

## AYELET ISRAELI

Harvard Business School

Morgan Hall 177

Soldiers Field Road

Boston, MA 02163

[aisraeli@hbs.edu](mailto:aisraeli@hbs.edu) | 617-495-3062 | [www.hbs.edu/aisraeli](http://www.hbs.edu/aisraeli)

### ACADEMIC EMPLOYMENT

#### Harvard Business School, Harvard University

Marvin Bower Associate Professor, Marketing Unit	April 2021 - Present
Principal Investigator, Customer Intelligence Lab, Digital Data Design Institute (D^3)	July 2022 - Present
Associate Professor of Business Administration, Marketing Unit	July 2020 - April 2021
Assistant Professor of Business Administration, Marketing Unit	July 2015 - June 2020

### EDUCATION

<b>Ph.D</b>	Marketing, Kellogg School of Management, Northwestern University	2015
<b>M.Sc</b>	Computer Science, The Hebrew University of Jerusalem	2008
<b>MBA</b>	Finance and Marketing, The Hebrew University of Jerusalem ( <i>Magna Cum Laude</i> )	2007
<b>B.Sc</b>	Computer Science, The Hebrew University of Jerusalem	2006

### RESEARCH INTERESTS

Value of Data, Analytics, and AI; Online and Omnichannel Marketing; Pricing; Channel Management; Retailing;

### JOURNAL PUBLICATIONS

Ayelet Israeli, Leonard A. Schlesinger, Matt Higgins, and Ryan Reynolds (2026), “**Marketing at the Speed of Culture**,” *Harvard Business Review*, 104(1), pp. 96-105.

Aurelie Lemmens, Jason Roos, Sebastian Gabel, Eva Ascarza, Hernan Bruno, Brett Gordon, Ayelet Israeli, Elea McDonnell Feit, Carl Mela, and Oded Netzer, “**Personalization and Targeting: How to Experiment, Learn and Optimize**,” *International Journal of Research in Marketing*, forthcoming.

Eric T. Anderson, Chaoqun Chen, Ayelet Israeli, and Duncan Simester (2024), “**Canary Categories**” *Journal of Marketing Research*, 61(5), pp. 872-890.

Ayelet Israeli, Jill Avery, Leonard A. Schlesinger, and Matt Higgins (2024), “**What Makes a Successful Celebrity Brand**,” *Harvard Business Review*, 102(3), pp. 50-55.

Ron Berman and Ayelet Israeli (2022), “**The Value of Descriptive Analytics: Evidence from Online Retailers**,” *Marketing Science*, 41(6), 1074-1096.

\* Finalist, 2022 John D. C. Little Award

Ayelet Israeli, Leonard A. Schlesinger, Matt Higgins, and Sabir Semerkant (2022), “**Should your company sell on Amazon? Reach comes at a Price**,” *Harvard Business Review*, 100(5), 38-46.

Eva Ascarza and Ayelet Israeli (2022), “**Eliminating Unintended Bias in Personalized Policies Using Bias Eliminating Adapted Trees (BEAT)**,” *Proceedings of the National Academy of Sciences*, 119(11), e2115293119.

Ayelet Israeli, Fiona Scott Morton, Jorge Silva-Risso, and Florian Zettelmeyer (2022), “**How Market Power Affects Dynamic Pricing: Evidence from Inventory Fluctuations at Car Dealerships**,” *Management Science*, 68(2), 895-916.

Ayelet Israeli and Eugene F. Zelek Jr. (2020), “**Pricing Policies that Protect Your Brand**,” *Harvard Business Review*, 92(2), pp. 76-83.

Ayelet Israeli (2018), “**Online MAP Enforcement: Evidence from a Quasi-Experiment**,” *Marketing Science*, 37(5), 685-853.

\* Finalist, 2019 Frank M. Bass Dissertation Paper Award

\* Finalist, 2018 Frank M. Bass Dissertation Paper Award

Meghan Busse, Ayelet Israeli, and Florian Zettelmeyer (2017), “**Repairing the Damage: The Effect of Price Knowledge and Gender on Auto-Repair Price Quotes**,” *Journal of Marketing Research*, 54(1), 75-95.

