

# Jeffrey D. Shulman

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## EDUCATION

Ph.D. in Marketing (June 2006); M.S. in Marketing (June 2004)  
Kellogg School of Management, Northwestern University, Evanston, Illinois

B.A. in Economics (with honors), June 2001  
Northwestern University, Evanston, Illinois

## EMPLOYMENT

2018-present – Marion B. Ingersoll Professor in Marketing  
2016-2018 – Marion B. Ingersoll Associate Professor in Marketing  
2012-2016 – Michael G. Foster Faculty Fellow, Associate Professor in Marketing  
2011-2012 – Michael G. Foster Faculty Fellow, Assistant Professor in Marketing  
2006 to 2011 – Assistant Professor in Marketing  
Foster School of Business, University of Washington

## EDITORIAL APPOINTMENTS

Associate Editor, *Management Science*, 2019-present  
Associate Editor, *Decision Sciences*, 2017-present  
Senior Editor, *Production and Operations Management*, 2013-present  
Editorial Review Board member, *Marketing Science*, 2011-present  
Associate Editor, *Quantitative Marketing and Economics* 2017

## RESEARCH INTERESTS

Pricing, Product Returns, Decisions under Limited Information, Marketing-Operations Interface

## RESEARCH PUBLICATIONS

Shulman, J. and X. Geng. (2019) “Does it Pay to Shroud In-app Purchase Prices?” *Information Systems Research* 30(3) 856-871.  
Ertekin, N., J. Shulman, A. Chen. (2019) “On the Profitability of Stacked Discounts: Identifying Revenue and Cost Effects of Discount Framing.” *Marketing Science* 38 (2) 317-342.  
Fazli, A., A. Sayedi, J. Shulman (2018) “The Effects of Autoscaling in Cloud Computing.” *Management Science*. 64(11) 5149-5163.  
Fazli, A. and J. Shulman (2018) “Implications of Market Spillovers.” *Management Science*. 64(11) 4996-5013.  
Caldieraro, F., M. Cunha, J. Shulman, J. Zhang. (2018) “Strategic Information Transmission in Peer-To-Peer Lending Markets.” *Journal of Marketing*. 82(2) 42-63.  
Sayedi, A. and J. Shulman (2017) “Strategic Compliments in Sales.” *Quantitative Marketing & Economics*, 15(1) 57-84.  
Shulman, J., M. Cunha, J. Saint Clair (2015) “Consumer Uncertainty and Purchase Decision Reversals: Theory and Evidence” *Marketing Science*, 34(4) 590-605.  
Geng, X., and J. Shulman (2015) “How Costs and Heterogeneous Consumer Price Sensitivity Interact with Add-On Pricing” *Production and Operations Management Journal*, 24(12) 1870-1882.  
Shulman, J., (2014) “Product Diversion to a Direct Competitor” *Marketing Science*, 33(3) 422-436.  
Shulman, J., X. Geng (2013) “Add-On Pricing by Asymmetric Firms” *Management Science*, 59(4) 899-917.  
Shulman, J., A. Coughlan, and R. Savaskan (2011) “Managing Consumer Returns in a Competitive Environment” *Management Science*, 57(2) 347-362.  
Cunha, M. and J. Shulman (2011) “Assimilation and Contrast in Price Evaluations” *Journal of Consumer Research*, 37(5) 822-835.

- Shulman, J., A. Coughlan, and R. Savaskan (2010) “Optimal Reverse Channel Structure for Consumer Product Returns” *Marketing Science*, 29(6) 1071-1085.
- Shulman, J., A. Coughlan, and R. Savaskan (2009) “Optimal Restocking Fees and Information Provision in an Integrated Supply-Demand Model of Product Returns” *Manufacturing and Service Operations Management*, 11(4) 577-594.
- Shulman, J. and A. Coughlan (2007) “Used Goods, Not Used Bads: Profitable Secondary Market Sales for a Durable Goods Channel” *Quantitative Marketing and Economics*, 5(2) 191-210.

