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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 AND POSITIONS HELD

Foster School of Business, University of Washington

2018-present – Marion B. Ingersoll Professor in Marketing

2020-present – Founding Director, The Product Management Center

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

EDITORIAL APPOINTMENTS

Associate Editor, *Marketing Science*, 2021-present

Associate Editor, *Management Science*, 2019-present

Associate Editor, *Quantitative Marketing and Economics* 2017, 2021-present

Associate Editor, *Decision Sciences*, 2017-present

Senior Editor, *Production and Operations Management*, 2013-present

Editorial Review Board member, *Marketing Science*, 2011-2021

RESEARCH INTERESTS

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

RESEARCH PUBLICATIONS

Shulman, J. and J. Gu (2023) “Making Inclusive Product Design Real: The Roles of Bias and Company Culture” forthcoming in *Marketing Science*

Shulman, J., O. Toubia, and R. Saddler (2023) “Editorial: Marketing’s Role in the Evolving Discipline of Product Management” *Marketing Science* 42(1) 1-5.

Smith, E. and J. Shulman (2022) “Product Diversion by Vertically Differentiated Firms” *Production and Operations Management Journal* 31(5) 1928-1939.

Hajehashemi, B., A. Sayedi, and J. Shulman (2022) “The Perils of Price Personalization with Network Effects” *Marketing Science* 41(3) 477-500.

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.

WORKING PAPERS

- J. Shulman and J. Zhang "Minimum Inclusive Product vs. Minimum Viable Product: Improving Upon the Lean Startup Method"
- Smith, E. and J. Shulman "Reinforced Glass Ceiling: DALL·E 2 Generating Salary Gender Bias"
- Gu, J. and J. Shulman. "Pricing and Product Line Decisions with Consumer and Firm Uncertainty"
- Gopinath, S., J. Shulman, L. Krishnamurthi, and Y. Chen. "Investigating the Role of Online WOM Content and Sender-Receiver Similarity in Social Learning"

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* 2nd 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 coast-to-coast from Los Angeles to New York
 - Featured on, KING 5, Seattle Channel, KUOW, KNKX, The Seattle Times, Crosscut, Northwestern Magazine, and more.
- Producer and Host, Seattle Growth Podcast (www.seattlegrowthpodcast.com).
- Winner of CASE Gold Circle of Excellence Award from Council for Advancement and Support of Education
 - Over 250,000 downloads
 - Mentioned in New York Times and media across the country
- Host, "[How to Succeed in Product Management](#)" Podcast with Red Russak and Soumeya Benghanem.
- Over 200,000 downloads

MEDIA APPEARANCES

Live Television Appearances

- U.S. Agency for Global Media, Middle East Broadcasting Network 11/27/2020. Topic: Black Friday and Retail Trends.
- Q13 FOX evening news, Seattle 3/12/2020 with Simone del Rosario. <https://q13fox.com/2020/03/13/social-distancing-saves-lives-heres-the-science-behind-it/>
- KING 5's New Day Northwest 6/4/2019 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](https://www.king5.com/article/life/food/robots-creating-pizza/281-87fcd44-eda7-4b13-8f87-ad750ed83a05)
- KING 5 morning news, Seattle 1/9/2019 with Jake Whittenberg and Mimi Jung. <https://www.youtube.com/watch?v=5ErXwE0ExY>
- 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 6/19/2017 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