Ayelet Israeli, Eric T. Anderson, and Anne T. Coughlan (2016), “**Minimum Advertised Pricing: Patterns of Violation in Competitive Retail Markets**,” *Marketing Science*, 35(4), 539-564 (lead article).

## WORKING PAPERS

---

“**Protected Heterogeneity: A Variance-Based Framework for Fair Algorithmic Personalization**,” with Noah Ahmadi and Eva Ascarza

“**In Privacy We Trust: The Effect of Privacy Regulation on Data Sharing Behavior**,” with Ozge Demirci and Eva Ascarza, Revise and Resubmit, *Journal of Marketing Research*

“**Dynamic Personalization with Multiple Customer Signals: Multi-Response State Representation in Reinforcement Learning**,” with Eva Ascarza, Ta-Wei (David) Huang, and Liangzong Ma, Revise and Resubmit, *Marketing Science*

“**Incrementality Representation Learning: Synergizing Past Experiments for Intervention Personalization**,” with Eva Ascarza and Ta-Wei (David) Huang, Under 2<sup>nd</sup> Round Review at the *Journal of Marketing Research*

\* Winner, 2024 MSI Alden G. Clayton Doctoral Dissertation Proposal Competition

\* Winner, 2024 The Vithala R. and Saroj V. Rao ISMS Doctoral Dissertation Award

“**Using LLMs for Market Research**,” with James Brand and Donald Ngwe

“**Pricing with Bandits in the Long Tail: The Role of Competitive Monitoring**,” with Eric T. Anderson, Revise and Resubmit, *Quantitative Marketing and Economics*

## SELECT WORK IN PROGRESS

---

“**The Cost of Fairness**,” with Noah Ahmadi and Eva Ascarza

“**Semantic Targeting**,” with Isamar Troncoso, Liangzong Ma, and Eva Ascarza

## OTHER ACADEMIC AND ONLINE PUBLICATIONS

---

Ayelet Israeli and Eva Ascarza “**Most AI Initiatives Fail. This 5-Part Framework Can Help.**” *Harvard Business Review* (website), November 20, 2025.

James Brand, Ayelet Israeli, and Donald Ngwe “**Using Gen AI for Early-Stage Market Research**,” *Harvard Business Review* (website), July 18, 2025.

James Brand, Ayelet Israeli, and Donald Ngwe “**Using GPT for Market Research**,” Abstract in The 25<sup>th</sup> *ACM Conference on Economics and Computation (EC) Proceedings*.

Ayelet Israeli, Len Schlesinger, and Matt Higgins (2023), “**How to Seed Organic Marketing in a Video-First World**,” *Harvard Business Review* (website), February 22, 2023.

Ayelet Israeli, Eva Ascarza, and Laura Castrillo (2021), “**Beyond Pajamas: Sizing Up the Pandemic Shopper**,” *Harvard Business School Working Knowledge*, March 17, 2021

Ayelet Israeli, “**REMOTE – a Framework for Teaching Online**” (2020), *Harvard Business Publishing, digital*

Ayelet Israeli, “**Encouraging Student Participation Online—and Assessing It Fairly: Techniques and Methods to Involve More Voices in Virtual Classes**” (2020), *Harvard Business Publishing, digital*

Ayelet Israeli, Eric T. Anderson, and Anne T. Coughlan (2016), “**Online Discounting: Who is Leading the Race to the Bottom?**” *Harvard Business Review*, 94(3), 24 (Idea Watch).