## WORKS IN PROGRESS

- Fazli, A., J. Shulman, and A. Sayedi. “Spot Pricing in Cloud Computing: Diversification of Spot Resources under Supply Uncertainty” revising for resubmission to *Marketing Science*
- Hajihashemi, B., A. Sayedi, and J. Shulman. “The Downside of Price Personalization with Network Effects” under review at *Marketing Science*.

## CHAPTERS AND CASES

- Ofek, E., and J. Shulman “AnswerDash.” Harvard Business School Teaching Note 517-058, October 2016.
- Ofek, E., and J. Shulman “AnswerDash.” Harvard Business School Case 516-106, June 2016.
- Minnema, A., T. Bijmolt, J. Petersen, J. Shulman (2018) “Managing Product Returns Within the Customer Value Framework” in *Customer Engagement Marketing* (pp. 95-118)Eds. R. Palmatier, V. Kumar, and C. Harmerling. Cham, Switzerland: Palgrave Macmillan.
- Coughlan, A. and J. Shulman (2010) “Creating Superior Value by Managing the Marketing–Operations Management Interface” in *Kellogg on Marketing* 2<sup>nd</sup> Ed. (pp. 392-408). Eds. A. Tybout and B. Calder. Hoboken, NJ: Wiley.
- Gebhardt, G., H. Nair, S.Narayanan, and J. Shulman (2003) “New Approaches for New Products: Summary of Proceedings,” *Marketing Science Institute (MSI)*, Report No. 03-108.

## MEDIA PROJECTS

- Producer and Co-Director of On the Brink, a feature length documentary.
- Available on PBS.org
  - Aired on television on KCTS 9
  - Screened in cities from Los Angeles to New York
  - Featured in The Seattle Times, KING 5, KUOW, Crosscut, Northwestern Magazine, and more.
- Producer and Host, Seattle Growth Podcast ([www.seattlegrowthpodcast.com](http://www.seattlegrowthpodcast.com)).
- Winner of CASE Gold Circle of Excellence Award from Council for Advancement and Support of Education
  - Over 100,000 downloads
  - Mentioned in New York Times and media across the country

## MEDIA APPEARANCES

### *Live Television Appearances*

- Q13 evening news, Seattle 3/12/2020 with Simone del Rosairo. <https://q13fox.com/2020/03/13/social-distancing-saves-lives-heres-the-science-behind-it/>
- KING 5’s New Day Northwest 6/4/2020 with Margaret Larson. “Documentary examines impact of gentrification in Seattle’s Central District” <https://www.king5.com/article/entertainment/television/programs/new-day-northwest/documentary-examines-impact-of-gentrification-in-seattles-central-district/281-3639201e-6462-4835-a422-bacf88c6017a>
- KING 5 morning news, Seattle 1/9/2019 with Jake Whittenberg and Mimi Jung. <https://www.youtube.com/watch?v=5ErXwEOExY>
- KING 5 morning news, Seattle 11/14/2018 with Jake Whittenberg and Joyce Taylor, <https://www.youtube.com/watch?v=ex5RxayidKg>
- Q13 FOX’s Q It Up Sports, Seattle 6/19/2019 with Aaron Levine <https://q13fox.com/2017/06/19/uw-professor-shulman-of-seattle-growth-podcast-talks-arena-wars-on-q-it-up-sports/>

