

**Oded Netzer**  
(Updated June 2026)

Columbia University  
Graduate School of Business  
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## **ACADEMIC POSITIONS**

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**Vice Dean for Research, Columbia Business School**

July 2022-Present

**Arthur J. Samberg Professor of Business, Columbia Business School**

July 2020-Present

**Distinguished Fellow, School of Business Administration at The Hebrew University of Jerusalem**

December 2024-Present

**Professor of Business, Columbia Business School**

July 2017-June 2020

**Associate Professor of Business, Columbia Business School**

July 2013-June 2017

**Visiting Researcher, Interdisciplinary Center, Herzliya**

August 2013-July 2014

**Philip H. Geier Jr., Associate Professor of Business, Columbia Business School**

January 2011-June 2013

**Associate Professor of Business, Columbia Business School**

July 2008-December 2010

**Assistant Professor of Business, Columbia Business School**

July 2004-June 2008

## **EDUCATION**

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**Graduate School of Business, Stanford University, CA**

Ph.D. in Marketing, June 2004

**Statistics Department, Stanford University, CA**

M.Sc. in Statistics, April 2002

**Faculty of Industrial Engineering and Management, Technion, Israel Institute of Technology, Israel**

B.Sc. in Industrial Engineering and Management (summa cum laude), February 1997

## HONORS AND AWARDS

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2025 Finalist, ISMS Don Morison Long Term Impact Award, *Marketing/Management Science*  
2025 Finalist, AMA/Marketing Science Institute/H. Paul Root Award, *Journal of Marketing*  
2025 Sheth Foundation, *Journal of Marketing* Award  
2025 Finalist, Weitz-Winer-O'Dell Best Paper Award, *Journal of Marketing Research*  
2025 Finalist, Paul E. Green Best Paper Award, *Journal of Marketing Research*  
2024 Weitz-Winer-O'Dell Best Paper Award, *Journal of Marketing Research*  
2023 Finalist, John Little Best Paper Award, *Marketing/Management Science*  
2021 ISMS Don Morison Long Term Impact Award, *Marketing/Management Science*  
2021 EMAC-Sheth Foundation Sustainability Research Competition  
2020 Finalist, Paul E. Green Best Paper Award, *Journal of Marketing Research*  
2019 Finalist, Robert D. Buzzell Best Paper Award, Marketing Science Institute.  
2019 Finalist, Paul E. Green Best Paper Award, *Journal of Marketing Research*  
2018 Marketing Science Institute, Scholar Program  
2017 John Little Best Paper Award, *Marketing/Management Science*  
2017 Finalist, Paul E. Green Best Paper Award, *Journal of Marketing Research*  
2017 Finalist, Gary L. Lilian ISMS\_MSI Practice Prize Award  
2016-2017 Columbia University GSAC Faculty Mentoring Award to commemorate excellence in the mentoring of Ph.D. students.  
2016 Finalist, Weitz-Winer-O'Dell Best Paper Award, *Journal of Marketing Research*  
2015 Finalist, Frank M. Bass Outstanding Dissertation Award, *Marketing/Management Science*  
2014 ISMS Long Term Impact Award. *Marketing/Management Science*  
2014 Finalist, Frank M. Bass Outstanding Dissertation Award, *Marketing/Management Science*  
2014 Finalist, John Little Best Paper Award, *Marketing/Management Science*  
2012 The George S. Eccles Research Fund Award  
2011 Marketing Science Institute, Young Scholar Program  
2010 The Columbia Business School Dean's Award for Teaching Excellence  
2010 The Best Competitive Paper Award, *Society for Consumer Psychology (SCP)*  
2009 Finalist, Weitz-Winer-O'Dell Best Paper Award, *Journal of Marketing Research*  
2009 Rudolph Schoenheimer Faculty Fund Award.  
2008 Frank M. Bass Outstanding Dissertation Award, *Marketing/Management Science*  
2008 John Little Best Paper Award, *Marketing/Management Science*  
2005 Finalist Paul E. Green Best Paper Award, *Journal of Marketing Research*  
2002 Honorable Mention, Alden G. Clayton Doctoral Dissertation Competition, *Marketing Science Institute*  
2002 INFORMS Doctoral Consortium Fellow, University of Alberta

2001 AMA-Sheth Doctoral Consortium Fellow, University of Miami

1999 Super Jaedicke Merit Award, Stanford University, 1999.

1996 Pinchas Naor's Award for Achievement in the Field of Operations Research, Technion, Israel Institute of Technology, Israel

1995-1996 President's High Honors Award, Technion, Israel Institute of Technology, Israel,

1995-1997 Participant in the Program for Excellent Students in the Industrial Engineering and Management Department, Technion, Israel Institute of Technology, Israel

## BOOKS

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1. Christopher Frank, Paul Magnone and Oded Netzer (2022), *Decisions over Decimals: Striking the Balance between Intuition and Information*, Wiley.