Ayelet Israeli and Dror G. Feitelson (2010), “**The Linux kernel as a case study in software evolution**,” *Journal of Systems & Software*, 83(3), pp. 485-501

Ayelet Israeli and Dror G. Feitelson (2009), "Characterizing Software Maintenance Categories Using the Linux Kernel," Technical Report 2009-10, School of Computer Science and Engineering, The Hebrew University of Jerusalem

Ayelet Israeli and Dror G. Feitelson (2007), "Success of Open Source Projects: Patterns of Downloads and Releases with Time," In IEEE International Conference of Software Science, Technology & Engineering

## HONORS AND AWARDS

---

- Finalist, 2026 Erin Anderson Award for an Emerging Female Marketing Scholar and Mentor.
- Association for Consumer Research (ACR) Best Working Paper Award, 2025, for "Protected Heterogeneity and The Cost of Fairness"
- Harvard Business School Required Curriculum (RC) Case Award, 2024-2025, for "Artea: Designing Targeted Strategies (HBS 521021)"
- Finalist, 2024 Erin Anderson Award for an Emerging Female Marketing Scholar and Mentor.
- Finalist, 2022 John D. C. Little Award for the best marketing paper published in Marketing Science, Management Science, or another INFORMS journal.
- INFORMS Society for Marketing Science (ISMS) Early Career Scholars Camp Fellow, 2022
- Robert F. Greenhill Award for exemplary work on behalf of the Harvard Business School and its mission, 2020-2021
- Apgar Award for Innovation in Teaching, 2021
- Finalist, 2019 Frank M. Bass Dissertation Paper Award for the best marketing paper derived from a Ph.D. thesis published in an INFORMS-sponsored journal, 2020
- Marketing Case Winner, The Case Centre Awards and Competitions 2020, for "Predicting Customer Tastes with Big Data at the Gap (HBS 517115)"
- Mack Institute Research Fellowship, 2019
- Finalist, 2018 Frank M. Bass Dissertation Paper Award for the best marketing paper derived from a Ph.D. thesis published in an INFORMS-sponsored journal, 2019
- Junior Faculty in Marketing Science, Faculty Development Forum, Olin Business School, 2019
- Women in the Marketing Academy Faculty, 2018
- Winter AMA Doctoral Consortium Faculty Fellow, 2018
- INFORMS Society for Marketing Science (ISMS) Doctoral Dissertation Proposal Award, 2014
- AMA Sheth Doctoral Consortium Fellow, 2012
- Marketing Science Doctoral Consortium Fellow, 2011,2012
- Travel Grant, The Graduate School, Northwestern University, 2012, 2014
- Graduate Fellowship and Full Tuition Scholarship, Northwestern University, 2009-2014
- Gal-Ed Fund Award, Best Graduate Marketing Seminar Paper, Hebrew University, 2008

## TEACHING EXPERIENCE

---

### Harvard Business School

#### Doctoral

*Marketing Models: Fundamentals, 2026*

#### MBA

*Moving Beyond DTC, MBA Short Intensive Program, 2022, 2023, 2024, 2025, 2026*

*First Year Marketing, MBA Required Curriculum, 2015, 2016, 2017, 2024*

*Go-To-Market Strategies, MBA Elective Curriculum, 2023*

*E-Commerce: Strategy, Growth, and Analytics, MBA Elective Curriculum, 2020, 2021, 2022*

*Faculty Advisor, 24 MBA Independent Projects, 2017-2024*

#### Executive Education

*Women Presidents Organization: Leading Business and Personal Transitions, Executive Education, 2026 (planned)*

*US Department of Commerce, Secretary's Leadership Seminar, Executive Education, 2024*

*Creating Brand Value Program, Executive Education, 2024, 2025, 2026 (planned)*

*Kaiser Permanente Executive Leadership Program, Executive Education, 2023, 2024, 2025*  
*Aligning Strategy & Sales, Executive Education, 2022, 2024*  
*Leading in the Digital Era, Executive Education, 2022, 2023, 2024, 2025, 2026 (planned)*  
*Data-Driven Marketing, Harvard Business Analytics Program, 2019-2024*  
*Midea Top Leaders Program, Executive Education, 2021*  
*Managing Sales and Distribution Channels, Executive Education, 2019, 2020, 2021, 2022, 2023*  
*Strategic Marketing Management, Executive Education, 2017, 2018, 2019*  
*Agribusiness Seminar, Executive Education, 2017, 2018, 2022, 2023, 2024, 2026*