### *Recorded Television Appearances*

- KOMO 4 news at 11. Seattle 4/3/2020. Moreno, Joel “UW business professor sees hope in bleak economic downturn” <https://komonews.com/news/local/uw-business-professor-sees-hope-in-bleak-economic-downturn>
- Q13 FOX evening news, Seattle 3/19/2020. Del Rosario, Simone “Boeing could be hurting long after airlines recover from coronavirus outbreak” <https://q13fox.com/2020/03/19/boeing-could-be-hurting-long-after-airlines-recover-from-coronavirus-outbreak/>
- KING 5 evening news. Seattle 1/3/2020 Robertson, Sebastian “Future uncertain for longtime Seattle glass plant Northwestern Industries” <https://www.king5.com/article/news/northwest-industries-could-leave-seattle/281-5d9f871e-3a09-40a2-a9c3-938d7c32df75>
- KOMO 4 evening news, Seattle 12/24/2019 Miller, Cole “‘Disturbing’ employee concerns reportedly found in Boeing documents” <https://komonews.com/news/local/disturbing-concerns-reportedly-found-in-boeing-employee-documents>
- KOMO 4 evening news, Seattle 12/16/2019 Kostanich, Kara “Renton locals, businesses anticipate economic impact from 737 MAX production shutdown” <https://komonews.com/news/local/renton-locals-businesses-react-to-737-max-production-shutdown>
- Q13 FOX news at 10, Seattle 10/30/2019.
- KIRO 7 evening news, Seattle 8/22/2020 “Amazon opens largest-ever campus building in India” <https://www.kiro7.com/news/local/amazon-opens-largest-ever-campus-building-in-india/978577208/>
- Q13 FOX evening news, Seattle 2/28/2019
- Q13 FOX evening news, Seattle 2/14/2019. Romero, Nadia (February 14, 2019) “Amazon Cancels HQ2 in NYC, so what does that mean for Seattle?” <https://q13fox.com/2019/02/14/amazon-cancels-hq2-in-nyc-so-what-does-that-mean-for-seattle/>
- PIX11 evening news, New York City 1/31/2019. Chan, Shirley (January 31, 2019) “PIX11 takes exclusive look inside Amazon’s Seattle HQ before company comes to Queens.” <https://pix11.com/2019/01/31/pix11-takes-exclusive-look-inside-amazons-seattle-hq-before-company-comes-to-queens/>
- KIRO 7 evening news, Seattle 11/14/2018. Johnson, Graham (November 14, 2018) “Amazon HQ2 backlash builds in New York over subsidies.” <https://www.kiro7.com/news/local/amazon-hq2-backlash-builds-in-new-york-over-subsidies/873112078>
- KIRO 7 evening news, Seattle 11/5/2018. Grande, Alison reporting <https://www.kiro7.com/news/local/report-amazon-to-split-hq2-between-2-cities/867102548>
- Q13 FOX evening news, Seattle 11/13/2018. Kim, Hana (November 13, 2018) “Amazon says new HQ2 won’t change its commitment to Seattle.” <https://q13fox.com/2018/11/13/amazon-says-they-are-committed-to-seattle-as-they-announce-new-headquarters-on-the-east-coast/>
- KING 5 evening news, Seattle 4/13/2018. Brand, Natalie (April 13, 2018) “Trump orders Postal Service audit after taking dig at Amazon.” <https://www.king5.com/article/news/politics/trump-orders-postal-service-audit-after-taking-dig-at-amazon/281-538127994>
- KDKA 2 evening news, Pittsburgh 1/18/2018. Highfield, David (January 18, 2018) “Marketing Expert Warns of Downsides for City Where Amazon Chooses to Locate its HQ2.” <https://pittsburgh.cbslocal.com/2018/01/18/amazon-hq2-downsides/>
- KING 5 evening news, Seattle 9/12/2017. Graf, Heather (September 12, 2017) “Analysts weigh in on what’s next for Seattle-based Nordstrom.” <https://www.king5.com/article/news/local/analysts-weigh-in-on-whats-next-for-seattle-based-nordstrom/474318098>
- KING 5 evening news, Seattle 11/28/2017 Javier, Liza and Ryan Takeo (November 28, 2017) “Microsoft plans major ‘Redmond Campus of the Future’ expansion” <https://www.king5.com/article/tech/microsoft-plans-major-redmond-campus-of-the-future-expansion/495379061>
- Q13 FOX evening news, Seattle 4/17/2017 “#SonicBoomDay encourages fans to voice support for return of NBA to Seattle.” <https://q13fox.com/2017/04/17/sonicboomday/>

### ***Live Radio Appearances***

- Loney, Dan (January 18, 2018) “Amazon HQ2 Update with Jeffrey Shulman and Tom Buerkle” Wharton Business Radio on Sirius XM <https://soundcloud.com/user-414944777/j-shulman-t-buerkle>
- Mahler, Dave (May 30, 2017) on 950 KJR Seattle.
- Mahler, Dave (February 24, 2017) on 950 KJR Seattle.