## PUBLICATIONS

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1. Sibel Sozuer, Oded Netzer, and Kriste Krstovski "A Recipe for Creativity: An Embedding Approach" *Journal of Marketing* (forthcoming).
  - **Shankar-Spiegel Dissertation Proposal Award**
  - **ISMS Early-Stage Research Award**
2. Feng, Tianyi, George Gui, Melanie Brucks,...Oded Netzer, Patryk Perkowski, and Olivier Toubia "Digital Twins as Funhouse Mirrors: Five Key Distortions," *Science Advances* (forthcoming).
3. Feuerriegel, Stefan., Christopher Barrie, C., M. J. Crockett,...Oded Netzer,...Steve Rathje, and Manoel Horta Ribeiro (2026) "A Reporting Checklist for LLMs in Behavioral Science," *Nature Human Behavior* (forthcoming).
4. Lemmens, Aurelie, Jason M.T. Roos, Sebastian Gabel, Eva Ascarza, Hernan Bruno, Brett R. Gordon, Ayelet Israeli, Elea McDonnell Feit, Carl F. Mela, and Oded Netzer (2026) "Advancing Personalization: How to Experiment, Learn & Optimize," *International Journal of Research in Marketing* (forthcoming).
5. Padilla, Nicolas, Eva Ascarza, and Oded Netzer (2025) "The Customer Journey as a Source of Information," *Quantitative Marketing and Economics*, 23(3), 379-418.
  - **2019 Alden G. Clayton Doctoral Dissertation Competition**
  - **Finalist, Mary Kay Doctoral Dissertation Competition**
6. Ascarza, Eva, Oded Netzer and Julian Runge (2025) "Personalized Game Design for Improved User Retention and Monetization in Freemium Mobile Games," *International Journal of Research in Marketing*, 42(4), 975-995.
7. Blachard, Simon, Nofar Duani, Aaron Garvey, Oded Netzer and Travis Oh (2025) "New Tools, New Rules: A Practical Guide to Effective and Responsible GenAI Use for Surveys and Experiments Research," *Journal of Marketing* 89(6), 119-139.
  - **2025, Finalist, AMA/Marketing Science Institute/H. Paul Root Award**