### **Israel Defense Forces**

*Unit training course coordinator and instructor, 2002-2003*

### **TEACHING MATERIALS** (Teaching Notes are indicated by the abbreviation TN)

---

**“Generative AI in Marketing”** (2025), (526022), TN (526024)

Keywords: *Generative AI, AI Adoption, Responsible AI, Algorithmic Decision Making, Synthetic Consumers, Change Management*

**“Clandestina: Going Global with ‘99% Cuban Design’”** (2025) with Eva Ascarza and Mariana Cal, (526008), Supplement (526707), TN (526009)

Keywords: *Generative AI for Decision Making, Globalization, Go-to-Market Strategies, Female Founders, Cuba*

**“Full-Funnel Advertising on TikTok”** (2025) with Jeremy Yang and Alexis Lefort, (525065), Exercise (525066), Exercises supplements (525721, 525067), TN (526029)

Keywords: *Advertising, Data-Driven Marketing, TikTok, Social Media, Short Video Form, Data Analysis*

**“Data-Driven Marketing in Retail Markets”** (2024), (524062)

Keywords: *Module Note, Data-Driven Marketing, Retail Analytics, Business Analytics*

**“Unintended Consequences of Algorithmic Personalization”** (2024) with Eva Ascarza, (524052), TN (525046)

Keywords: *Algorithmic Bias, Discrimination, Personalization*

**“The Meteoric Rise of Skims”** (2023) with Jill Avery and Leonard A. Schlesinger, (524023), TN (524067)

Keywords: *DTC brands, Celebrity branding, Growth, Influencer marketing, Apparel, Female Founder*

**“Crocs: Using Community-Centric Marketing to Make Ugly Iconic”** (2023) with Anne V. Wilson, (524006), TN (524065)

Keywords: *Product Development and Innovation, Branding, Social Listening, Community-Centric Marketing*

**“Roblox: Virtual Commerce in the Metaverse”** (2023) with Nicole Tempest Keller, (523028), TN (523099)

Keywords: *Metaverse, Virtual Commerce, Monetization, Advertising, Scarcity Economy, Pricing, Future of Retail, Brands*

**“Cann: High Hope for Cannabis-Infused Beverages”** (2022) with Anne V. Wilson, (523074), TN (523089)

Keywords: *Stigma, Product Development and Innovation, Branding, Cannabis, Regulation and Market Growth, LGBTQIA+*

**“The Future of E-Commerce: Lessons from the Livestream Wars in China”** (2022) with Jeremy Yang and Billy Chan, (523055)

Keywords: *Social Commerce, Livestream Commerce, E-Commerce, Advertising, Future of Retail, China*

**“Zalora: Data-Driven Pricing Recommendations”** (2022) Exercise (523032)

Keywords: *Dynamic Pricing, Pricing, Data-Driven Marketing, Analytics, Exercise with Data Analysis*

**“Retail Media Networks”** (2022) with Eva Ascarza and Celine Chammas, (523029)

Keywords: *Retail Media Networks, Advertising, Future of Retail*

**“Athletic Brewing Company: Crafting the U.S. Non-Alcoholic Beer Category”** (2022) with Anne V. Wilson, (523021), TN (523088)

Keywords: *Stigma, Product Development & Innovation, New Product, Branding, Differentiation, Positioning, Non-Alcoholic Beer*

**“PittaRosso: Artificial Intelligence-Driven Pricing and Promotion”** (2021), (522046), B case (522047), TN (523020), and Supplement with Fabrizio Fantini (522710)

Keywords: *Artificial Intelligence, Data Driven Decision Making, Analytics, Exercise with Data Analysis, Marketing Budget Allocation, Pricing, Promotion, Italy*

“**Yummy: Delivering Value to Venezuela**” (2021) with Jenyfeer Martinez Buitrago and Carla Larangerira and Mariana Cal, (522034), TN (523042)