**Recorded Radio Appearances**

- Alicea, Simone (April 4, 2019) “Analysis: Are Amazon’s Bellevue plans really all about Seattle?” KNKX Seattle <https://www.knkx.org/post/analysis-are-amazons-bellevue-plans-really-all-about-seattle>
- Alicea, Simone (May 3, 2018) “Amazon Pauses Development in Downtown Seattle as Council Considers ‘Head Tax’” KNKX Seattle <https://www.knkx.org/post/amazon-pauses-development-downtown-seattle-council-considers-head-tax>
- Banwell, Katherine (October 26, 2017) “‘You feel lost and alone’: Capturing the personal stories of Seattle displacement.” KUOW Seattle <https://kuow.org/stories/you-feel-lost-and-alone-capturing-personal-stories-seattle-displacement/>
- Takeo, Ryan (September 18, 2017) “Expert: Talk to Seattleites before applying for Amazon HQ2” KING 5’s The Sound Podcast. <https://www.king5.com/article/opinion/editorials/the-sound/expert-talk-to-seattleites-before-applying-for-amazon-hq2/281-476819874>
- Glasgow, Tom (February 10, 2017) “How the potential return of the Supersonics could impact Seattle.” KOMO Radio, Seattle <https://soundcloud.com/uwnews/komo-radio-how-the-potential-return-of-the-supersonics-could-impact-seattle>
- Weisbaum, Herb (October 13, 2016) KOMO Radio mid-day news, Seattle. <http://seattlegrowthpodcast.com/wp-content/uploads/2017/02/KOMONEWS.mp3>
- Bishop, Todd (August 6, 2016) “Seattle’s Growth Challenges and More” Geekwire Radio aired on KIRO RADIO 97.3 FM, Seattle <https://www.geekwire.com/2016/geekwire-radio-story-behind-amazons-new-plane-seattles-growth-challenges/>

**Print**

**NEW YORK TIMES**

- Weise, Karen (September 23, 2018) “Want to See What’s Up Amazon’s Sleeve? Take a Tour of Seattle” New York Times <https://www.nytimes.com/2018/09/23/technology/amazon-seattle-testing.html>
- Schwartz, Nelson and Michael Corkery (October 23, 2018) “When Sears Flourished, So Did Workers. At Amazon, It’s More Complicated” New York Times <https://www.nytimes.com/2018/10/23/business/economy/amazon-workers-sears-bankruptcy-filing.html>

**FINANCIAL TIMES**

- Bond, Shannon and Joshua Chaffin (November 6, 2018) “Amazon nears deal to split expansion between NY and Washington” Financial Times <https://www.ft.com/content/0017cf68-e202-11e8-8e70-5e22a430c1ad>
- Bond, Shannon (October 25, 2018) “Speculation over Amazon’s ‘HQ2’ choice grips investors” Financial Times <https://www.ft.com/content/7eab6b2-d319-11e8-a9f2-7574db66bcd5>

**USA TODAY**

- Hughes, T., J. Guynn, and E. Weise (March 6, 2020) “Coronavirus fears making shoppers ‘erratic’ in Washington; businesses already seeing sharp declines” <https://www.usatoday.com/story/money/2020/03/06/coronavirus-washington-seattle-economy-businesses-amazon-microsoft/4965024002/>
- Weise, Elizabeth (November 6, 2019) “Why Amazon, Apple, Microsoft and Uber are spending billions on local politics” <https://www.theguardian.com/us-news/2019/dec/23/macys-seattle-star-restoration-amazon>
- della Cava, Marco (February 24, 2019) “Will Google, Amazon and Facebook fix the affordable housing crisis?” USA Today. <https://www.usatoday.com/story/news/2019/02/24/google-amazon-and-facebook-fix-affordable-housing-crisis/2923488002/>
- Bomey, Nathan (February 14, 2019) “Could Amazon still pick another HQ2 site after ditching New York?” USA Today <https://www.usatoday.com/story/money/2019/02/14/amazon-cancels-new-york-city-hq-2-hope-other-cities/2870724002/>
- Weise, Elizabeth and Mike Snider (November 13, 2018) “Amazon chooses NYC and Arlington, Va., to jointly share its headquarters” USA Today <https://www.usatoday.com/story/tech/news/2018/11/13/amazon-hq-2-goes-new-york-city-arlington-virginia-crystal-city/1263907002/>

