



MSI Analytics Conference: Future Proof Marketing Analytics in a Privacy-First World
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Biographies



John G. Lynch, Jr. is University of Colorado Distinguished Professor at the Leeds School of Business, University of Colorado-Boulder. From 2022-2024, he serves as Executive Director of the Marketing Science Institute, a nonprofit think tank that bridges leaders in industry and academia to advance the science of marketing.

Lynch received his BA in economics, his MA in psychology, and his Ph.D. in psychology, all from the University of Illinois at Urbana-Champaign. He was a member of the faculty at University of Florida from 1979-1996, where he was Graduate Research Professor. From 1996-2009 he was the Roy J. Bostock Professor of Marketing at the Fuqua School of Business at Duke University.



Stefano Puntoni is the Sebastian S. Kresge Professor of Marketing at The Wharton School, University of Pennsylvania, and the co-director of “AI at Wharton”, a cross-disciplinary initiative that promotes research and education on artificial intelligence. His research applies behavioral science insights to understand how automation and algorithms affect consumers and society.

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, including how humans are adopting and evolving with AI.

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.



Mary Beth Jowers is Vice President, Portfolio Strategy, leading the Strategy, Insights and Analytics function for Pernod Ricard USA. Pernod Ricard is a global leader in wines and spirits, with such brands as Jameson and Absolut. The SIA team is dedicated to driving demand-driving insights and analytics across the entire corporate ecosystem. Her career spans roles with Pepsico, Campari Group and Olson Zaltman Associates touching design thinking, brand storytelling, business intelligence and strategic planning. She has a passion transforming intelligence and insights into enterprise-wide business drivers.



Inna Kuvich is the Director of Demand Strategy at Pernod Ricard USA. Pernod Ricard is a global leader in wines and spirits, with such brands as Jameson and Absolut. Her team puts consumer insights at the heart of portfolio strategy decisions, and helps the organization understand drivers of demand and choice. Prior to that role, Inna was in the Retail & Consumer Products practice at Deloitte Consulting. Her areas of focus are driving business transformation through demand insights, analytics, and capability building.



Robert Moakler is a quantitative researcher at Meta where he works on projects related to privacy, causal inference methodologies, and the impact of cross-channel marketing campaigns.

He received his Ph.D. in Information Systems from the NYU Stern School of Business in 2017. While attending NYU, Robert worked at Integral Ad Science where he did applied data science research that developed methods for causal inference using large-scale digital data with a focus on advertising.



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.



Divya Kaur has 16+ years Analytics leadership experience with the top marketing research & media firms (Nielsen, MediaCom WPP, Kinesso IPG), working to improve business outcomes for innovative and game changing brands, such as P&G, Unilever, L’Oreal, Uber, GoodRx, Impossible Foods, USPS, and many more. She has deep passion and expertise in utilizing advanced analytics to create cross platform measurement connectivity, enabling holistic insights and data forward strategies. Currently, Divya is the Connected Measurement & Analytics lead, at IPG Kinesso, responsible for end-to-end client engagement and analytics product enhancements/innovation. She also serves as a member on Measurement Council and Board Member for Women in Analytics, at Advertising Research Foundation. A purpose driven analytics professional, Divya takes pride in creating and supporting progressive workplace culture to enhance employee wellness and team productivity.



Isaac Dinner is a Director of Marketing Analytics at Indeed. His research focuses on advertising measurement and other marketing science related projects. His academic research has been published in a number of outlets, including the Harvard Business Review, Journal of Marketing Research, and Marketing Science. He previously served on the business faculty at UNC-Chapel Hill and IE Business School in Madrid. His research has been published in the Harvard Business Review, the Journal of Experimental Psychology: Applied and the Journal of Marketing Research have published his work. Before joining UNC Kenan-Flagler, Dr. Dinner served on the faculty of IE Business School in Madrid.



Wendy Moe holds concurrent appointments as Dean’s Professor of Marketing at the University of Maryland’s Robert H. Smith School of Business and as an Amazon Scholar. Her research focuses on issues related to online consumer behavior, digital advertising, social media analytics, and customer engagement. With implications for how consumers engage with AI, Wendy analyzes data to quantify consumer behaviors and related latent constructs. Professor Moe is highly-published with her research appearing in numerous leading business journals. She is also the author of the book, Social Media Intelligence. Professor Moe has consulted for numerous corporations and government agencies in the areas of web analytics, social media insights, and product forecasting. Her research in web analytics was the foundation for NetConversions, Inc., an early innovator in the area of online data collection and analysis and was part of the founding team that brought the company from start-up to acquisition in 2004. She has also served as an expert witness in litigation related to online consumer behavior, data tracking and analytics, and online marketing and advertising.



Liye Ma is an Associate Professor of Marketing at the Robert H. Smith School of Business at the University of Maryland. He is an expert on AI/Machine Learning and Digital Marketing. His research focuses on the dynamic interactions of consumers and firms on digital platforms. He develops statistical, econometric, and machine learning methods to analyze the drivers of consumer actions in the digital economy, and uses the findings to help companies optimize marketing decisions. Dr. Ma has published articles in leading academic journals including *Marketing Science*, *Journal of Marketing Research*, *Journal of Marketing*, *Management Science*, *International Journal of Research in Marketing*, *Information Systems Research*, *Manufacturing & Service Operations Management*, *Decision Support Systems*, and *Marketing Letters*. He serves as an AE or on the Editorial Review Board at various journals. He has received research grants from the Marketing Science Institute and the Wharton Customer Analytics Initiative. His papers have been a finalist for the John D.C. Little best paper award and the Paul Root best paper award. Dr. Ma also has extensive industry experience, having worked as a Principal Economist at Amazon, as a Senior Project Leader at Oracle Corporation and as a Development Lead at the Wellington Management Company. Dr. Ma obtained his Ph.D. degree from the Tepper School of Business at Carnegie Mellon University, and B.E. and Sc.M. in Computer Science from Tsinghua University and Brown University.



Malika Korganbekova is a PhD student at Northwestern University, Kellogg School of Management, working on topics in industrial organization and data economics. Her current work focuses on the economic effects of digital platforms, the role of privacy and environmental regulation on the markets. She holds BA in Economics from Lomonosov Moscow State University, and MA in Economics from Central European University and Penn State University.



Abhi Gupta has extensive experience in marketing measurement, consumer insights, change management, and process optimization across industry verticals through his work at Google, Neustar/Transunion, Marketing Evolution, and prior experience as a researcher and consultant. Abhi thrives on problem solving and challenges while collaborating and working well in teams—particularly those composed of people with different mindsets and interests. That propensity, combined with deep knowledge drawn from years of research on Fortune 1000 company best practices has given him a great foundation for working effectively with cross-functional teams and stakeholders.

Outside of work, Abhi actively seeks and seize opportunities to give back to the community. Volunteering is part of his DNA, and he works hard to support multiple, worthwhile organizations and causes through board appointments, committees, and as an ad hoc advisor.



Garrett Johnson's research on Internet Marketing examines online display advertising; the medium's effectiveness and privacy issues. His ad effectiveness research uses large-scale experiments to measure how and how much ads work and his privacy research quantifies the value of online behavioral targeting to industry, and considers the impact of policy and self-regulatory approaches. Garrett works with Internet companies including Google and Yahoo! to answer these questions with Internet-scale data. For his work, Garrett has been awarded the Paul Green Award and has been a finalist for both the John D.C. Little Award and the Gary Lilien Marketing Science Practice Prize.