Keywords: Platform, Super App, Entrepreneurship, Latin America, Growth

“**Headspace vs. Calm: A Mindful Competition**” (2021) with Anne V. Wilson, (521102), TP (521116)

Keywords: Differentiation, Positioning, Marketing Communications, Branding, Competition, Mindfulness, Health, Apps

“**eGrocery and the Role of Data for CPG Firms**” (2021) with Fedor (ted) Lisitsyn and Mark A. Irwin, (521077), Exercises A, B, and C (521078, 521079, 521080), exercises supplements (521712, 521713, 521714), TN (523012), Supplements solutions (523704, 523705, 523706)

Keywords: Sales Prediction, Assortment Selection, Free Delivery Terms, Grocery, CPG, Analytics, Exercise with Data Analysis

“**THE YES: Reimagining the future of E-Commerce with Artificial Intelligence (AI)**” (2021) with Jill Avery and Emma von Maur, (521070), TN (521097)

Keywords: Future of Retail, Consumer Preferences, Machine Learning, AI, Monetization, Fashion, Apparel, Female CEO

“**AptDeco: Circular Economy Furniture Marketplace**” (2021) with Jamie Merkrebs, (521069), TN (522078)

Keywords: Two Sided Markets, Growth Strategies, Furniture, Circular Economy, Black Entrepreneurs, Female CEO

“**Amazon Shopper Panel: Paying Customers for Their Data**” (2021) with Eva Ascarza, (521058), TN (522011)

Keywords: Value of Customer Data, Privacy, Big Data, Third and First Party Cookies, Consumer Panels

“**Arcelik: From a Dealer Network to an Omnichannel Experience**” (2021) with Fares Khrais, (521067), B Case (521068), TN (523009)

Keywords: Digital Transformation, Dealer Networks, Omnichannel Transformation, Turkey, Appliances, COVID-19

“**Artea: Designing Targeting Strategies**” (2020) with Eva Ascarza, (521021), Data Supplement (521703), Simulation (523707), B, C, and D Cases (521022, 521037, 521043), Supplement for B and C (521704), TN (521041), Supplements for TN (521705, 521719)

Keywords: Algorithmic Bias, Discrimination, Individual Targeting, Targeting Policies, A/B Testing, Exercise with Data Analysis

“**Algorithmic Bias in Marketing**” (2020) with Eva Ascarza, (521020), TN (521035)

Keywords: Algorithmic Bias

“**Thingtesting: Launching a Brand Discovery and Testing Digital Community**” (2020) with Jill Avery, (520086), TN (520094)

Keywords: DTC brands, Influencer marketing, Entrepreneurship, Growth Strategies, Monetization, Female Founder

“**Influencer Marketing**” (2020) with Jill Avery, Note (520075)

Keywords: Influencer marketing, Creator Economy

“**Sizmek Chapter 11: Surviving Walled Gardens in Their Ad Tech Empire**” (2020) with Sarah Gulick and Danilo Tauro, (520087)

Keywords: Advertising Technology, Privacy, Internet Walled Gardens, Differentiation

“**Banorte Móvil: Data Driven Mobile Growth**” (2020) with Carla Larangerira and Mariana Cal, (520068), TN (522065)

Keywords: Digital Transformation, Data-Driven Organization, Mexico, Banking, Nudges, Consumer Behavior

“**The Diva Cup: Navigating Distribution and Growth**” (2019), (519055), TN (523008)

Keywords: Distribution Channels, MAP policies, Feminine Hygiene Product Development and Advertising, Female Entrepreneurs

“**DayTwo: Going to Market with Gut Microbiome**” (2019) with David Lane, (519029), TN (521052)

Keywords: Segmentation, Targeting and Positioning, Go-to-Market Strategies, Health Care, Machine Learning, Female CEO

“**Hubble Contact Lenses: Data Driven Direct-to-Consumer Marketing**” (2018) with Jill Avery, (519011), TN (519056)

Keywords: DTC brands, Advertising measurement, Acquisition and Retention, Growth Strategies, Health Care