- Weise, Elizabeth (November 5, 2018) “Amazon II is too much, so there will be two second headquarters instead of one.” USA Today <https://www.usatoday.com/story/news/2018/11/05/amazon-new-city-headquarters-new-york-city-seattle-virginia-workers/1897479002/>
- Weise, Elizabeth (June 12, 2018) “In a fast about-face, Seattle caves to Amazon, overturns landmark corporate head tax” USA Today <https://www.usatoday.com/story/tech/2018/06/12/seattle-may-cave-amazon-overturn-corporate-head-tax/693921002/>
- Weise, Elizabeth (April 30, 2018) “Amazon second headquarters: some expect another round of finalists before winning bid.” USA Today <https://www.usatoday.com/story/tech/news/2018/04/30/could-we-waiting-not-winner-but-round-two-amazons-mulls-game-changing-decision-its-second-headquarte/554045002/>
- Weise, Elizabeth (March 1, 2018) “How the NRA fight between Delta and Georgia could roil Atlanta’s Amazon headquarters bid” USA Today <https://www.usatoday.com/story/tech/2018/03/01/amazon-second-headquarters-atlanta-nra-georgia-delta-airlines-gun-control/382331002/>
- della Cava, Marco and Elizabeth Weise (January 18, 2018) “Amazon’s second headquarters: The pros and cons of the finalists.” USA Today <https://www.usatoday.com/story/tech/news/2018/01/18/amazons-second-headquarters-pros-and-cons-finalists/1041211001/>
- Weise, Elizabeth (October 19, 2017) “Winning Amazon’s second headquarters has pros and cons.” USA Today <https://www.usatoday.com/story/tech/2017/10/19/winning-amazons-second-headquarters-has-pros-and-cons/772360001/>

#### ADDITIONAL PRINT MEDIA ACROSS COUNTRY

- December 23, 2019 “Macy’s Seattle star shines bright thanks to unlikely saviour: Amazon” *The Guardian* <https://www.theguardian.com/us-news/2019/dec/23/macys-seattle-star-restoration-amazon>
- Kerr, Emma (January 18, 2018) “Colleges are key players in cities’ bids to host Amazon’s 2<sup>nd</sup> Headquarters.” *Chronicle of Higher Education* [https://www.chronicle.com/article/Colleges-Are-Key-Players-in/242278?cid=wcontentlist\\_hp\\_latest](https://www.chronicle.com/article/Colleges-Are-Key-Players-in/242278?cid=wcontentlist_hp_latest)

#### *New York City, NY*

- Simas, Kayla (November 14, 2018) “Amazon HQ2 in Long Island City leaves experts split on fate of startups” *amNew York* <https://www.amny.com/news/amazon-nyc-startups-1.23421412>
- Trangle, Sarina and Ivan Pereira (November 13, 2018) “Amazon confirms Long Island City , Washington, D.C., suburb as HQ2 locations.” *amNew York* <https://www.amny.com/news/long-island-city-amazon-hq2-1.23363566>
- Flamm, Matthew (November 6, 2018) “Amazon reportedly making Long Island City one of two HQ2 locations.” *Crain’s New York Business* <https://www.crainsnewyork.com/real-estate/amazon-reportedly-making-long-island-city-one-two-hq2-locations>

#### *San Jose, CA*

- Tolan, Casey (July 16, 2018) “Should Bay Area follow Seattle’s lead and tax tech giants.” *The Mercury News* <https://www.mercurynews.com/2018/07/16/seattle-head-tax-mountain-view-amazon-bay-area/>

