

Koen Pauwels

Northeastern University, kpauwels@northeastern.edu

CURRENT AND PAST POSITIONS

Distinguished Professor, Northeastern University, 2017-current.
Co-director of Digital, Analytics, Technology and Automation (DATA) Initiative, 2017-
American Marketing Association (AMA) Academic Council, President, 2020-2021
INFORMS Society for Marketing Science (ISMS) Vice President of Practice, 2018-22
AMA Academic Council: 2016 –current, GfK Digital Future Council: 2016-current
Professor, Ozyegin University, Istanbul, 2008-2017.
Visiting Scholar at Harvard Business School, Summer 2016
Honorary Chair in Research on Marketing Dynamics, Groningen U., 2008-2018.
Adjunct Professor in BI Oslo, 2015-current
Visiting Professor in VU Amsterdam, 2020-current
Associate Professor with Tenure, Tuck School of Business at Dartmouth, 2005-2010.
Assistant Professor, Tuck School of Business at Dartmouth, 2001-2004.

EDUCATION

Ph.D. in Management, Anderson Graduate School of Management, University of California, Los Angeles 1997-2001.

- Dissertation : “Long-Term Marketing Effectiveness in Mature, Emerging and Changing Markets” Advisor: Prof. D.M. Hanssens

M.S., Management (Marketing), Institut d’Administration et de Gestion, Universite Catholique de Louvain, Belgium, Magna Cum Laude, 1993

- Thesis: “Competitive analysis of the Belgian and Dutch Photofinishing Business” Advisor: Prof. J.J. Lambin

B.S., Commercial Engineer, LUC, Belgium, Magna Cum Laude, 1989-1993

BOOKS (4)

“It’s Not the Size of the Data: It’s How You Use It: Smarter marketing with analytics and dashboards”, American Management Association (AMACOM), March 2014

“Modeling Markets” 2014 and “Advanced Methods for Modeling Markets”, 2017, Springer, with Peter Leeflang, Jaap Wierenga and T. Bijmolt.

"Modeling Dynamic Relations Among Marketing and Performance Metrics",
Foundations and Trends® in Marketing, 11 (4), 215-301. <http://dx.doi.org/10.1561/17000000054>

PUBLICATIONS

Publications in refereed journals

Total: 71, Citations: 11,215, H-index 37, i10-index: 64 (Google Scholar, 8/11/2020)

“When and why attitude surveys still matter in the consumer decision journey: Enduring attitudes and contextual interest” with Bernadette van Ewijk, *Journal of Interactive Marketing*, 52, 20-34.

“How CEO/CMO characteristics affect innovation and stock returns: findings and future directions”, with Y. You, S. Srinivasan, and A Joshi, *Journal of the Academy of Marketing Science*, 2020

“Social media's impact on the consumer mindset: When to use which sentiment extraction tool?” *Journal of Interactive Marketing*, with Raoul Kubler and Anatoli Colicev, 50, 136-155

“Big and lean is beautiful: A conceptual framework for data-based learning in marketing management”, with Emre Soyer and Steven Seggie, *Marketing in a Digital World (Review of Marketing Research)*, 16, 63-83, 2019

The Impact of Adding Online-to-Offline Channels on Firm’s Offline and Total Revenues” with Sha Zhang and Chenming Peng, *Journal of Interactive Marketing*, 47, 115-128, 2019.

“Social Media and Customer-Based Brand Equity: An Empirical Investigation in the Retail Industry”, with Anatoli Colicev and Ashwin Malshe, *Administrative Sciences*, 8 (55), 2018.

“App popularity: Where in the world are consumers sensitive to price, ratings and product characteristics?” with Raoul Kubler, Thomas Fandrich and Gokhan Yildirim, *Journal of Marketing*, 82(5), 2018, 20-44.

“Battle of the Brand Fans: Impact of brand Attack and Defense on social media”, with Behice Ece Ilhan and Raoul Kubler, *Journal of Interactive Marketing*, 43 (August), 2018, 33-51.

“Improving Consumer Mind-Set Metrics and Shareholder Value through Social Media: The Different Roles of Owned and Earned”, with A. Colicev, A. A. Malshe, P. O'Connor, *Journal of Marketing*, 82(1), 2018, 37-56.

“Pricing Best Sellers and Traffic Generators: The Role of Asymmetric Cross-selling” with Cenk Kocas, and Jonathan D. Bohlmann. " *Journal of Interactive Marketing* 41, 2018, 28-43.

