated data to validate Marketing Mix Models. She has a B.S. in Economics with concentrations in statistics and marketing from the University of Pennsylvania, Wharton.

Ryan Dew is an Assistant Professor of Marketing at the Wharton School of the University of Pennsylvania. His research explores how machine learning and Bayesian statistical methodologies can solve real world marketing problems, and enhance the capacity of marketing managers to make data-driven decisions. Methodologically, he uses techniques from machine learning, Bayesian nonparametrics, and Bayesian econometrics.

Jessica Yankell leads Innovation Insights, Process, and Strategy for PepsiCo Beverages North America. In this role, she leverages cutting edge analytics tools, along with human empathy and interpretation, to help bring clarity to the rapidly evolving consumer demand landscape and illuminate the future playing field in which food and beverage brands will operate.

Prior to joining PepsiCo, Jessica led global innovation strategy for Open Innovation at Ferrero, and built an internal incubator at foodtech startup Zume. Jessica launched her career in strategy consulting in Buenos Aire, Argentina, where she worked for five years with international clients across industries including CPG, pharma, packaging, and medical devices.

Jessica holds an MBA from Stern School of Business, New York University, and a B.A. in International Relations from the University of Pennsylvania. She is based in New York City.

Dokyun "DK" Lee is a Kelli Questrom Chair Associate Professor of Information Systems and Digital Business Fellow at Questrom School of Business with a secondary and fellow appointment at Computing & Data Science School. He studies the responsible application, development, and impact of AI in e-commerce and the digital economy with a focus on text and thus runs the Business Insights through Text Lab (www.dkBITLAB.com). Specific interests are:

1. Content extracting, understanding, and engineering
2. Generative AI
3. Quantifying economic impact of unstructured data
4. Unintended consequence of AI in business in the context of social media, advertising, user-generated data, e-commerce, digital consumer management, human-ai collaboration, and innovation.

He is a recipient of ISS Gordon B David Young Scholar and Marketing Science Institute Young Scholar Awards. His research has been published in journals such as Management Science, Information Systems Research, Journal of Marketing Research, AAAI, AIES, and WWW. His work is supported by organizations such as Adobe, Bosch Institute, Google Cloud, Marketing Science Institute, McKinsey & Co, Nvidia, and Net Institute.

Stefano Puntoni is the Sebastian S. Kresge Professor of Marketing at The Wharton School. His research has appeared in several leading journals, including Journal of Consumer Research, Journal of Marketing Research, Journal of Marketing, Nature Human Behavior, and Management Science. He also writes regularly for managerial outlets such as Harvard Business Review and MIT Sloan Management Review. Most of his ongoing research investigates how new technology is changing consumption and society. He is a former MSI Young Scholar and MSI Scholar, and the winner of several grants and awards. He is currently an Associate Editor at the Journal of Consumer Research and at the Journal of Marketing. Stefano teaches in the areas of marketing strategy, new technologies, brand management, and decision making. Prior to joining Penn, Stefano was a professor of marketing at the Rotterdam School of Management, Erasmus University, in the Netherlands. He holds a PhD in marketing from London Business School and a degree in Statistics and Economics from the University of Padova, in his native Italy.

Shiri Melumad is an Assistant Professor of Marketing and Wolpow Family Faculty Scholar at the Wharton School of the University of Pennsylvania. Shiri's research interests include the consumer psychology of technology usage, new media and user-generated content, and digital marketing. Her work has appeared in a number of journals including the Journal of Consumer Research, Journal of Marketing Research, and Journal of Marketing. She holds a Ph.D. and M.Phil. in Marketing from Columbia University's Graduate School of Business, and a B.A. in Psychology from Columbia University.

Patrick Moriarty is the NA leader of Analytics, for Kantar Insights Americas. In this role, Patrick is charged with accelerating the growth for Kantar's fast-growing Analytics business in NA. Patrick has a particular passion for and deep experience with Marketing ROI and Customer Analytics, but also has broad experience across the Marketing Analytics ecosystem. He has a proven track record in program evaluation and executing commercial growth strategies with specialized expertise in the application of advanced analytics and data science to improve marketing performance and customer engagement.

Patrick is joining us after having led EY's Commercial Analytics practice for the Retail, Consumer and Media industry sectors, collaborating to deliver solutions and service offerings around customer engagement, brand valuation, audience measurement and personalized marketing. He brings over 20 years of consulting and practitioner experience building teams, driving innovation & guiding commercial productivity for Fortune 1000 companies across consumer goods, retail, media, automotive and hospitality industries, built from tenures with The Coca-Cola Company, OTX, IRI & Deloitte.

Patrick lives in Frisco, Texas with his wife Crystal and son Atticus. He coaches youth soccer and basketball, while serving as an advisor for several organizations focused on youth development and educational achievement. Patrick earned a Ph.D. in International Political Economy from Rice University and holds a BA in Political Science from Virginia Commonwealth University.