8. Feuerriegel, Stefan, Abdurahman Maarouf, Dominik Bär, Dominique Geissler, Jonas Schweisthal, Nicolas Pröllochs, Claire Robertson, Steve Rathje, Jochen Hartmann, Saif Mohammad, Oded Netzer, Alexandra Siegel, Barbara Plank, and Jay Van Bavel (2025), "Using Natural Language Processing to Analyze Text Data in Behavioral Science," *Nature Reviews Psychology* 4 (February), 96-111.
9. Herzenstein, Michal, Sanjana Rosario, Shin E. Oblander, and Oded Netzer (2024), "The Language of (Non) Replicable Science," *Psychological Science*, 35(9), 1048-1061.
10. Dew, Ryan, Eva Ascarza, Oded Netzer, and Nachum Sicherman (2024), "Detecting Routines in Ride-sharing: Implications for Customer Management," *Journal of Marketing Research*, 61(4), 368-392.
  - **Finalist, 2025 Paul E. Green Best Paper Award**
11. Karlinsky-Shichor, Yael and Oded Netzer (2024), "Automating the B2B Salesperson Pricing Decisions: A Human-Machine Hybrid Approach," *Marketing Science*, 43(1), 138-157.
  - **Finalist, 2017, Gary L. Lilian ISMS-MSI Practice Prize Award**
  - **2017 Vithala R., and Saroj V. Rao ISMS Doctoral Dissertation Award**
12. Schoenmueller, Verena, Oded Netzer, and Florian Stahl (2023), "Polarized America: From Political Polarization to Preference Polarization," *Marketing Science Frontiers*, 42(1), 48-60.
  - **Finalist, 2023 John D. C. Little Best Paper Award**
13. Ebbes, Peter and Oded Netzer (2022), "Using Social Network Activity Data to Identify and Target Job Seekers," *Management Science*, 68(4), 3169-3174.
14. Chung, Yanayn, Jaeyeon, Li, Gita Johar, Oded Netzer, and Matthew Pearson (2022) "Mining Consumer Minds: The Downstream Consequences of Host Motivations for Home Sharing Platforms," *Journal of Consumer Research*, 48(5), 817-838.
15. Bertozzi Giacomo, Saeed R. Bagheri, Brett Graham, Peter Knowles, Oded Netzer and Koen Pauwels (2022), "How Much Does Digital Advertising Accelerates New Product Success," *Applied Marketing Analytics* 7(4), 318-328.
16. Hartmann, Jochen, Mark Heitmann, Christina Schamp and Oded Netzer (2021) "The Power of Brand Selfies," *Journal of Marketing Research*, 58(6), 1159-1177.
  - **2021 Professor Herbert Jacob Doctoral Dissertation Award**
  - **2021 BVM/VMÖ/Swiss Insights Doctoral Dissertation Award**
17. Du, Rex, Oded Netzer, David A. Schweidel and Debanjan Mitra (2021), "Capturing Marketing Information to Fuel Growth," *Journal of Marketing*, 85(1), 163-183.
18. Schoenmueller, Verena, Oded Netzer, and Florian Stahl (2020), "The Polarity of Online Reviews: Prevalence, Drivers and Implications," *Journal of Marketing Research*, 57(5), 853-877.
  - **Finalist, 2020 Paul E. Green Best Paper Award**
  - **Finalist, 2025 Weitz-Winer-O'Dell Best Paper Award**

19. Berger, Jonah, Ashlee Humpherys, Stephan Ludwig, Wendy Moe, Oded Netzer and David Schweidel (2020), “Uniting the Tribes, Using Text for Marketing Insights,” *Journal of Marketing*, 84(1), 1-25 (lead article).
  - **2025 Sheth Foundation/Journal of Marketing Award**
20. Netzer, Oded, Alain Lemaire, and Michal Herzenstein (2019), “When Words Sweat: Identifying Signals of Loan Default,” *Journal of Marketing Research*, 56(6), 960-980.
  - **2024 Weitz-Winer-O’Dell Best Paper Award**
  - **Finalist, 2019 Paul E. Green Best Paper Award**
21. Li Yang, Brett Gordon, and Oded Netzer (2018), “An Empirical Study of National vs. Local Pricing under Multimarket Competition,” *Marketing Science*, 37(5), 812-837.
22. Ascarza, Eva, Oded Netzer and Bruce Hardie (2018), “Some Customers Would Rather Leave Without Saying Goodbye,” *Marketing Science*, 37(1), 54-77.
23. Ascarza, Eva, Scott Neslin, Oded Netzer, Zachery Anderson, Peter Fader, Sunil Gupta, Bruce Hardie, Aurelie Lemmens, Barak Libai, David Neal, Foster Provost and Rom Y. Schrift (2018), “In Pursuit of Enhanced Customer Retention Management,” *Customer Needs and Solutions*, 5(1), 65-81.
  - **Finalist, 2019 Robert D. Buzzell Best Paper Award**
24. Ascarza, Eva, Peter Ebbes, Oded Netzer, and Matthew Danielson (2017), “Beyond the Target Customer: Social Effect of CRM Campaigns,” *Journal of Marketing Research*, 54(June), 347-363 (lead article).
  - **Finalist, 2017 Paul E. Green Best Paper Award**
25. Matz, Sandra and Oded Netzer (2017), “Using Big Data as a Window into Consumers’ Psychology,” *Current Opinion in Behavioral Sciences*, 18(December), 7-12
26. Sharpe-Wessling, Kathrine, Joel Huber and Oded Netzer (2017), “MTurk Character Misrepresentation: Assessment and Solutions,” *Journal of Consumer Research*, 44(1), 211-230.
27. Toubia, Olivier and Oded Netzer (2017), “Idea Generation, Creativity, and Prototypicality,” *Marketing Science*, 36(1), 1-20 (lead article).
  - **2017 John Little Best Paper Award**
28. Keinan Anat, Ran Kivetz, and Oded Netzer (2016), “The Functional Alibi,” *Journal of Academy of Consumer Research*, 1(4), 479-496 (lead article).
29. Schrift, Rom, Ran Kivetz and Oded Netzer (2016), “Complicating Decisions: The Work Ethic Heuristic and the Construction of Effortful Decisions,” *Journal of Experimental Psychology: General*, 145(7), 807-829 (lead article).
30. Zhang, Jonathan, Oded Netzer and Asim Ansari (2014), “Dynamic Targeted Pricing in B2B Relationships,” *Marketing Science*, 33(3), 317-337 (lead article).
  - **Finalist, 2014 John Little Best Paper Award**
  - **Finalist, 2014, 2015 Frank M. Bass Outstanding Dissertation Award**
  - **Shankar-Spiegel Dissertation Award (DMEF), 2009**