"A marketing perspective on business models." with Gatignon, Hubert, Xavier Lecocq, and Alina Sorescu. *AMS Review*, December, 7 (3-4), 2017, 85-89

"Combining big data and lean startup methods for business model evolution” with Steven Seggie, and Emre Soyer, *AMS Review*, December, 7 (3-4), 2017, 154-169

“Demonstrating the Value of Marketing”, with Dominique M. Hanssens, *Journal of Marketing*, 80 (6), 2016,173-190.

"Like the ad or the brand? Marketing stimulates different electronic word-of-mouth content to drive online and offline performance." with Zeynep Aksehirli and Andrew Lackman, *International Journal of Research in Marketing*, 33 (3), 2016, 639-655.

"The effectiveness of different forms of online advertising for purchase conversion in a multiple-channel attribution framework." with Evert de Haan and Thorsten Wiesel, *International Journal of Research in Marketing*, 33(3), 2016, 491-507.

"No Comment?! The Drivers of Reactions to Online Posts in Professional Groups." with Robert Rooderkerk, *Journal of Interactive Marketing*, 35 , 2016, 1-15.

"The Impact of Brand Familiarity on Online and Offline Media Synergy", with Ceren Demirci, Gokhan Yildirim and Shuba Srinivasan, *International Journal of Research in Marketing*, 33(4), 2016, 739-753.

"Selecting Predictive Metrics for Marketing Dashboards-An Analytical Approach." with Amit Joshi, *Journal of Marketing Behavior* 2.2-3, 2016, 195-224.

"Do Display Ads Influence Search? Attribution and Dynamics in Online Advertising" with Pavel Kireyev and Sunil Gupta, *International Journal of Research in Marketing*, 33(3), 2016, 475-490.

"Fanning the Flames? How Media Coverage of a Price War Impacts Retailers, Consumers and Investors," with Harald van Heerde and Els Gijbrecchts, *Journal of Marketing Research*, 52(5), 2015, 674-693

"The hare and the tortoise: do earlier adopters of online channels purchase more?" with Jing Li, Umut Konuş and Fred Langerak, *Journal of Retailing*, 91(2), 2015, 289-308.

"Paths to and off purchase: quantifying the impact of traditional marketing and online consumer activity", with Shuba Srinivasan and Oliver Rutz, *Journal of the Academy of Marketing Science*, 2015, 1-14.

"Building with Bricks and Mortar: The Revenue Impact of Opening Physical Stores in a Multichannel Environment", with Scott Neslin, *Journal of Retailing*, 91 (2), 2015, 182-197. Winner of the 2017 Davidson Best Paper Award.

"The Formation, Evolution and Replacement of Price-Quality Relationships", with Richard D'Aveni, *Journal of the Academy of Marketing Science*, October, 2014, 1-20.

"How Online Consumer Segments Differ in Long-term Marketing Effectiveness", with Oliver Rutz and Kerstin Reimer, *Journal of Interactive Marketing*, 28 (4), 2014, 271-284.

"Consumer Attitude Metrics For Guiding Marketing Mix Decisions", with Dominique M. Hanssens, Shuba Srinivasan, Marc Vanhuele and Gokhan Yildirim, *Marketing Science*, 33 (4), July-August, 2014, 534-550

"Social Media Metrics – A Framework and Guidelines for Managing Social Media", with K. Peters, Y. Chen, A.M. Kaplan and B. Ognibeni, *Journal of Interactive Marketing*, 27 (4), 2013, 281-298.

“Winning Hearts, Minds and Sales: How Marketing Communication Enters the Purchase Process in Emerging and Mature Markets”, with Selin Erguncu and Gokhan Yildirim, *International Journal of Research in Marketing*, 30 (1), 57-68, 2013.

“What is special about marketing organic products? How organic assortment, price and promotions drive retailer performance”, with Ram Bezawada, *Journal of Marketing*, 77 (1), 31-51, January 2013

“Counting What Will Count: How to Empirically Select Leading Performance Indicators”, with Amit Joshi, *Asia-Pacific Journal of Business Review*, 2 (2), 2012.

“Practice-Prize Paper: Marketing’s Profit Impact: Quantifying Online and Offline Funnel Progression”, with Thorsten Wiesel and Joep Arts, *Marketing Science*, 30(4), 604-611, 2011 *finalist for the ISMS – MSI Practice Prize*.