“**Predicting Consumer Tastes with Big Data at the Gap**” (2017) with Jill Avery, (517115), TN (518053)

Keywords: Big Data, Predicting Preferences, Brand Management, Apparel, Fashion

“**Angie's List: Ratings Pioneer Turns 20**” (2016) with Robert J. Dolan, (517016), TN (517123)

Keywords: Tiered Pricing, Freemium, Two-Sided Platforms, Ratings and Reviews, Conjoint, Market Research, Female Founder

---

**INVITED TALKS AND CONFERENCE PRESENTATIONS** (Excluding presentations by co-authors)
 

---

**“In Privacy we Trust: The Effect of Privacy Regulations on Data Sharing Behavior,”** with Ozge Demirci and Eva Ascarza  
 Questrom School of Business, Boston University, February 2026; The Wharton School, University of Pennsylvania, October 2025; Kellogg School of Management, Northwestern University, September 2025

**“Learning about Demand in the Long Tail,”** with Eric Anderson  
 Marketing Science Conference, University of Miami, June 2023

**“Using LLMs for Market Research,”** with James Brand and Donald Ngwe (previously circulated as “Using GPT for Market Research”)

MSI/ARF Analytics and Forecasting, Columbia Business School, September 2025; The MIT Sloan School of Management, MIT, April 2025; Joint Statistics Meetings, Portland, Oregon, August 2024; The 25<sup>th</sup> ACM conference for Economics and Computation, Yale School of Management, July 2024; Dean’s research Seminar, LeBow College of Business, Drexel University, May 2024; Beedie School of Business, Simon Fraser University, Vancouver, May 2024; Sawtooth Analytics & Insight Summit, San Antonio, Texas, May 2024; Nanyang Business School, Nanyang Technological University, Singapore, April 2024; Lee Kong Chian School of Business, Singapore Management University, Singapore, April 2024 ; Marshall School of Business, University of Southern California, April 2024; Digital Marketing Symposium: Gen AI and Digital Marketing, Boston University, February 2024; Business and Generative AI Workshop, Wharton Business School, September 2023; Quantitative Marketing and Economics Conference, Imperial Business School, September 2023; Faculty of Economics and Administration Sciences, Pontificia Universidad Javeriana, Virtual, August 2023; Future of AI and Economics conference, Harvard Business School, August 2023; LinkedIn Data Tech Talk, Virtual, June 2023; Tuck School of Business, Dartmouth University, May 2023; TikTok Marketing Science group, April 2023; Goizueta Business School, Emory University, April 2023; European Virtual Quant Marketing Seminar, April 2023; Harvard Business School Marketing Seminar, March 2023

**“BEAT Unintended Bias in Targeted Policies,”** with Eva Ascarza

Recanati Business School (IS group), Tel Aviv University, December 2022; Rady School of Management, University of California San Diego, December 2022; WU Vienna, October 2022; Vanguard AI summit, October 2022; Customer Journey in a Digital World, Bocconi University, June 2022; Carroll School of Management, Boston College, May 2022; Columbia Business School, Columbia University, March 2022; New York Marketing Modelers Group, March 2022; Crossing Disciplines: Studying Fairness, Bias, and Inequality in Management and Decision Sciences Research Workshop, IMS and HBS, May, 2021

**“The Value of Descriptive Analytics: Evidence from Online Retailers,”** with Ron Berman (previously circulated as “The Added Value of Data Analytics: Evidence from Online Retailers”)

WU Vienna, October 2022; BSRM Retail Summit, McGill University, Montreal, Canada, September 2022; Stripe Data Science Seminar Series, Virtual, August 2022; MSI Analytics Conference, Chicago, May 2022; School of Business and Economics, VU Amsterdam, May, 2021; Kellogg School of Management, Northwestern University, February 2021; Jerusalem Business School, Hebrew University of Jerusalem, December 2020; Isenberg School of Management, UMass Amherst, March 2020; Marketing Analytics Symposium – Sydney, University of New South Wales Business School, February 2020; D’Amore-McKim School of Business, Northeastern University, January 2020; Gilad Glazer Faculty of Business and Management, Ben Gurion University, December 2019; Northeastern Marketing Conference, MIT Sloan, October 2019; Goodman School of Business, Brock University, September 2019; Harvard Business School Mexico Club, Mexico City, July 2019; Research Brownbag Seminar, Harvard Business School, April 2019; Harvard Business School Digital Initiative, April 2019; Marketing in Israel, Ono Academic College, December 2018

**“Managing Brands in an Online World Using Minimum Advertised Price (MAP) Policies”**

Netrush Summit, Brand Protection Panel, October 2020; American Bar Association Antitrust Webinar, June 2020; Wayfair, July 2019; MSI Board of Trustees Meeting, San Francisco, November 2018

**“How Market Power Affects Dynamic Pricing: Evidence from Inventory Fluctuations at Car Dealerships,”** with Fiona

Scott Morton, Jorge Silva-Risso, and Florian Zettelmeyer (previously circulated as “Scarcity Rents in Car Retailing: Evidence from Inventory Fluctuations at Dealerships”)

Simon Business School, University of Rochester, November 2020; Stanford Graduate School of Business, Stanford University, October 2020; The University of Chicago Booth School of Business, January 2020; Arison School of Business, Interdisciplinary Center Herzliya, November 2019; Junior Faculty in Marketing Science Forum, Olin Business School, Washington University, May 2019; Warrington College of Business, University of Florida, March 2019; Marketing Science Conference, Temple University, June 2018; Research Brownbag Seminar, Harvard Business School, April 2018

**“The Popover Paradox: Field Experiments at Collage.com”**, with Garrett Johnson and Joe Golden

Workshop in Management Science, Chile, January 2018; CODE@MIT, October 2017; Marketing Science Conference, University of South California, June 2017

**“Repairing the Damage: The Effect of Gender and Price Knowledge on Auto-Repair Price Quotes,”** with Meghan Busse, and Florian Zettelmeyer

Marketing in Israel, Ben-Gurion and Bar-Ilan University, December 2016; Marketing Science Conference, Fudan University, China, June 2016; Student Seminar Series, Kellogg School of Management, Northwestern, March 2013

### **“Channel Management and MAP: Evidence from a Quasi Experiment”**

London Business School, June 2017; Questrom School of Business, Boston University, May 2017; The Wharton School, University of Pennsylvania, March 2017; Theory and Practice in Marketing Conference, Texas A&M University’s Mays Business School, May 2016; International Industrial Organization Conference, Drexel University LeBow College of Business, April 2016; Johnson Graduate School of Management, Cornell, December 2015; Quantitative Marketing and Economics Conference, MIT Sloan, October 2015; Arison School of Business, Interdisciplinary Center Herzliya, December 2014; Recanati Business School, Tel Aviv University, December 2014; Harvard Business School, Harvard University, October 2014; Jindal School of Management, University of Texas at Dallas, October 2014; Rady School of Management, University of California San Diego, October 2014; Stanford Graduate School of Business, Stanford University, October 2014; Tippie College of Business, University of Iowa, October 2014; Columbia Business School, Columbia University, September 2014; Darden School of Business, University of Virginia, September 2014; Goizueta Business School, Emory University, September 2014; Mendoza College of Business, Notre Dame University, September 2014; Olin Business School, Washington University, September 2014

### **“Asymmetric Spillovers in MAP Violations,” with Eric T. Anderson, and Anne T. Coughlan (previously circulated as “Determinants of MAP Violations”)**

Marketing in Israel, The Technion and Ben-Gurion University, December 2012; Channel IQ 2012 Channel Summit, Chicago, September 2012; Marketing Science Conference, Boston University, June 2012; Conference of Empirical Legal Studies, Northwestern University, November 2011; Marketing Science Conference, Rice University, June 2011

### **Discussant**

UTD-FORMS conference, University of Texas at Dallas, March 2022; Competition Issues in Supermarkets Panel, USC Marshall Initiative on Digital Competition (IDC), January 2022; Computing Community Consortium Workshop on Economics and Fairness, Harvard, May 2019; Quantitative Marketing and Economics Conference, Kellogg, October 2016; International Industrial Organization Conference, Drexel University LeBow College of Business, April 2016; UTD-FORMS conference, University of Texas at Dallas, February 2016

## **MENTORSHIP AND DOCTORAL STUDENT TRAINING**

---

Poet Lasren (Postdoc Advisor), HBS Postdoctoral Fellow, ongoing.

Mason Breeding (Dissertation Advisor), Heriot-Watt University DBA student, 2025.

Ta-Wei (David) Huang (Dissertation Committee Member), HBS PhD student, 2025. First placement: National University of Singapore.

Liangzong Ma (Predoc Advisor), HBS Predoctoral Fellow, 2025. PhD Program Placement: HBS.

Noah Ahmadi (Predoc Advisor), HBS Predoctoral Fellow, 2025. PhD Program Placement: MIT Sloan.

Ozge Demirci (Postdoc Advisor), HBS Postdoctoral Fellow, 2024.

Meng Yang (Predoc Advisor), HBS Predoctoral Fellow, 2023. PhD Program Placement: Cornell Johnson.

Hengyu Kuang (Predoc Advisor), HBS Research Associate, 2021. PhD Program Placement: Columbia Business School.

## **ACADEMIC SERVICE**

---

Organizer, Virtual Quant Marketing Seminar, April 2020 – December 2024

**Editorial Review Board:** Journal of Marketing Research, 2022 – present; Marketing Science, 2022 – 2024; Journal of Retailing, 2022 – 2024.

**Ad Hoc Reviewer:** Journal of Political Economy; Marketing Science; Journal of Marketing Research; Management Science; Journal of Marketing; Journal of Retailing; International Journal of Research in Marketing; International Journal of Industrial Organization.

**Special Reviewer:** QME Conference Committee, 2023; MSI Clayton Dissertation Proposal Award, 2023 – present; Associate Editor, Summer AMA, 2019; External Doctoral Dissertation Reviewer; Israel Science Foundation – Reviewer, Grant Committee Member; Social Sciences and Humanities Research Council – Government of Canada.

### **Harvard Business School**

June Reunion presenter, 2022, 2023

BEACON Thought Leader Series: “Amazon Shopper Panel Case”, 2021

Harvard Business Publishing Webinar: “Making Online Classrooms Work for You (and Your Students)”, 2020

Various faculty training sessions and virtual and hybrid teaching panels and demos, March 2020-December 2021

Virtual Teaching Task Force, March 2020-October 2021

Moderator, Brand Summit, 2018

Reunion “Teen Case” Instructor, 2018-2019 (Spring, Fall)  
Advisory Group on Research Computing, 2018-2024  
Faculty Development Case Writing Working Group, 2017-2018  
Faculty Judge in the Annual Marketing Innovation Case Competition, 2016, 2017  
Quant Brown Bag co-founder and coordinator, Marketing Unit, 2017-2020  
Seminar Series Coordinator, Marketing Unit, 2016-2022  
Recruiting Committee, Marketing Unit, 2016-2022  
Doctoral Recruiting Committee, 2016-2023

**Harvard University:** Harvard Student Agencies (HSA) Speaker (July 2022); Harvard Business Analytics Program Pitch Competition Advisor, 2021-2022; GSAS mini-MBA program instructor, 2020; Harvard Student Agencies Women’s Leadership Conference Speaker, 2018; Harvard TAMID Student Group Speaker, 2017.

#### **PROFESSIONAL EXPERIENCE**

---

<b>Intel Corporation</b>	2005 - 2008
<i>Test Engineer and Automation Developer</i>	
<b>Israel Aerospace Industries Ltd.</b>	2003 - 2005
<i>Programmer</i>	
<i>Assistant Engineer and Satellite Experiment Director</i>	
<b>Israel Defense Forces</b>	2000 - 2003
<i>Lieutenant, Commanding officer in the Intelligence Corps</i>	