31. Ansari, Asim, Ricardo Montoya and Oded Netzer (2012), "Dynamic Learning in Behavioral Games: A Hidden Markov Mixture of Experts Approach," *Quantitative Marketing and Economics*, 10(4), 475-503.
32. de Jong Martijn G., Donald R. Lehmann and Oded Netzer (2012), "State Dependence Effects in Surveys," *Marketing Science*, 31(5), 838-854.
33. Netzer, Oded, Ronen Feldman, Jacob Goldenberg and Moshe Fresko (2012), "Mine Your Own Business: Market Structure Surveillance through Text Mining," *Marketing Science*, 31(3), 521-543.
  - **2021 ISMS Don Morison Long-term Impact Award**
34. Micu, Anca C., Kim Dedeker, Ian Lewis, Robert Moran, Oded Netzer, Joseph Plummer and Joel Robinson (2011), "Guest Editorial: The Shape of Marketing Research in 2021," *Journal of Advertising Research*, 51(1), 213-221.
35. Schrift, Rom Y., Oded Netzer and Ran Kivetz (2011), "Complicating Choice," *Journal of Marketing Research*, 28(2), 308-326.
  - **Best Competitive Paper Award, 2010 Society for Consumer Psychology (SCP), Winter Conference**
  - **Finalist, 2016 William O'Dell Best Paper Award**
  - **Honorable Mention, 2011 AMA/John Howard, Doctoral Dissertation Competition**
  - **Honorable Mention, AMS Mary Kay Doctoral Dissertation Competition, 2011**
36. Netzer, Oded and V. Srinivasan (2011), "Adaptive Self-Explication of Multi-Attribute Preferences," *Journal of Marketing Research*, 48(1), 140-156.
37. Montoya, Ricardo, Oded Netzer and Kamel Jedidi (2010), "Dynamic Allocation of Pharmaceutical Detailing and Sampling for Long-Term Profitability," *Marketing Science*, 29(5), September-October, 909-924.
  - **Reprinted in the book From Little's Law to Marketing Science: Essays in Honor of John D. C. Little.**
  - **Honorable Mention, 2006 Alden G. Clayton Doctoral Dissertation Competition**
38. Netzer, Oded, James M. Lattin and V. Srinivasan (2008), "A Hidden Markov Model of Customer Relationship Dynamics," *Marketing Science*, 27, March-April, 185-204
  - **2014 ISMS Long-term Impact Award**
  - **2008 ISMS John Little Best Paper Award**
  - **2008 ISMS Frank M. Bass Outstanding Dissertation Award**
  - **Honorable Mention, 2002 Alden G. Clayton Doctoral Dissertation Competition**
39. Netzer, Oded, Olivier Toubia, Eric T. Bradlow, Ely Dahan, Theodoros Evgeniou, Fred M. Feinberg, Eleanor M. Feit, Sam K. Hui, Joseph Johnson, John C. Liechty, James B. Orlin and Vithala R. Rao (2008), "Beyond Conjoint Analysis: Advances in Preference Measurement," *Marketing Letters*, 19(3-4), 337-354.