#### *Los Angeles, CA*

- Read, Richard (April 19, 2019) “737 troubles have Boeing reeling, but Seattle carries on” *Los Angeles Times* <https://www.latimes.com/nation/la-na-boeing-737-seattle-20190419-story.html>
- Associated Press (June 12, 2018) “Seattle repeals tax on big companies after pressure from Amazon and others.” *Los Angeles Times* <https://www.latimes.com/business/la-fi-amazon-tax-seattle-20180612-story.html>

#### *Atlanta, GA*

- Trubey, Scott (May 18, 2018) “Seattle’s message to Atlanta about Amazon HQ2: ‘Be prepared for growth’” *Atlanta Journal-Constitution* <https://www.ajc.com/news/local/seattle-message-atlanta-about-amazon-hq2-prepared-for-growth/EbvaqpxNeiSJnDx9ufKJvM/>

#### *Pittsburgh, PA*

- Belko, Mark (October 16, 2017) “Seattle brewed: Amazon’s rapid growth transforms a city -- but it’s complicated.” *Pittsburg Post-Gazette* <https://www.post-gazette.com/business/development/2017/10/16/Amazon-HQ2-Pittsburgh-Seattle/stories/201710150037>

#### SEATTLE PRINT

- Roberts, Paul (March 24, 2020) “Experts Say Inslee’s Stay-at-home Order Will Add to Seattle Economy’s Coronavirus-induced Pain.” *Seattle Times* <https://www.seattletimes.com/business/local-business/experts-say-inslees-shelter-in-place-order-will-add-to-seattle-economys-coronavirus-induced-pain/>
- Vinh, Tan and Paul Roberts (March 17, 2020) “Seattle restaurants, bars and nightclubs say coronavirus-induced shutdown adds to their pain.” *Seattle Times* <https://www.seattletimes.com/life/food-drink/restaurants-bars-and-nightclubs-say-the-governors-coronavirus-induced-shutdown-adds-to-their-pain/>
- Beekman, Daniel and David Gutman (November 3, 2019) “Seattle area has undergone record growth. Now voters may reshape its politics.” <https://www.seattletimes.com/seattle-news/politics/seattle-area-has-undergone-record-growth-now-voters-will-decide-whether-to-reshape-its-politics/>
- Parker, Sydney (October 16, 2018) “How a New Private Club Crafts Full-Service Social Lives.” *Seattle Met* <https://www.seattlemet.com/articles/2018/10/16/how-a-new-private-club-crafts-full-service-social-lives>
- Rusch, Katey (May 8, 2018) “Seattle’s proposed employee tax: Highest ‘head tax’ in the nation.” <https://q13fox.com/2018/05/08/seattles-proposed-employee-tax-highest-head-tax-in-the-nation/>
- Talton, Jon (January 4, 2018) “2008-2018: Seattle’s Transformative Decade” *Seattle Times* <https://www.seattletimes.com/pacific-nw-magazine/2008-2018-seattles-transformative-decade/>
- Beekman, Daniel (October 22, 2017) “Best answer to Seattle affordability may win the race for mayor.” *Seattle Times* <https://www.seattletimes.com/seattle-news/politics/best-answer-to-seattle-affordability-may-win-the-race-for-mayor/>
- Hamlin, Kelsey (September 27, 2017) “UW professor explains the complexity behind Amazon’s HQ2.” *The Daily UW* [http://www.dailyuw.com/news/article\\_e5443b2a-a334-11e7-991a-7bf49715de46.html](http://www.dailyuw.com/news/article_e5443b2a-a334-11e7-991a-7bf49715de46.html)
- Anastas, Katie (June 14, 2017) “Are you listening? 8 Seattle-area podcasters share origins, advice.” *Seattle Times* <https://www.seattletimes.com/entertainment/are-you-listening-8-seattle-area-podcasters-share-origins-advice/>
- Shulman, Jeff (April 6, 2017) “Sonic Boom? Why the tech industry should care about Seattle’s efforts to revive its NBA team.” *Geekwire* <https://www.geekwire.com/2017/sonic-boom-tech-industry-care-seattles-efforts-revive-nba-team/>
- Shulman, Jeff (October 12, 2016) “Seattle should start looking at homelessness as an innovation opportunity.” *Geekwire* <https://www.geekwire.com/2016/guest-post-seattle-start-looking-homelessness-innovation-opportunity/>
- Shulman, Jeff (September 1, 2016) “Seattle Growth Podcast: Why the tech industry needs to join the boomtown conversation.” *Geekwire* <https://www.geekwire.com/2016/seattle-growth-podcast-tech-industry-needs-join-boomtown-conversation/>