- KING 5, Seattle, WA. October 5, 2023. Wilkinson, Eric "Are robots creating the pizza of the future?" <https://www.king5.com/article/life/food/robots-creating-pizza/281-87fcd44-eda7-4b13-8f87-ad750ed83a05>
- KING 5, Seattle, WA August 29, 2023. Wilkinson, Eric "What's ahead for Everett-based Funko after recent losses?" <https://www.king5.com/article/money/business/funko-pop-figurines-everett-based-company/281-958f7f52-df7a-407a-a62c-ddc6d3c2e5bb>
- KIRO 7, Seattle, WA May 24, 2023. Sinha, Ranji "Report: Amazon workers in Seattle planning late-May walkout over layoffs, return-to-office mandate" <https://www.kiro7.com/news/local/report-amazon-workers-seattle-planning-late-may-walkout-over-layoffs-return-to-office-mandate/PU6KANHQ3BEHLITARACBWBCRSA/>
- KING 5, Seattle, WA March 12, 2023. Calhoun, Julie "Silicon Valley Bank collapse impacts Washington wineries, tech industry" <https://www.king5.com/article/money/business/silicon-valley-bank-impacts-washington-wineries/281-9d344c60-157d-4f64-a4bd-bd12138aac7>
- KIRO 7, Seattle, WA. November 9, 2022. Chapman, Jake "Marketing and economics experts weigh in on Meta layoffs." <https://www.kiro7.com/news/local/marketing-economic-experts-weigh-meta-tech-layoffs/J4NJNYDZN5AA5JEHGMUQT32F2Y/>
- FOX 13, Seattle, WA. November 2022. "Impacts of recent layoffs in the tech sector" <https://www.youtube.com/watch?v=hmgwfOv0Bx8>
- KIRO 7, Seattle, WA. November 9, 2022. Chapman, Jake "Marketing and economics experts weigh in on Meta layoffs." <https://www.kiro7.com/news/local/marketing-economic-experts-weigh-meta-tech-layoffs/J4NJNYDZN5AA5JEHGMUQT32F2Y/>
- KIRO 7, Seattle, WA. March 8, 2022. Johnson, Graham "Starbucks suspends all business in Russia." <https://www.kiro7.com/news/local/starbucks-suspends-all-business-russia/VHAXMEMIEFBFHGIBMGUDWWO7DM/>
- KIRO 7 evening news, Seattle, WA. August 30, 2021. Sun, Deedee "Supply chain problems and shortages make back-to-school shopping more challenging." <https://www.kiro7.com/news/local/supply-chain-problems-shortages-make-back-to-school-shopping-more-challenging/N62KL77BHZAIVG2WI6WRBWFKLQ/>
- KIRO 7, Seattle, WA. June 8, 2021. "‘Quite the conundrum’ as Washington businesses struggle to find workers" <https://www.kiro7.com/news/local/quite-conundrum-washington-businesses-struggle-find-workers/GQKDGAXTMBC7VPTNHBBU5KIKNM/>
- KOMO 4 evening news, Seattle, WA. June 4, 2021. Popham, Nick "U.S. unemployment rate drops to 5.8% as businesses struggle to find employees." <https://komonews.com/news/local/us-unemployment-rate-drops-to-58>
- KOMO 4 evening news, Seattle, WA. February 3, 2021. Kostanich, Kara "Small business worried Super Bowl parties will impact future of indoor dining" <https://komonews.com/news/coronavirus/small-businesses-worried-super-bowl-parties-will-impact-future-of-indoor-dining>
- KING 5 evening news, Seattle, WA. February 2, 2021. "University of Washington professor shares insight on Jeff Bezos stepping down as Amazon CEO." <https://www.king5.com/video/tech/uw-professors-on-amazon-jeff-bezos-leadership-change/281-b2075d92-2a15-455e-9638-827a67676cff>
- KOMO 4 evening news, Seattle, WA. February 2, 2021. "Jeff Bezos to step down as CEO of Amazon." <https://komonews.com/news/business/jeff-bezos-to-step-down-as-ceo-of-amazon>
- Q13 Fox evening news, Seattle, WA February 2, 2021.
- KOMO 4 evening news, Seattle, WA. January 1, 2021. Moreno, Joel "COVID-19 closures, how Seattle's business sectors held up in 2020." <https://komonews.com/news/local/covid-19-closures-and-how-business-sectors-held-up-in-2020>
- KOMO 4 evening news, Seattle, WA. December 9, 2020. Kostanich, Kara "'A very tough winter' - 45% of state's restaurants expected to go under by end of 2021" <https://komonews.com/news/local/a-very-tough-winter-45-of-states-restaurants-expected-to-go-under-by-end-of-2021>
- KOMO 4 evening news, Seattle, WA. December 2, 2020. Phan, Suzanne "UPS imposes new shipping restrictions on major stores because of surge in online shopping."