#### **40. Reprinted in the book Applied Conjoint Analysis**

41. Kivetz, Ran, Oded Netzer and Rom Schrift (2008), “The Synthesis of Preference: Bridging Behavioral Decision Research and Marketing Science,” *Journal of Consumer Psychology*, 18(3), 179-186.
42. Kivetz, Ran, Oded Netzer and V. Srinivasan (2004), “Extending Compromise Models to Complex Buying Situations and other Context Effects,” *Journal of Marketing Research*, 41(3), 262-268.
43. Kivetz, Ran, Oded Netzer and V. Srinivasan (2004), “Alternative Models for Capturing the Compromise Effect,” *Journal of Marketing Research*, 41 (3), 237-257 (lead article).
  - **Finalist, 2009 William O’Dell Best Paper Award**
  - **Finalist, 2005 Paul E. Green Best Paper Award**

#### **OTHER PUBLICATIONS**

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44. Netzer, Oded., Simon J. Blanchard, Nofar Duani, Aaron M. Garvey, and Travis T. Oh (2026), “New Tools, New Roles: A Manager’s Guide to Harnessing Generative AI for Marketing Insight.” *NIM Marketing Intelligence Review*, 18(1), 30-35.
45. Sambandam, Rajan and Oded Netzer (2025) “Reflection in a Digital Mirror: The Case for Synthetic Data” *Quirk’s XXXIX* (6) 50-53.
46. Frank, Christopher, Paul Magnone and Oded Netzer (2023), “How to Evaluate a Job Candidate’s Critical Thinking Skills in an Interview,” *Harvard Business Review* (online).
  - **Reprinted in HBR Guide to Better Recruiting and Hiring.**
47. Sussman, B. Abigail, Hal E. Hirschfeld and Oded Netzer (2023), “Consumer Financial Decision Making: Where We’ve Been and Where We’re Going,” *Journal of the Association for Consumer Research*, 8 (4) 365-372.
48. Lehmann, Donald R., Gita V. Johar, Eric J. Johnson and Oded Netzer (2020), “Introduction to Lehmannfest Honoring Don Lehmann’s 50 Years at Columbia Business School,” *Marketing Letters*, 31 (2-3), 121.
49. Johar, Gita V., Eric J. Johnson and Oded Netzer (2020), “Reflections on Lehmannfest Honoring Don Lehmann’s 50 Years at Columbia Business School,” *Marketing Letters*, 31 (2-3), 123-124.
50. Sharpe-Wessling Kathrine, Joel Huber and Oded Netzer (2017) “MTurk Survey Deception: Sources, Risks and Remedies,” *Proceedings of the Sawtooth Software Conference*, September 2016.
51. Lehmann, Donald, Oded Netzer and Olivier Toubia (2015), “The Future of Quantitative Marketing: Results of a Survey,” Introduction to the special issue on the future of quantitative marketing, *Customer Needs and Solutions*, 2 (1), 5-18.
52. Feldman Ronen, Oded Netzer, Aviv Peretz, and Binyamin Rosenfeld (2015) “Utilizing Text Mining on Online Medical Forums to Predict Label Change due to Adverse Drug Reactions” 30. *Proceedings of 21<sup>st</sup> ACM SIGKDD International Conference of Knowledge Discovery and Data Mining (KDD 2015)*

53. Feldman, Ronen, Moshe Fresko, Jacob Goldenberg, Oded Netzer and Lyle Ungar (2008) “Using Text Mining to Analyze User Forums” *Proceedings of the International Conference on Service Systems and Service Management (ICSSSM 2008)*
54. Feldman, Ronen, Moshe Fresko, Jacob Goldenberg, Oded Netzer and Lyle Ungar (2007) “Extracting Product Comparisons from Discussion Boards,” *Proceedings of the 2007 IEEE International Conference on Data Mining (ICDM. 2007)*

## BOOK CHAPTERS

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55. Netzer, Oded and Yu Ding (2026), “The Research Contributions of Donald R. Lehmann to Marketing: Volume II Introduction: Analysis and Methods,” Springer Nature.
56. Frank, Christopher, Paul Magnone and Oded Netzer (2025), “Evaluate a Candidate’s Critical Thinking Skills,” in *HBR Guide to Better Recruiting and Hiring*, 109-119. Harvard Business Review.
57. Hartmann, Jochen and Oded Netzer (2023), “Natural Language Processing in Marketing,” *Review of Marketing Research: Special Issue on Artificial Intelligence in Marketing* edited by K. Sudhir and Olivier Toubia, Emerald Publishing.
58. Netzer, Oded, Peter Ebbes and Tammo Bijmolt (2017), “Hidden Markov Models in Marketing,” *Advanced Methods for Modeling Markets* edited by Peter Leeflang, Jaap Wieringa, Koen Pauwels, Springer.
59. Moe, Wendy W., Oded Netzer and David A. Schweidel (2017), “Social Media and User Generated Content Analysis,” *Handbook of Marketing Decision Models*, edited by Berend Wierenga and Ralf van der Lans, Springer.
60. Montoya, Ricardo, Oded Netzer and Kamel Jedidi (2016), “Dynamic Allocation of Pharmaceutical Detailing and Sampling for Long-Term Profitability,” *From Little's Law to Marketing Science: Essays in Honor of John D.C. Little*, MIT Press.
61. Feldman Ronen, Moshe Fresko, Jacob Goldenberg, Oded Netzer and Lyle Ungar (2014) "Analyzing Product Comparisons on Discussion Boards." In *Language, Culture, Computation. Computing-Theory and Technology*, 399-408. Springer, Berlin Heidelberg, 2014.