## HONORS AND AWARDS

- Doctoral Consortium Faculty Fellow, 2020  
CASE Gold Circle of Excellence Award from Council for Advancement and Support of Education, 2018  
Marion B. Ingersoll Professorship, 2016-present  
Outstanding Senior Editor, *Production & Operations Management Journal*, 2015  
Distinguished Service Award, *Management Science*, 2011, 2012, 2013, 2014, 2016, and 2017  
Top 20 reviewer, *International Journal of Industrial Organization*, 2014  
Doctoral Consortium Faculty Fellow, 2014  
Undergraduate Faculty of the Year, Marketing and International Business, 2012  
Michael G. Foster Faculty Fellowship, 2011 to 2016  
Dean’s Junior Faculty Research Award, 2010  
Meritorious Service Award, *Management Science*, 2010, 2015  
Instructor of the Quarter, Winter 2008 (chosen by Undergraduate Business Council)  
Nominated for Undergraduate Business Council’s Instructor of the Quarter, Winter 2007  
AMA Doctoral Consortium Fellow, Texas A&M College Station TX, June 2004

## RESEARCH SEMINARS

- “Does it Pay to Shroud In-app Purchase Prices?”  
presented at University of Florida, September 2017.  
“Autoscaling in Cloud Computing and Market Entry”

- presented at Stanford GSB, April 2017,  
presented at Washington University in Saint Louis, March 2017,  
presented in Kellogg School of Management doctoral seminar, Northwestern University, April 2016,  
presented at Texas A&M, January 2016.
- “Regulating Illicit Markets with a Cross-Tariff”  
presented at University of Minnesota Marketing Camp, April 2015,  
presented at Emory University, April 2015.
- “The Roles of Costs and Heterogeneous Price Sensitivity in Add-On Pricing” presented at University of Miami, November 2013.
- “Product Diversion to a Direct Competitor” presented at UC Berkeley, August 2013.
- “The Impact of Hidden Add-On Fees and Consumer Bounded Rationality” presented at Kenan-Flagler Business School, University of North Carolina, Chapel Hill. January 2011.
- “Assimilation and Contrast in Price Evaluations” presented in the Kellogg Attitudes Motivation and Processing series at the Kellogg School of Management, Northwestern University. April 2009.
- “Durable Goods, Secondary Markets, and Product Returns: An Inside Look at the Research Process,” Kellogg School of Management’s *Marketing Models* doctoral seminar, Northwestern University, Evanston, IL. June 1, 2006 and April 28, 2008.

### CONFERENCE PRESENTATIONS

- “Implications of a Negative Market Spillover”  
Marketing Science Conference, Los Angeles, CA, June 2017  
POMS Annual Meeting, Seattle, WA May 2017  
UW/UBC Conference, Vancouver, BC February 2017.
- “The Effects of Autoscaling in Cloud Computing on Entrepreneurship.”  
INFORMS International Meeting, Honolulu, HI, June 2016,  
UW Marketing Camp, Seattle, WA. May 2016.
- “Economics of Compliments”  
Summer Institute for Competitive Strategy Conference (SICS) hosted by Haas School of Business,  
University of California, Berkeley, CA. July 2014,  
Marketing Science Conference, Atlanta, GA, June 2014,  
UW Marketing Camp, Seattle, WA. May 2014.
- “The Roles of Costs and Heterogeneous Price Sensitivity in Add-On Pricing”  
M&SOM Conference, Seattle, WA. June 2014,  
UW/UBC annual marketing conference, University of Washington, Seattle, WA. June 2013.
- “Product Diversion to a Direct Competitor,” Boston University, Boston, MA. June 2012.
- “The Impact of Hidden Add-On Fees and Consumer Bounded Rationality” Marketing Science Conference,  
Rice University, Houston, TX. June 2011.
- “The Prisoner’s Dilemma of Hidden Service Fees” UW/UBC annual marketing conference, University of Washington, Seattle, WA, June 2010.
- “Optimal Reverse Channel Structure for Consumer Product Returns,”  
Summer Institute for Competitive Strategy Conference (SICS) hosted by Haas School of Business,  
University of California, Berkeley, CA. July 2009.  
Marketing Science Conference, University of British Columbia, Vancouver, BC. June 2008.  
UW/UBC annual marketing conference, University of Washington, Seattle, WA. May 2008.
- “Managing Consumer Returns in a Competitive Environment,” UW/UBC annual marketing conference,  
University of British Columbia, Vancouver, BC. May 2007.
- “Optimal Return Policies and Information Provision” Informs Annual Meeting, Pittsburgh, PA. November 2006.
- “The Double Whammy: Restrictive Returns Policies and Limited Information in a Competitive Environment,” Marketing Science Conference, University of Pittsburgh, Pittsburgh, PA. June 2006.
- “Optimal Product Returns Policies and Product Variety with Consumer Education,” Marketing Science Conference, Emory University, Atlanta, GA. June 2005.
- “Applying Marketing Principles to New Course and Curriculum Development,” 14<sup>th</sup> Annual Lilly Conference on College Teaching, Miami University, Oxford, OH. November, 2004.
- “Channel-Coordination for Durable Goods with Imperfect Secondary Markets,” Marketing Science Conference, Erasmus University, Rotterdam, Netherlands. June 2004.

## TEACHING EXPERIENCE

University of Washington  
Strategic Product Management, MKTG 554  
Entrepreneurial Marketing, ENTRE 565  
Pricing Strategies and Tactics, MKTG 515  
Marketing Concepts, MKTG 301  
Foundations of Pricing Strategies, MKTG 415  
Ph.D. Seminar in Marketing Models, MKTG 579  
Instructor, ISBM Ph.D. Seminar Series, Penn State University (conducted electronically)  
Analytical Models in Business-to-Business Marketing.  
Adjunct Lecturer, Business Institutions Program, Northwestern University  
Marketing Management, BUS INST 239-0, Winter 2005.  
Instructor for TEK (Technology Education @ Kellogg) Classes, Kellogg School of Management  
Analyzing Large Datasets in Excel, Winter 2004- 2006.  
Creating Macros and Functions in Excel, 2004.  
Instructor, Executive MBA Program, Kellogg School of Management  
Introduction to Excel Workshop, 2004, 2005.  
Co-Lecturer, Business Institutions Program, Northwestern University  
Marketing Management, BUS INST 239-0, Spring 2004.

## NOTABLE SERVICE

Committee member, UW liberal arts communication and outreach committee, 2018  
Committee member, UW Faculty 2050 vision-setting initiative, 2018  
Marketing-Operations Interface Track Chair, *POMS Conference 2017*  
Distinguished Service Award, *Management Science*, 2011, 2012, 2013, 2014, 2016, and 2017  
Marketing-Operations Interface Track Chair, *M&SOM Conference 2014*  
Launch committee member for Foster School of Business's MS in Entrepreneurship program, 2015-2016.  
Urban@UW Steering Committee member 2016-present  
Meritorious Service Award, *Management Science*, 2010, 2015, and 2018  
Producer and host of Seattle Growth Podcast  
External Program Reviewer, Northwestern University, Business Institutions Program, October 2008  
Reviewer for *Operations Research*  
Reviewer for *Management Science*  
Reviewer for *Journal of Marketing Research*  
Reviewer for *Manufacturing and Service Operations Management*  
Reviewer for *Journal of Industrial Ecology*  
Reviewer for *Journal of Retailing*  
Reviewer for *IIE Transactions*  
Reviewer for *International Journal of Industrial Organization*  
Reviewer for *IJRM*  
Reviewer for *European Journal of Operations Research*