- <https://komonews.com/news/local/ups-imposes-new-shipping-restrictions-on-major-stores-because-of-surge-in-online-shopping>
- Q13 FOX evening news, Seattle November 26, 2020. Javanel, AJ “Expert predicts changes to the future of Black Friday following COVID-19” <https://www.q13fox.com/news/expert-predicts-changes-to-the-future-of-black-friday-following-covid-19>
- KOMO 4 evening news, Seattle, WA. October 22, 2020. Phan, Suzanne “Amazon’s work from home policy means ‘tale of two cities’ for Seattle, Kent” <https://komonews.com/news/local/amazons-work-from-home-plans-mean-tale-of-two-cities-for-seattle-and-kent>
- KOMO 4 evening news, Seattle, WA. October 10, 2020. Phan, Suzanne “Work from home options impacting Seattle’s landscape downtown, South Lake Union” <https://komonews.com/news/local/work-from-home-options-impacting-seattles-landscape-downtown-south-lake-union>
- KOMO 4 evening news, Seattle, WA. August 26, 2020. Kostanich, Kara “COVID-19: Economic Impacts of Remote Learning” <https://komonews.com/news/coronavirus/covid-19-economic-impacts-of-remote-learning>
- KOMO 4 evening news, Seattle, WA. July 15, 2020. Miller, Cole “Downtown businesses worry as Amazon allows remote work into 2021” <https://komonews.com/news/coronavirus/amazon-extends-work-from-home-to-2021-for-eligible-employees>
- KOMO 4 evening news, Seattle, WA. June 26, 2020. “Microsoft to permanently close all physical stores” <https://komonews.com/news/tech/microsoft-to-permanently-close-all-physical-stores-06-27-2020>
- KIRO 7 evening news, Seattle, WA. June 25, 2020. “‘Climate Pledge Arena’: Amazon secures naming rights to New Arena at Seattle Center” <https://www.kiro7.com/news/local/climate-pledge-arena-amazon-secures-naming-rights-new-arena-seattle-center/RIHMOUNAHNB7BLG2PBUDUCJNG4/>
- KING 5 evening news, Seattle, WA. June 25, 2020. “Amazon to rename KeyArena the ‘Climate Pledge Arena’ after securing naming rights” <https://www.king5.com/article/news/local/seattle/amazon-to-rename-keyarena-the-climate-pledge-arena-after-securing-naming-rights/281-e5381d4a-c150-4919-8b01-ee632e95cc61>
- KING 5 morning news, Seattle, WA. May 20, 2020. Whittenberg, Jake. <https://www.king5.com/video/news/coronavirus-coverage-at-430-am-on-may-20th/281-cf56a6f5-71e7-42a6-8b2a-20bd491f98e4>
- KOMO 4 evening news, Seattle, WA. May 5, 2020. Yamamoto, Ryan “A lot of opportunity in these ashes: Businesses born from ruins of COVID-19” <https://komonews.com/news/local/businesses-born-from-ashes-of-covid-19>
- Q13 FOX nightly news, Seattle, WA. April 23, 2020. Del Rosario, Simone <http://via.q13fox.com/mQvf7>
- Q13 FOX evening news, Seattle, WA. April 14, 2020. Lim, Grace “City of Seattle raising money for next round of small business grants.” <https://www.q13fox.com/news/city-of-seattle-raising-money-for-next-round-of-small-business-grants>
- Q13 FOX evening news, Seattle, WA. April 7, 2020. Janavel, AJ “Expert says future of business in Seattle uncertain.” [Expert says future of business in Seattle uncertain \(q13fox.com\)](https://www.q13fox.com/news/expert-says-future-of-business-in-seattle-uncertain-q13fox-com)
- KOMO 4 news at 11. Seattle, WA. 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, WA. 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, WA. 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, WA. 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, WA. 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>
- Seattle Channel, Seattle, WA. 11/21/2019 Cerna, Enrique “Seattle at 150: Sesquicentennial Celebration” <https://www.youtube.com/watch?v=J8jYgARkO9k&feature=youtu.be&t=840>
- Q13 FOX news at 10, Seattle, WA. 10/30/2019.
- KIRO 7 evening news, Seattle, WA. 8/22/2019 “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, WA. 2/28/2019
- Q13 FOX evening news, Seattle, WA. 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, NY. 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, WA. 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, WA. 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, WA. 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, WA. 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, PA. 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, WA. 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, WA. 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, WA. 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

- Lobertini, John (November 8, 2022) “Thousands bracing for Meta Layoffs” <https://nwnewsradio.com/northwest-news/thousands-bracing-for-meta-layoffs/>
- Bosch, Heather (June 8, 2021) KIRO Seattle. “‘Quite the conundrum’ as Washington businesses struggle to find workers.” <https://www.kiro7.com/news/local/quite-conundrum-washington-businesses-struggle-find-workers/GQKDGAXTMBC7VPTNHBBU5KIKNM/>
- Lewis, Michael (May 21, 2020) KIRO Seattle <https://mynorthwest.com/1888743/economist-businesses-adapt-new-normal/>
- 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 and Lora Kelley (March 3, 2023) “Amazon Pauses Work on 2nd Headquarters in Virginia” <https://www.nytimes.com/2023/03/03/technology/amazon-second-headquarters.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>

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>

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/7eaab6b2-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/>

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ADDITIONAL PRINT MEDIA ACROSS COUNTRY

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New York City, NY

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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>
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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/EbvagpxNeiSJnDx9ufKJvM/>

Minneapolis, MN

Norfleet, Nicole (October 2, 2023) Target’s closings because of crime protect its profit, but at the expense of communities and customers. <https://www.startribune.com/target-closure-crime-protect-profit-expense-communities-customers-portland-san-francisco-nyc-seattle/600309100/>