## WORKING PAPERS AND WORK IN PROGRESS

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62. “AI in Disguise: How AI-generated Ads' Visual Cues Shape Consumer Perception and Performance,” with Yannick Exner, Jochen Hartmann and Shunyuan Zhang – under review
63. “Words That Matter: Analyzing the Causal Effect of Words,” With Alain Lemaire and Mingzhang Yin – under review
64. “Policy-Aware Sampling: Prioritizing Consequential Customers for Optimized Targeting Policies” with Yi-wen Chen and Eva Ascarza – under review
65. “Sell Me a Story” with Ron Shachar and Lev Muchnik – under review
66. “Learning When to Quit in Sales Conversations” with Emaad Manzoor and Eva Ascarza – under review



67. “Learning from Many Experiments: A Hierarchical Bayesian Framework for Decomposing Marketing Treatment Heterogeneity” with Peter Ebbes, and Eva Ascarza – under review
68. "Intermodality: Combining Linguistic, Audio, and Visual Content for Insight" with Jonah Berger and Skyler Yumeng Chen – under review
69. “We Look Like What We Like” with Jochen Hartmann, Yonat Zwebner, Verena Schoenmueller and Jacob Goldenberg – under review
70. “The Effect of Pregnancy and Childbirth on Consumption Behavior” with Veronica Diaz and Ricardo Montoya
71. “Heterogeneity in HMMs: Allowing for Heterogeneity in the Number of States,” with Nicolas Padilla and Ricardo Montoya
72. “Linguistic-Based Recommendation: The Role of Linguistic Match Between Users and Products,” with Alain Lemaire
73. “Diversity in Advertising in Times of Racial Unrest” with Jochen Hartmann and Rachel Zalta

## CASE STUDIES

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1. Using Social Media Data to Track the Effectiveness of a Communications Campaign
2. Generating Perceptual Maps from Social Media Data
3. Starbucks in the New Millennium
4. Apple vs. Samsung: The \$2 Billion Case
5. Launching Mobile Financial Services in Myanmar: The Case of Ooredoo
6. Myanmar in 2020: Mobile Telecommunication and Mobile Financial Services
7. Chirpin' Tavern's Coupon Promotion
8. Travelogo: Understanding the Customer Journey
9. AI in Disguise: The Taboola GenAI Ad Maker

## RESEARCH INTERESTS

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Leveraging information from unstructured data

*Using textual, image, audio, and video data to make better business decisions*

Data-driven decision making

*Helping organizations make better data-driven decisions*

Consumer choice modeling

*Understanding how choices change over time and across contexts*

Customer relationship management

*Managing the firm's customer base via dynamic segmentation (hidden Markov models)*

Bridging behavioral decision theory and marketing science

## INVITED TALKS

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Carnegie Mellon University, Tepper School of Business, April 2026  
Washington University, Olin Business School, February 2026  
University of Houston, Bauer College of Business, January 2026  
Hong Kong University of Science and Technology, Marketing Camp, December 2025  
Amazon Economic Lab, New York, December 2025  
University of Southern California, Marshall School of Business, November 2025  
Northwestern University, Kellogg School of Management, Marketing Camp, September 2025  
ESADE Business School, Marketing Research Camp, July 2025  
University of Virginia, Darden Marketing Research Camp, April 2025  
Yale University, Yale School of Management, March 2025  
University of Utah, Eccles School of Business, October 2024  
Monash University, Mini-Conference, June 2024  
Stanford University, Graduate School of Business, Marketing Camp, May 2024  
Michigan State University, Open Minds Seminar Series (online), April 2024.  
Rice University, Jones Graduate School of Business, Marketing Camp, April 2024  
University of Notre Dame, Mendoza College of Business, Clark Lecture Series Speaker, March 2024  
University of Michigan, Ross School of Business, March 2024  
Nanyang Technology University, Nanyang Business School, February 2024  
National University of Singapore, NUS Business School, February 2024  
Arizona University, Eller College of Management, Marketing Camp, December 2023  
Arizona State University, W. P. Carey School of Business, November 2023  
Frankfurt School of Finance and Business, Artificial Intelligence and Business Analytics Workshop, July 2023  
University of Washington, Foster School of Business, Marketing Camp, April 2023  
Cornell University, Johnson Graduate School of Management, April 2023  
Marketing Modelers Group, New York, April 2023  
Georgia Tech University, Scheller College of Business, March 2023  
Purdue University, Krannert School of Management, February 2023  
University of Florida, Warrington College of Business, December 2022  
University of Manitoba, Asper School of Business, Hickson Research Day, Research Methodology Workshop (online), September 2022  
INSEAD, Fontainebleau, France, June 2022  
University of Alberta, Marketing Group, 2022 Research Camp, May 2022  
European Quantitative Marketing Seminar (online), May 2022

Rochester University, Simon Business School, April 2022  
 Boston College, Carroll School of Management, March 2022  
 London School of Economics (online), October 2021  
 Business Data Science Program, Erasmus University, University of Amsterdam, and Vrije  
 Universiteit Amsterdam (online), August 2021  
 Ben Gurion University, Faculty of Business & Management (online), May 2021  
 IESEG School of Management Grande Ecole (online), April 2021  
 Lubin Research Seminar Series, Pace University (online), April 2021  
 George Mason University, Costello College of Business (online), March 2021  
 University of Miami, Miami Herbert Business School (online), February 2021  
 Tel Aviv University, Collier School of Management (online), November 2020  
 Virtual Quantitative Marketing Seminar, Boston University (online), September 2020  
 Northwestern University, Kellogg School of Management, March 2020  
 Indiana University, Kelley School of Business, December 2019  
 University of California at Davis, Graduate School of Management, November 2019  
 University of Texas at Austin, McCombs School of Business, November 2019  
 Emory University, Goizueta Business School, October 2019  
 University of North Carolina, Kenan-Flagler Business School, May 2019  
 Tsinghua University, Tsinghua SEM, April 2019  
 South Methodist University, Cox School of Business, March 2019  
 University of Texas A&M, Mays Business School, February 2019  
 Bocconi University, Marketing Department, January 2019  
 Hamburg University, Marketing Camp, January 2019  
 Amazon Advertising Research Group, December 2018  
 Columbia University, Data Science Speaker Series, November 2018  
 McGill University, Desautels Faculty of Management, October 2018  
 University of Michigan, School of Information, September 2018  
 Moody's Analytics, MIS Innovation Speaker Series, New York, August 2018  
 Federal Deposit Insurance Corporation (FDIC), Financial Research Seminar, Washington DC,  
 July 2018  
 American Express (AMEX), AI University, May 2018  
 Western University, Ivey Business School, Canada, April 2018  
 University of Texas at Dallas, Navin Jindhal School of Management, April 2018  
 Penn State University, Smeal College of Business, April 2018  
 University of Southern California, Marshall School of Business, February 2018  
 Carnegie Mellon University, Tepper School of Business, October 2017  
 Columbia Research Colloquium, Columbia Business School of Business, May 2017

University of California at Los Angeles, Anderson School of Business, Marketing Camp, March 2017

Drexel University, LeBow College of Business, February 2017

Erasmus University, Rotterdam School of Management, Rotterdam, January 2017

University de Carlos III, Madrid, January 2017

Georgetown University, McDonough School of Business, October 2016

University of Chicago, Graduate School of Business, April 2016

Marketing Modelers Group, PhD Media, February 2016

University of Chile, Department of Industrial Engineering, Workshop on Consumer Analytics, Chile, 2016

Northwestern University, Kellogg School of Management, Marketing Camp, September 2015

University of Miami, Miami Herbert Business School, Marketing Camp, March 2015

National University of Singapore, NUS Business School, March 2015

Temple University, