MSI at the ARF

STATE OF MARKETING SCIENCE SUMMIT: MARKETING AFTER AI

UCLA LUSKIN CONFERENCE CENTER, LOS ANGELES, CA FEBRUARY 22-23, 2024

Biographies

Florian Zettelmeyer

Northwestern University
Professor of Marketing

Florian Zettelmeyer is the Nancy L. Ertle Professor of Marketing and former chair of the Marketing Department at the Kellogg School of Management at Northwestern University. He also founded and directs the Program on Data Analytics at Kellogg. Professor Zettelmeyer specializes in evaluating the effects of analytics and AI on firms.

Professor Zettelmeyer co-directs Kellogg's Leading with Advanced Analytics and AI executive education course for senior leaders. Professor Zettelmeyer received his PhD from the Massachusetts Institute of Technology. He has received numerous teaching awards and has been voted "Outstanding Professor of the Year" by Kellogg MBA students.

In addition to being a chaired professor at Kellogg, Professor Zettelmeyer leads the Advertising Economics organization at Amazon, whose function is to use data science and economics to come up with disruptive ideas for the Amazon advertising business.

Ryan Dew

University of Pennsylvania
Assistant Professor of Marketing

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.

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Pete Doe
Nielsen
Chief Research Officer

Pete Doe is Chief Research Officer at Nielsen. He has decades of experience in market research, audience measurement, big data and statistical modeling techniques.

In his current role he leads Nielsen's Data Science Organization, overseeing the development of audience measurement methodologies across video, digital and audio globally. This is his second stint at Nielsen: between 2004-2015 he was a primary architect of Nielsen's data integration products and contributed to patented innovations in Set Top Box measurement, Digital and Outdoor Advertising Research.

Between 2015-2022, Pete was Chief Research Officer at clypd, an advanced TV platform start-up acquired by Xandr in 2019, which in turn was acquired by Microsoft in 2022. Before moving to the United States, Pete was a board director at RSMB TV Research in the UK, where he worked primarily on the BARB TV audience measurement currency as well as data fusion projects. He started his career at NOP Market Research in London. Pete is a graduate of King's College, London University.

Michael Vinson

Comscore
Chief Research Officer

With a PhD in theoretical physics, Michael Vinson has extensive experience transforming complex data at scale into actionable insights that drive business outcomes. For the past 15 years in various data science leadership positions, first at Rentrak and then Comscore when the two companies merged in 2016, he has played a key role in developing and reinventing Comscore's measurement solutions across TV, computers, and mobile devices.

Under his methodological leadership, Comscore has launched its groundbreaking TV measurement capabilities, continued to innovate in online and cross-platform measurement, and is now redesigning its measurement systems to enable the privacy-focused methodologies demanded by consumers. He is proud to support Comscore's industry-leading, privacy-first approaches to online and cross-platform measurement, approaches that will support the entire open web, from the smallest publishers to the largest platforms.

Dominique Hanssens

University of California, Los Angeles
Distinguished Research Professor of Marketing

Dominique Hanssens is a Distinguished Research Professor of Marketing at the UCLA Anderson Graduate School of Management. He has served as the school's faculty chair, associate dean, and marketing area chair. From 2005 to 2007 he served as executive director of the Marketing Science Institute in Cambridge, Massachusetts.
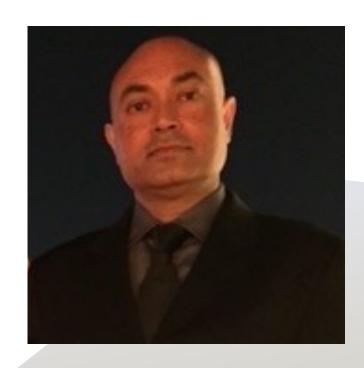
Hanssens studied econometrics at the University of Antwerp in his native Belgium. He then obtained an M.S. and Ph.D. in marketing from Purdue University. His research focuses on strategic marketing problems, in particular marketing productivity, to which he applies his expertise in data-analytic methods such as econometrics and time-series analysis. Hanssens serves or has served as an area editor for *Marketing Science* and an associate editor for *Management Science* and the *Journal of Marketing Research*. His papers have appeared in the leading academic and professional journals in marketing, economics and statistics. Five of these articles have won Best Paper awards, in *Marketing Science* (1995, 2001, 2002), *Journal of Marketing Research*(1999, 2007) and *Journal of Marketing* (2010), and eight were award finalists. The second edition of his book with Leonard Parsons and Randall Schultz, titled *Market Response Models*, was published by Kluwer in 2001 and translated in Chinese by Shanghai People's Publishing House in 2003.

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Anjan Haalder

Comcast
Director, Media Sciences

Anjan Haalder is an adept marketing analytics strategist, trained in Marketing, Technology and Data Science, with over fifteen years' experience in media and marketing performance optimization.
He has worked for agencies and brands across many industries and verticals, and designed, developed, and delivered cross-channel performance measurement and optimization programs, besides research and experimentation initiatives, towards driving optimal ROI from marketing.

Robert Kozinets (MSI Academic Fellow)
University of Southern California
Jayne and Hans Hufschmid Chair of Strategic Public Relations

Robert Kozinets is an academic known for shaping our understanding of technology, markets, and culture, contributing useful method and theory to academic and commercial fields. Over 27 years as an educator, he has taught at institutions such as Kellogg, Schulich, Wisconsin, and Marshall and holds the Jayne and Hans Hufschmid Chair at USC. Kozinets has authored numerous influential articles, eight books, and consults on technology and social media legal cases. He was recognized with a Lifetime Research Award from EM Normandie in 2022.

David Schweidel

Emory University
Professor of Marketing

David A. Schweidel is Rebecca Cheney McGreevy Endowed Chair and Professor of Marketing at Emory University's Goizueta Business School. Schweidel received his B.A. in mathematics, M.A. in statistics, and Ph.D. in marketing from the University of Pennsylvania. He was previously on the faculty of the Wisconsin School of Business at the University of Wisconsin-Madison and Georgetown University's McDonough School of Business.

Schweidel is an expert in the areas of customer relationship management and social media analytics. His current work focuses on applications of AI to support marketing operations. His research has appeared in leading business journals including Journal of Marketing, Journal of Marketing Research, Marketing Science and Management Science. He serves as Co-Editor at International Journal of Marketing Research. Schweidel is the author of Social Media Intelligence (Cambridge University Press) in which he and his co-author discuss how organizations can leverage social media data to inform their marketing strategies. He is also the author of Profiting from the Data Economy (Pearson FT Press), in which he details the value of businesses tapping into consumer data for both individuals and companies.

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Fabian Buder

Nuremberg Institute for Market Decisions
PhD, Head of Future & Trends Research

Fabian Buder heads the Future & Trends research group at the Nuremberg Institute for Market Decisions (NIM). His research at NIM focuses on understanding the impact of consumer trends and technological advances on market decision-making processes. A significant part of his work explores the evolving landscape of marketing in the digital age, in particular how artificial intelligence (AI) is changing the decisions of marketing managers and the future role of virtual worlds, also known as metaverses, in marketing strategies. In addition to his role at NIM, he is a research affiliate at the Institute for the Future (IFTF) in Palo Alto, CA, USA.

A sociologist by training and a multidisciplinary researcher by choice, Fabian began his career working on socially sustainable urban and economic development programs. He later earned a PhD in Agricultural and Food Marketing from the University of Kassel, Germany. Before joining NIM, he worked in market research at GfK SE, providing insights into consumer behavior and market trends primarily for FMCG companies.

Nina Hesel
Nuremberg Institute for Market Decisions
Senior Researcher Marketing Insights & Strategy

Nina Hesel is a senior researcher at the Nuremberg Institute for Market Decisions (NIM). Her research focuses on the impact of social and technological trends on consumer behavior and how they shape the decision-making processes of consumers and marketers within dynamic market landscapes.

Key areas of her research include sustainable consumer behavior and the influence of new technologies such as artificial intelligence (AI) or virtual environments on consumer decision making, with a special emphasis on practical implications for marketers. Prior to her career as a researcher, Nina held various marketing positions in media companies and in the event industry, where she was responsible for the strategic planning and implementation of cross-media marketing campaigns as well as in charge of market research and business intelligence projects.

Szu-chi Huang
Stanford University
Associate Professor of Marketing

Huang is an associate professor of marketing and PhD liaison at Stanford Graduate School of Business. She received her PhD in marketing and a master's degree in advertising from the University of Texas at Austin. She also holds two bachelor's degrees from the National Taiwan University in business administration and in business/financial Law. Prior to her academic career, Huang worked at JWT Advertising Agency as an account manager. While at JWT, she managed global brands such as Unilever and Estee Lauder.

Huang's research focuses on motivation science, specifically the temporal and social dynamics of goal pursuit. Her research has been published in top marketing, management, and psychology journals, such as the Journal of Consumer Research, Journal of Marketing Research, Journal of Marketing,Journal of Consumer Psychology, Organizational Behavior and Human Decision Processes, Journal of the Association for Consumer Research, Journal of Experimental Social Psychology, and Journal of Personality and Social Psychology. Her findings were featured in the popular press, including Harvard Business Review, Inc., Forbes, Fast Company, The Today Show, Men's Health, Inside Marketing, and The Huffington Post. She has been awarded prestigious fellowships and awards, including the American Marketing Association's Rising Star Award (2013), AMA-Sheth Distinguished Faculty Fellow (2017, 2022), Marketing Science Institute's Young Scholar (2017), and most recently the Society for Consumer Psychology's Early Career Award (2020).

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Helen Wolf

Colgate-Palmolive
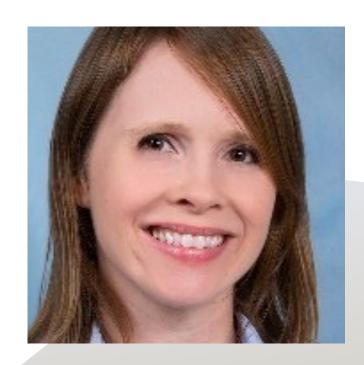PhD, Senior Global Director, Consumer Experience Insights

Helen is an experienced client-side insights professional with passions for people-centricity, disruptive innovation, and insights agility. As Senior Global Director, Consumer Experience Insights at Colgate-Palmolive, she enjoys the challenge of understanding consumer connections holistically, to provoke people-first thinking and inspire transformational growth. She is always looking for analytical ways to integrate behavior and attitudes, and loves to experiment with new technology-enabled techniques to gain a fuller picture of people at both depth and scale.

Regina Hourigan

Colgate-Palmolive
Senior Director, H2/H3 Innovation Discovery

Regina has 20+ years experience in CPG across a range of roles from R&D, Innovation Capabilities, Insights, External Innovation, and now her current role in H2/H3 Innovation at Colgate. The common thread in all of her roles has been bringing together teams to tackle big, ambitious problems and come up with new solutions that will matter to people and the business. As a passionate mentor and change agent, she is a certified coach, change practitioner, and Design Thinking expert.

Lan Luo

University of Southern California
Professor of Marketing

Professor Lan Luo holds a Ph.D. degree in Business (Major: Marketing) from the University of Maryland. Her primary research interests are applications of artificial intelligence in digital platforms and new product design. Lan led the Amazon Studios Science team from 2021 to 2022, and currently serves as an Amazon Scholar to its Global Media Entertainment Business.

Lan also holds various editorial/professional leadership roles in her field, including VP of Practice for INFORMS Marketing Science (ISMS) community, Associate Editor for Marketing Science and International Journal of Research in Marketing, and Senior Editor for Production and Operations Management.

Greg Pharo
The Coca-Cola Company
Global Senior Director, Communications & Marketing Effectiveness

Greg Pharo is global senior director of communications & marketing effectiveness for The Coca-Cola Company. He heads worldwide communications, advertising & media diagnostics and data services for the world's leading beverage company, helping Coke maximize its return on marketing investment. His responsibilities include media analytics and optimization, advertising and messaging research, and holistic communications best practices. He also co-chairs the Measurement and Accountability Committee for the ANA-Association of National Advertisers.

He's a recognized expert in advertising insights, forecasting, earned media analytics, ad copy assessment and marketing ROI. Greg has pioneered advances in the marketing analytics field with new-to-the-world mix modeling and multitouch attribution techniques for measuring media' impact on sales and brand perception. He also invented market mix modeling techniques to measure mass advertising's ability to reduce customer churn. Most recently Greg co-developed artificial intelligence techniques for predicting ad performance prior to airing.

Greg is a graduate of Emory University where he received both bachelors and MBA degrees. Prior to joining Coca-Cola he worked in marketing and finance at AT&T, Siemens, Georgia-Pacific and Kodak.

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Jean-Pierre Dube (MSI Academic Fellow)

University of Chicago
Sigmund E. Edelstone Professor of Marketing

Jean-Pierre Dubé is the James M. Kilts Distinguished Service Professor of Marketing at the University of Chicago Booth School of Business. Professor Dubé is also director of the Kilts Center for Marketing at Booth, a Research Associate at the National Bureau of Economic Research and a faculty fellow at the Marketing Science Institute. From 2008-2010, he was a research consultant for the Yahoo! Microeconomics Research group. He has been working as a research consultant with Amazon since 2018.

His research interests lie at the intersection of industrial organization and quantitative marketing. He has conducted empirical studies on the formation of consumer preferences for branded goods, price discrimination, advertising, food deserts and nutrition policy, and the role of misinformation in consumer demand. This empirical focus is also reflected in his MBA course on pricing strategies, which is designed to teach students how to apply marketing models and analytics to develop pricing strategies in practice. Several of his recent research projects are in collaboration with companies in the US and in China.

Wendy Moe (MSI Academic Fellow)
University of Maryland, College Park
Professor of Marketing

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, Professor Moe develops models for large-scale data in an effort to quantify consumer behaviors and the effects of marketing interventions.

Professor Moe is a highly published academic with her research appearing in numerous leading business journals and is the author of Social Media Intelligence (Cambridge: 2014). Professor Moe has consulted for Fortune 500 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.

Sathish Muthukrishnan

Ally Financial
Chief Information, Data and Digital Officer

Sathish Muthukrishnan was named chief information, data and digital officer for Ally Financial Inc. in December, 2019. In this role, Muthukrishnan is responsible for advancing Ally's technical and digital capabilities, including cyber security and infrastructure, and accelerating the company's growth and evolution as a leader in the digital financial services sector. He is based in Ally's Charlotte corporate center and reports to Ally CEO Jeffrey J. Brown.

Muthukrishnan has held a number of senior technology leadership roles with substantial scale and global reach, and previously served as the chief digital and information officer for Honeywell Aerospace, a nearly $14 billion revenue business within Honeywell International. He brings to Ally more than 20 years of technology leadership experience in complex businesses with high availability and reliability requirements on their technology, ten of which were spent in financial services with American Express prior to joining Honeywell.

Muthukrishnan graduated from University of Madras with a degree in engineering specializing in computer science. He is a member of the Advisory Board of WIT International and was recipient of the Chairman's Award for Innovation for several years at American Express. Muthukrishnan has over 25 filed patents in the manufacturing, payments and the digital technology space.

Dan Soto
Ally Financial
Chief Compliance Officer

Dan Soto was appointed chief compliance officer of Ally Financial in October 2010. In this role, he is responsible for leading the company's compliance efforts in line with applicable laws, rules, and company regulatory policies. Soto joined the company as an executive compliance director in September 2009.

Before joining Ally, Soto held several compliance leadership roles within the financial services industry, including positions at Wachovia Bank, Royal Bank of Canada, and Bank of America. Soto also served for over 15 years as a bank examiner with the Federal Deposit Insurance Corporation and the Board of Governors of the Federal Reserve System.

Soto has a bachelor's degree in accounting from the University of Nebraska and attended the American Bankers Association's (ABA) Stonier Graduate School of Banking at the University of Delaware. Soto serves on the board of the North Carolina Council on Economic Education, an organization that aims to enhance and advance economic and financial education for K-12 educators and students of North Carolina. Soto also serves on the advisory boards of the ABA's Annual Risk and Compliance Conference, the Association for Certified Anti-Money Laundering Specialists (ACAMS) and the BSA (Bank Secrecy Act) Coalition, and he serves on the faculty for the ABA's National Compliance School.

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Emmanuel Probst

Ipsos
Global Lead - Brand Thought Leadership

Emmanuel Probst is Global Lead, Brand Thought-Leadership at Ipsos, adjunct professor at the University of California at Los Angeles and a Wall Street Journal and USA Today best-selling author of Brand Hacks and Assemblage – The Art and Science of Brand Transformation (January 2023: Ideapress Publishing).

Emmanuel's background combines over 17 years of market research and marketing experience with strong academic achievements.

At Ipsos, Emmanuel supports numerous Fortune 100 companies by providing them with a full understanding of their customer's journey. His clients span across a wide range of industries, including consumer packaged goods, retail, financial services, advertising agencies and media outlets.

Emmanuel also teaches Consumer Market Research at UCLA and writes about consumer psychology for numerous publications. He holds an MBA in Marketing from the University of Hull, United Kingdom and a Doctorate in Consumer Psychology from the University of Nottingham Trent, United Kingdom.

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Sandy Jap (MSI Academic Fellow)
Emory University
Sarah Beth Brown Professor of Marketing

Sandy Jap holds the Sarah Beth Brown Endowed Professorship of Marketing Chair. She joined the faculty in 2001 and prior to that was on the faculty at the Sloan School at MIT and the Wharton School at the University of Pennsylvania. She has published widely on the development of strategic partnering and organizational relationships, go-to-market strategies, and e-procurement. She is the author of Partnering with the Frenemy, a book on the dark side of business relationships and A Field Guide to Channel Strategy, a how-to book on going to market strategy. She is an international speaker, expert witness, and consultant to a wide range of industries and firms. Sandy has won numerous lifetime achievement awards and fellow designations for her impact on the field. Her work has received significant attention from the academic community and the marketplace, including The Wall Street Journal, CFO Magazine, and Harvard Business Review.

She is an editorial board member at leading marketing journals, and a visible leader in the marketing discipline. She teaches channel strategy and retailing management for MBA and executive programs, as well as the marketing strategy seminar in the PhD program. She is a co-founder of the Emory Marketing Analytics Center (MAC). She received her PhD from the University of Florida (Go Gators!) and enjoys spending time with her kids. Tennis, red wine, and Cape Cod summers come in a very close second.

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Vicki Morwitz (MSI Academic Fellow)
Columbia University
Bruce Greenwald Professor of Business

Vicki Morwitz is the Bruce Greenwald Professor of Business and Professor of Marketing at Columbia University's Graduate School of Business. Professor Morwitz earned a B.S in applied mathematics and computer science from Rutgers University, an M.S. in operations research from Polytechnic Institute of New York (now NYU's Tandon School), and an M.A. in statistics and a Ph.D. in marketing from the Wharton School at the University of Pennsylvania. Prior to joining Columbia, she served on the faculty of the Stern School at NYU for 28 years. She is a past President and a Fellow of the Society of Consumer Psychology, the Editor-in-Chief of the *Journal of the Association for Consumer Research*, and served as co-editor of the *Journal of Consumer Research*.

Professor Morwitz's research focuses on the impact of consumers' self-predictions on their subsequent purchase behavior, the psychology of how consumers process price information, and the effectiveness of health-related messages. Her research has appeared in many leading academic journals including *American Journal of Public Health, Harvard Business Review, Journal of Consumer Psychology, Journal of Consumer Research, Journal of Marketing Research, Management Science,* and *Marketing Science.*Professor Morwitz teaches Behavioral Economics and Decision Making to MBA and executive MBA students.

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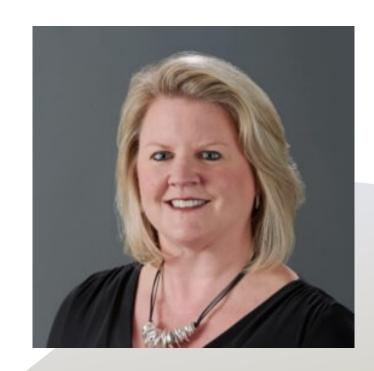FEBRUARY 22-23, 2024

Page Moreau (MSI Academic Fellow)
University of Wisconsin - Madison
John R. Nevin Chair in Marketing

Page Moreau is the John R. Nevin Chair in Marketing at the Wisconsin School of Business. She received a Ph.D. in marketing from Columbia University in 1998. Her research focuses on creativity, consumer learning, and innovation.

Professor Moreau's work has been published in the Journal of Marketing Research, the Journal of Consumer Research, the Journal of Marketing, and the Journal of Consumer Psychology. She is currently an Associate Editor at the Journal of Consumer Research and serves on the editorial review boards of the Journal of Marketing, the Journal of Marketing Research, and the Journal of Consumer Psychology.

Tulin Erdem (MSI Academic Fellow)

New York University
Leonard N. Stern School Professor of Business and Professor of Marketing

Tulin Erdem joined New York University Stern School of Business as a Leonard N. Stern School Professor of Business and Professor of Marketing in July 2006.
Before joining Stern in 2006, Tulin Erdem has also been the E.T. Grether Professor of Business Administration and Marketing at the Haas School of Business, University of California at Berkeley, where she served also as the Associate Dean for Academic Affairs and the Marketing Group Chair, and the Ph.D. Director at the Haas School of Business.

She has received best paper awards, as well major research grants, including two major National Science Foundation grants. She served as an AE at *Marketing Science, Journal of Consumer Research* and *Quantitative Marketing and Economics*. She was the editor-in-chief of the *Journal of Marketing Research* (2009-2012).

Tulin Erdem also served as the President of INFORMS Marketing Society (ISMS). She is an ISMS fellow and an MSI Academic Fellow.

Tulin Erdem has a BA (Bogazici University) and MA in Economics and Ph.D. in Business Administration (University of Alberta. Major: marketing; Minors: economics, statistics).

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Robert Kozinets (MSI Academic Fellow)
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