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 AREA PRINT

Geranios, Nicholas (February 13, 2023) Tech helped make Seattle. Could industry layoffs break it? <https://crosscut.com/news/2023/02/tech-helped-make-seattle-could-industry-layoffs-break-it>
Rosenblatt, Lauren (November 3, 2022) “In a ‘foreboding sign’ for Seattle, Amazon freezes corporate hiring” <https://www.seattletimes.com/business/amazon-freezes-corporate-hiring-for-next-few-months/>
Rosenblatt, Lauren (June 20, 2022) “Amazon nears 10,000 Bellevue workers as it stretches HQ1 beyond Seattle” *Seattle Times* <https://www.seattletimes.com/business/amazon-close-to-10000-bellevue-workers-as-it-stretches-hq1-beyond-seattle/>
Long, Katherine (September 1, 2021) “Amazon looks to hire 12,500 corporate and tech employees in Seattle, more than in any other city.” *Seattle Times* <https://www.seattletimes.com/business/amazon/amazon-looks-to-hire-12500-corporate-and-tech-employees-in-seattle-more-than-in-any-other-city/>
Long, Katherine (July 5, 2021) “Amazon’s new CEO will need to be more than Jeff Bezos 2.0” *Seattle Times* <https://www.seattletimes.com/business/amazon/amazons-new-ceo-will-need-to-be-more-than-bezos-2-0/>
Roberts, Paul (March 28, 2021) “The deepening economic divide: How the pandemic has hurt small businesses” *Seattle Times* <https://www.seattletimes.com/business/economy/the-deepening-economic-divide-how-the-pandemic-has-hurt-small-businesses/>
Lystra, Tony (February 12, 2021) Reporter’s notebook: How Bezos shaped an empire in the Northwest” *Puget Sound Business Journal* <https://www.bizjournals.com/seattle/news/2021/02/12/how-jeff-bezos-shaped-an-empire-in-the-northwest.html>

- Lystra, Tony (February 4, 2021) "Can Amazon's incoming CEO change the company's public perception?" *Puget Sound Business Journal* <https://www.bizjournals.com/seattle/news/2021/02/04/andy-jassy-is-amazons-least-controversial-choice.html>
- Long, Katherine (January 3, 2021) "Amazon surpasses Boeing as Washington's biggest employer. Here's what that means for how we live." *Seattle Times* <https://www.seattletimes.com/business/amazon/amazon-surpasses-boeing-as-washington-states-biggest-employer/>
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- Long, Katherine (September 6, 2020) "What will happen to Seattle's empty office towers when COVID ends?" *Seattle Times* <https://www.seattletimes.com/business/real-estate/what-will-happen-to-seattles-tall-empty-office-towers-when-covid-19-ends/>
- Long, Katherine (September 6, 2020) "What will happen to Seattle's empty office towers when COVID ends?" *Seattle Times* <https://www.seattletimes.com/business/real-estate/what-will-happen-to-seattles-tall-empty-office-towers-when-covid-19-ends/>
- Talbott, Chris (July 24, 2020) "Wear a mask! How coronavirus turned a lifesaving device into 2020's most ubiquitous fashion accessory" *Seattle Times* <https://www.seattletimes.com/life/the-omnipresent-face-mask-how-coronavirus-ushered-in-2020s-most-ubiquitous-fashion-accessory/>
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- 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/>
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- Beekman, Daniel and David Gutman (November 3, 2019) "Seattle area has undergone record growth. Now voters may reshape its politics." *Seattle Times* <https://www.seattletimes.com/seattle-news/politics/seattle-area-has-undergone-record-growth-now-voters-will-decide-whether-to-reshape-its-politics/>
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- 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
- 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/](https://www.geekwire.com/2016/seattle-growth-podcast-tech-industry-needs-join-boomtown-conversation/)

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

Dean’s Leadership Award, 2022
AMA Sheth Doctoral Consortium Faculty Fellow, 2014 and 2020
Dean’s Excellence Award for Research, 2019
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
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, 2018, and 2019
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

“Making Inclusive Product Design Real: The Roles of Bias and Company Culture”
Presented at Imperial College, February 2023
presented at University of Maryland Marketing Camp, September 2022
“The Perils of Price Personalization with Network Effects”
presented at Carnegie Mellon University, December 2020
presented at City University of Hong Kong, July 2020
“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

“Making Inclusive Product Design Real: The Roles of Bias and Company Culture” UT Dallas Bass conference, March 2023.
“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,” 14th 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

- Chair of the Promotion and Tenure Committee 2021-2022.
- Marketing-Operations Interface Track Chair, INFORMS Annual Meeting 2019
- 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, 2018, and 2019
- Producer and host of Seattle Growth Podcast
- External Program Reviewer, Northwestern University, Business Institutions Program, October 2008
- Guest AE for *Journal of Academy of Marketing Science*

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*