“Does online information drive offline revenues? Only for specific products and consumer segments”, with Peter Leeflang, Marije Teerling and Eelko Huizingh, *Journal of Retailing*, 87 (1) p 1-17, 2011. *Winner of the 2013 Davidson Best Paper Award*.

“Assessing Consequences of Component Sharing Across Brands in the Vertical Product Line in the Automotive Market”, with Peter Verhoef and Mirjam Tuk, *Journal of Product Innovation Management*, 29 (4), 559-572, 2012

“Mindset Metrics in Market Response Models: An Integrative Approach” with S. Srinivasan and Marc Vanhuele, *Journal of Marketing Research*, 47 (4), 672-684, 2010, *winner of the 2011 Best Paper Award of Syntec (French professional association of consultants) in Marketing and Decision Sciences*.

“Dashboards as a Service: Why, What, How and What Research is Needed?”, with T. Ambler, B. Clark, P. LaPointe, D. Reibstein, B. Skiera, B. Wierenga, T. Wiesel, *Journal of Service Research*, 12 (2), 175-189, November 2009.

“Effects of Word of Mouth versus Traditional Marketing: Findings for an Internet Social Networking Site”, with M. Trusov and R. Bucklin, *Journal of Marketing*, 73(5), September, 90-102, 2009, *Emerald Mgmt Reviews Citation of Excellence 2009*, and *runner-up for the MSI/H. Paul Root Award for best JM article*.

“What is Important? Identifying Metrics that Matter”, with M. Lautman, *Journal of Advertising Research*, 49 (3), September, 339-359, 2009.

“Product innovations, marketing investments and stock returns”, with J.Silva-Risso, S.Srinivasan, D.M. Hanssens, *Journal of Marketing*, 73(1), 24-43, 2009.

“Retailer Pricing and Competitive Effects”, with P. Kopalle, D. Biswas, P. Chintagunta, J. Fan, B. Ratchford and J. Sills, *Journal of Retailing*, 85 (1), 56-70, 2009.

"Private-Label Use and Store Loyalty" with Kusum Ailawadi and Jan-Benedict Steenkamp, *Journal of Marketing*, 72 (6), 19-30, 2008, *Emerald Mgmt Reviews Citation of Excellence 2008*.

“Winners and Losers in a Major Price War” with E. Gijsbrechts and H. van Heerde, *Journal of Marketing Research*, 45(5), October, 499-518, 2008, *leading article and finalist for the 2009 Paul*

Green Award.

“Demand-Based Pricing Versus Past-Price Dependence: A Cost-Benefit Analysis” with Vincent Nijs and Shuba Srinivasan, *Journal of Marketing*, 72 (March), 15-27, 2008

“The impact of brand equity and innovation on the long-term effectiveness of promotions” with Rebecca Slotegraaf, *Journal of Marketing Research*, 45(June), 293-306, 2008.

“Moving from Free to Fee: How Online Firms Market to Successfully Change the Business Model”, with A. Weiss, *Journal of Marketing*, 45(May), 14-31, 2008, *finalist for the 2008 MSI / H. Paul Root Award.*

“Retail-Price Drivers and Retailer Profits”, with Shuba Srinivasan and Vincent Nijs, *Marketing Science*, 26(4), 473-487, 2007

“Performance Regimes and Marketing Policy Shifts”, with Dominique M. Hanssens, *Marketing Science*, 26 (3), 293-311, 2007, *leading article.*

"When do price threshold matter in retail categories?" with Shuba Srinivasan and Philip-Hans Franses, *Marketing Science*, 26(1), 83-100, 2007.

“How retailer and competitor decisions drive the long-term effectiveness of manufacturer promotions for fast moving consumer goods”, *Journal of Retailing*, 83(3), 297-308, 2007, *Winner of the 2009 Davidson Best Paper Award.*

“Modeling Marketing Dynamics by Time Series Econometrics”, with Imran Currim, Marnik G. Dekimpe, Eric Ghysels, Dominique M. Hanssens, Natalie Mizik and Prasad Naik, *Marketing Letters*, 15:4, 167-183, 2005, *leading article.*

“How dynamic consumer response, competitor response, company support and company inertia shape long-term marketing effectiveness”, *Marketing Science*, 23 (4), 596-610.

"New Products, Sales Promotions and Firm Value: The Case of the Automobile Industry" with J.Silva-Risso, S.Srinivasan and D.M. Hanssens, *Journal of Marketing*, 68 (October), 142-156, 2004.

“Do Promotions Benefit Retailers, Manufacturers, or Both?”, with S. Srinivasan, D.M. Hanssens and M. Dekimpe, *Management Science*, 50 (5), 617-629, 2004.

“Who benefits from store brand entry?” with S. Srinivasan, *Marketing Science*, 23 (3), Summer, 364-390, 2004.

“The Long-Term Effects of Price Promotions on Category Incidence, Brand Choice and Purchase Quantity”, with D.M. Hanssens and S. Siddarth, *Journal of Marketing Research*, vol. 34 (November), 421-439, 2002. *Winner of the O’Dell Award 2007.*

“Les Promotions bénéficient-elles aux fabricants, aux distributeurs, ou aux deux?”, with S. Srinivasan, D.M. Hanssens and M. Dekimpe, *Recherche et Applications en Marketing*, 19 (3), 73-90, 2004.

“Internet Marketing the News: Leveraging Brand Equity from Market Place to Market Space”, with E. Dans, *Journal of Brand Management*, 8 (4-5), 303-314, 2001.

Papers under review or revision

“How does your and your competitor’s advertising affect your price sensitivity?” with B. Ataman, S. Srinivasan and M. Vanhuele, *Journal of Marketing Research*, third round.

“Is the Hierarchy of Effects Dead or Alive?” with A. Valenti, M. Vanhuele and S. Srinivasan, *Journal of Marketing*, second round.

“Should Ads be Consistent over Time or with the Market”, with Kersi Antia, Bharat Sud and Robert Fisher, *International Journal of Research in Marketing*, second round.

“How Social Media drove the 2016 US Presidential Election: a longitudinal topic and platform analysis”, with R. Kubler and K. Manke, Submitted to *Journal of Marketing*

“Driving Marketing Effectiveness for a Multinational Retailer: Do Customer Value Segments or Country Effects Matter More?” with S. Srinivasan, A. Valenti and G. Yildirim, ISMS Gary Lilien *Practice Prize Winner*, Submitted to *Marketing Science*

Articles for managers and consumers

“Don’t Cut your Marketing Budget in a Recession”, *Harvard Business Review*, with N. Kumar, August 14, <https://hbr.org/2020/08/dont-cut-your-marketing-budget-in-a-recession?ab=hero-subleft-3>

“A broader view on brands’ growth and decline”, *International Journal of Market Research*, with Lia Zarantonello and Marcello Formisano, 62 (2), 2020, 127-138

“Deriving Value from Conversations about your Brand”, MIT Sloan Management Review, with Brad Fay, Ed Keller and Rick Larkin, Winter 2019, <https://sloanreview.mit.edu/article/deriving-value-from-conversations-about-your-brand/>

“Truly Accountable Marketing: the right metrics for the right results”, *GfK-Marketing Intelligence Review*, 7(1), Editorial and pages 8-15, 2015

"Measuring the Sales Impact of Consumer Attitudes", *Insights from Marketing Science Institute*, Fall 2011

“Do You Want to be my “Friend”? Monetary Value of Word-of-Mouth Marketing in Online Communities,” *GfK-Marketing Intelligence Review*, Vol. 2 No. 1 / 2010.

"The importance of Measuring Mindset" *Insights from Marketing Science Institute*, 2009.

"New Benefits from Adding an Old Channel", *Insights from Marketing Science Institute*, Spring 2008.

“When does Like equal Love? The answer is in your sales”, *Adweek*, May 19, p. 5 2008

"Weighing the risks and benefits of war", *Insights from Marketing Science Institute*, Winter 2007.

"Psst, have you seen that new website yet? When it comes to attracting and retaining customers, internet companies will increasingly use word-of-mouth marketing techniques", *TimesOnline*, UK, 6/12/2007

"New products and promotions in the automobile industry", *Insights from Marketing Science Institute*, 2003.

"Who benefits from price promotions?", with S. Srinivasan, D.M. Hanssens and M. Dekimpe, *Harvard Business Review*, Forethought Article, September, 22-23, 2002.

"Weighing the benefits of promotion", *Insights from Marketing Science Institute*, Summer 2002.

Refereed Book chapters

"How Time Series Econometrics helped Inofec quantify online and offline funnel progression and reallocated marketing budgets for higher profits", Chapter 16 in *Handbook of Marketing Analytics*, Nathalie Mizik and Dominique M. Hanssens, Edward Elger Publishing, 2018

"Time Series Models of Pricing the Impact of Marketing on Firm Value", *Handbook of Marketing and Finance*, Shankar Ganesan ed., 2012 ISBN: 978-1849802727

"Challenges in Measuring Return on Marketing Investment: Combining Research and Practice Perspectives", *Review of Marketing Research*, 6, Naresh Malhotra, 2009

"Pricing of National Brands Versus Store Brands: Market Power Components, Findings and Research Opportunities", *Handbook of Research in Pricing*, Vithala Rao, 2008.

WORK IN PROGRESS

'Threat and Cleaniness', with Spike Lee, Kobe Millet, Amir Grinstein, Phillip Johnston, Alexandra Volkov, and Arianne van der Wal, Submission Target: September 2020, *PNAS*

'Paying Smart: How Much do Consumer Buy More after Adopting Branded Mobile Wallet?' with Matilda Dorotic, Submission Target: October 2020 *Management Science* .

'Trading one Vice for Another: Product Purchase after Online Compulsion' with R. Karpienko, Thomas Reutterer, and Anatoli Colicev, Submission Target: November 2020, *Journal of Marketing Research* .

'Feeling Safe, Feeling Lucky? How Regulatory Focus Explains Brand Sales Price Response Asymmetry', with Aras Alkış and Berk Ataman, Target: December 2020, *Journal of Marketing Research*

'When does a social media crisis affect customers and investors?' with Kelly Hewett, Meike Eilert and Raoul Kubler, Target: January 2021, *Journal of Marketing* .

PRESENTATIONS

Selected Invited presentations

“Quantifying Behavioral Impact: App Download and Usage“, Keynote Speech in '*Challenges of Europe*' Biannual Conference, Bol, Croatia, May 23, 2019.

"Integrating Attitudes and Actions on the Road to Purchase“, Special Session 'Marketing Science Institute Award Winners', AMA Summer Conference, August 11, 2018

“Marketing Democracy“, Special Session 'Better Marketing for a Better World' of Journal of Marketing, AMA Summer Conference, August 11, 2018

Which sentiment extraction tool to use when in social media analytics?” Boston College, January 2018 and NYU December 2017 Conference on Digital, Mobile Marketing, and Social Media Analytics

“Enduring attitudes and Contextual interest: Merging Survey and Online Behavior metrics on the Consumer Road to Purchase”AMA Winter Conference, February 2018

“Offline Word-of-Mouth: Do Growth Dynamics Matter?“, AMA Winter Conference, February 2018

“How to Turn Data into Better Decisions” Keynote for STIMA (Stimulating Marketing) Congress, Brussels, December 1, 2016

“Rethinking Marketing Strategy and Metrics in the Digital Age”, Invited Presentation at Boston University and at Tuck School of Business at Dartmouth, November 2016.

“Data Meets Decisions: Marketing Analytics in East and West” Invited Speech at the European Regional Marketing Academy, Sarajevo, September 16, 2016.

“Enhancing Decision Making with Big Data” PwC Network meeting of Finance Executives of top 100 Danish firms, Copenhagen, August 30, 2016.

“Dancing with the Enemy”, Harvard Business School and Boston University, July , 2016

How to turn better data into better decisions” Invited Speech at the European Marketing Academy (EMAC), Oslo, May 25, 2016.

“How to Dance with Big Data and User Disruptors”, Marketing Science Institute Conference on “Data, Disruption and the Transforming Media Landscape”, NYU, February 24-25, 2016.

“Dancing with the Enemy: Broadening our understanding of consumer engagement in social media”, Interdisciplinary Center Herzliya, October 19, 2015.

“Marketing’s new toolbox for the full customer journey: Does Big data replace traditional market research?” Keynote for “International Meeting of Marketing and Data Scientists” GfK, Leuven, May 2015

“Integrating Consumer Brand Attitudes and Online Actions”, Special Session on IJRM Associate Editors, EMAC, Leuven, May 2015.

“Paid media versus Earned media”, Media Summit, April 27-28, 2015, Istanbul

“How to Improve your Offline and Online Return on Marketing Investment”, Axcon conference, April 22-23, 2015, Berlin

“Act Fast, Change Slowly: integrating consumer attitudes and online behavior on the road to purchase” HKUST Marketing Camp, December 14-15, 2014, Hong Kong.

“Surprising Sensitivity to Price Promotions in Turkey”, Annual Marketing Summit, December 3, 2014, and GfK Kronberg Conference, October 16, 2014, Istanbul.

“Marketing Managen mit Metriken und Methoden”, 25th Alumni Jubilium’s Symposium, November 7, 2014, Muenster.

“How do you decide where to make marketing investments?”, Norges Markedsanalyse Forening, October 23, 2014, Oslo

“Integrating Attitudes and Actions on the road to purchase”, October 22, 2014, Sveriges Annonsörer, Stockholm

“Return on Online and Offline Marketing Investment”, Marketing Science Institute, Immersion Conference, September 18, 2014, Boston.

“Integrating Attitudes and Actions on the road to purchase”, September 25, 2014 VODW Marketing, Leusden, the Netherlands.

“Merging Vector-Autoregression (VAR) and Agent-Based Models (ABM) for Consumer Market Simulation of Innovation Adoption and Sales Growth”, *ECMI-AMA-EMAC Symposium on Marketing and Innovation*, Rotterdam, May 27-28, 2014.

“Do Online Behavior Tracking or Attitude Survey Metrics drive brand sales?”, Vienna University of Economics and Business, January 28, 2014

“Integrated Customer-Centric Dialog: a Scientific Perspective” 7th Deutscher DialogMarketing-Kongress, Hamburg, October 17-18, 2013.

“Social Media and Your Brand: It is not just tweets and likes!“, AiMark Annual Summit ‘Branding 2.0’, Paris, March 6-8 2013.

“Growth and Happiness in Academia”, Keynote address at the Doctoral Colloquium of the European Marketing Academy Conference (*EMAC*), Istanbul, June 2013

“The Cure for Schizophrenic Marketing: Allocating Marketing Budgets Based on the Full Consumer Journey”, Brand X Venture, Innsbruck University, Austria, January 31st, 2013

“How to Measure and Improve Return on Marketing Investment”, Swarovski Workshop, Innsbruck University, Austria, February 1st, 2013

"Marketing Accountability: Linking marketing to brand and firm value", Brand Finance Forum Istanbul, November 8, 2012.

“Reading the 21st Century Customer: old funnel, new funnel”, *AIMark Research Summit* on “How to Prosper in in the 21st Century Retailscape” March 7-9, 2012 in Barcelona.

“Beyond Likes and Tweets: How Conversation Content Drives Store and Site Traffic”, *Measurable Marketing in a Social World*, January 26th, 2012, New York University.

“How Brand Health Dynamics Help Predict Return on Marketing Investment” *AIMark Research Summit* on “Getting more bang for the buck: How to Increase Return on Marketing Investments”, March 3-4, 2011 in Brussels.

“Are Online Metrics Leading Indicators of Brand Performance?”, *Google/WPP Research Awards*, New York, November 2010.

“The long-term impact of advertising on price elasticity”, HEC Marketing Camp, Paris, September 2010.

“Marketing’s Profit Impact: Quantifying Online and Offline Funnel Progression”, MIT, , *ISMS-MSI ‘The Practice and Impact of Marketing Science’ Conference, Prize Finalist.* .

“Return on Marketing Investment”, *MarketingIst*, POPAI Turkey, June 26, 2009

“How Do Consumers, Retailers and Competitors React When Manufacturers Give a Price Promotion?”, *Ozyegin University*, Istanbul, Turkey, February 2009.

“The Long-Term Effects of Word-of-Mouth for a Social Network Site”, Special Research Section at the *Direct/Interactive Marketing Research Summit*, Chicago, October 2007.

“Marketing Performance Measurement”, Executive Roundtable at the *Henry Stewart XVII DAM and Marketing Efficiency & Effectiveness Conference*, New York, June 2007.

“Store brand use and store loyalty”, *Wharton Business School*, April 2007 and *University of Groningen*, March 2007.

“Growing small brands: does a brand’s equity and growth potential affect its long-term marketing productivity?” *London Business School*, Research Camp, 2006, *ANZMAC 2006: Special Session on Modeling Brand Strength*, and *University of Michigan*, 2007.

“Price War: What is it good for?”, *UCLA, USC, UNC*, the *North-East Marketing Consortium 2005* and the *MSI Conference on ‘The New Competition’*, Lisbon 2006.

“Building with Bricks and Mortar: The Revenue Impact of Opening Physical Stores in a Multi-Channel Environment”, *New York University (Stern)*, March 2006

“A Factor Vector-Autoregressive Model of SKU Prices and Sales”, Third bi-annual ‘Young Scholars’ Conference of the *Marketing Science Institute*, January 8, 2005

“Free or Fee? Market Momentum for free and fee-based Internet Information Services”, “Online Marketing” Camp, *Goethe University, Frankfurt*, Germany, December 20, 2004

“Accountable advertising: questions, metrics, answers”, Media Planning Group, *Cannes Golden Lions*, France, June 2004.

“How retailer and competitor response drive long-term promotional effectiveness”, *IESE*, Barcelona, Spain, May 2004.

“Understanding Long-Term Marketing Productivity Across Markets and Marketing Actions”, *Institute for International Research*, Annual Conference "Return on Marketing Investment", Clearwater Beach, Florida, March 2004.

“Dimension Reductions in Vector Autoregressive Models: the factor structure in retail SKU pricing”, *Erasmus University Rotterdam*, The Netherlands, December 2003.

“How retailer and competitor response drive long-term promotional effectiveness”, Marketing Winter Camp, *Catholic University Leuven*, Belgium, December 2003.

“Who benefits from store brand entry?”, *EURO/Informs Conference*, Istanbul, July 2003.

“How dynamic consumer, competitive and company response shape long-term marketing effectiveness”, *Columbia University*, Research Camp, May 2003

“Do New Product Introductions Really Impact Long-Run Financial Performance?”, *Marketing Science Institute* Conference “Measuring Marketing Productivity”, October 2002.

“Internet Marketing the News”, *CENTER*, Research Camp, *CENTER*, University of Tilburg, December 2000.

Conferences and Special sessions

“Meet the Editors” chair at AMA (Winter 2019, Summer and Winter 2018, Summer 2017)

“Customer Analytics”. Special Session organization at European Marketing Academy (EMAC), Oslo, Norway, 2016

“Long-Term Benefits of Strategic Marketing Action”, Special Session organization at European Marketing Academy (EMAC), Leuven, Belgium, 2015

Program Organizer for the 2013 *Informs Marketing Science Conference*, Istanbul.

Organizing committee of "Marketing Science in Emerging Markets", Wharton, September 2012.

Organizer of the First Annual Conference on ‘Modeling Market Dynamics with Time Series Tools’ at the Tuck School of Business, September 16-17, 2004, and of the 7th edition of the Marketing Dynamics Conference, Istanbul, 2010.

Organizing Committee of the Annual Conferences ‘Modeling Marketing Dynamics’ at UC Davis 2005, UCLA 2006, Groningen 2007, Waikato 2008, NYU 2009, Jagpur 2011, Tilburg 2012.

Organizer of the Marketing Accountability workshop at the Informs Conference on 'The Practice and Impact of Marketing Science', Wharton , October 14-16, 2007.

Organizer Special Session on "Marketing Dashboards: which metrics should we track?" at the Marketing Science Conference, Pittsburgh June 2006.

EURO/Informs Conference, Istanbul, July 2003: Co-Organizer and Chair of Special Session 51/8 "Store Brands"

Winter AMA 2003 Meeting: Co-organizer and Chair of Special Session "Linking Marketing to Long-Run Financial Performance"

INDUSTRY EXPERIENCE

Partner

Engagement Labs (offline and online word-of-mouth measurement)

President

American Marketing Association, Executive Council

Advisory Board (past)

YouCastr

Marketing Productivity Group

MarketingNPV

MarketShare Partners

Consulting:

Fast Moving Consumer Goods: Heinz, Kraft, Unilever

- Identified leading marketing indicators for construction of Marketing Dashboard

Automobile Industry: Nissan North America and J.D. Powers and Associates

- Quantified and Explained the effect of product innovation and promotions on firm revenues, income and stock market capitalization

Retail/Tech: Amazon, Marks & Spencer, Microsoft, Vistaprint

- Designed, conducted and analyzed field experiments to optimize communication message
- Addressed strategic and tactical marketing questions regarding new store location, customer acquisition, retention and expansion.
- Compared and evaluated models to combine attribution with marketing mix modeling

Business-to-Business: Tetrapak, Suffolk Construction

- Designed and conducting customer surveys and conjoint analyses to evaluate importance of different drivers of satisfaction and recommendation (NPS)

Online: Kayak, Knewton

- Quantified long-term marketing effectiveness, advised on marketing budget reallocation

Electronics: Sony Eurasia, Silverline

- Quantified long-term sales and profit effects of above-the-line and below-the-line marketing across ten product categories, advised on marketing budget reallocation

Pharmaceutical Industry: Sandler Communications

- Quantified and evaluated the long-term ROI of Detailing, PME, Direct-To-Consumer, and Journal Advertising

Photo-Finishing: Kodak Belgium

- In-depth analysis of Belgian and Dutch competitor reaction strength and speed

Management:

Manager and Coordinator Business Cell Telework, IGL, Belgium (1994-1995)

- Initiated, organized, marketed and managed start-up within larger organization

Executive Education:

Pharmaceutical, Fast Moving Consumer Good, Automotive and Defense Industries

TV appearance

Channel 6 News: Fast moving consumer goods in Turkey, available at:

<http://www.facebook.com/1.php?u=http%3A%2F%2Fyoutu.be%2F2k11IUFiUUE&h=AAQDoc4sLAQD9Dx3O1ApbakfVJh89sRxdD39x7BfJwW8P4w>

GRANTS, AWARDS, HONORS

Main completed grant: “ROMIDASHBOARD” Marie-Curie project 239539: Measuring and Improving Return on Marketing Investment with actionable dashboards: which marketing actions yield most returns in fast moving economies?": 4-year, € 100K

PhD students graduated: Ela Ari, “Repeat Purchase and Word-of-Mouth after the deep online deal”, June 2015. Burcu Sezen “Brand Architecture”, June 2017, Basar Ozcan “Going Green to Sell Brown”, June 2017, all at Ozyegin University, Istanbul

PhD committee: Berk Ataman and Carlos Laurenco (Tilburg), Ernst Ozinga and Evert de Haan (Groningen), Jing Li (Eindhoven), Francesca Sotgiu (HEC), Aras Alkis and Hannah Wen (Koc),

Senior Editor: *International Journal of Research in Marketing (2016-present)*

Associate Editor: *Journal of Marketing (2018-present)*

Editorial Board: *Journal of Retailing, Journal of Interactive Marketing (2016-present)*

Doctoral Colloquium Faculty: American Marketing Association (2008, 2018), EMAC (2004, 2009, 2012, 2013, 2014), INFORMS Marketing Science (2007 and 2008)

Awards and Honors

- Winner of the '07 William F. O'Dell Award for the paper “that made significant, long-run contribution to marketing theory, and/or methodology, and/or practice” (for the 2002 *Journal of Marketing Research* paper)

- Winner of the 2017-2018 Gary Lilien MSI-ISMS Practice Prize for ‘outstanding implementation of marketing science concepts and methods’.
- Winner of the 2009, 2013 and 2017 Davidson Award for best paper in the *Journal of Retailing*.
- Winner of the ‘09 Varadarajan Award for *Early Career Contributions to Marketing Strategy Research*.
- Winner of the 2011 *Best Paper Award of Syntec* (the French professional association of consultants) in Marketing and Decision Sciences.
- Winner of the 2014 *Best Paper Award of the Marketing Science Institute* (world leader in “bridging the gap between academic marketing theory and business practice” since 1961)
- “Top 100 Inspirational Alumnus” among 37,000 UCLA Anderson School of Management graduates: <http://www.anderson.ucla.edu/x35453.xml>
- *Google/WPP Research Award* 2010.
- *Emerald Management Reviews Citation of Excellence* 2008, 2009, 2016.
- Runner-up: 2009 *MSI/H. Paul Root Award* for best paper in *Journal of Marketing* that advance the practice of marketing.
- Best paper award, European Marketing Academy (EMAC) Conference, Bergen, May 2001.
- Selected for the third bi-annual ‘Young Scholars’ Conference of the Marketing Science Institute, January 6-9, 2005
- Fellow, American Marketing Association Doctoral Consortium, August 2000.
- Finalist, Doctoral Dissertation Award Competition of ISBM, 1996.

Languages: Fluent in Dutch (native), English, French, and German.
Elementary Turkish and Spanish.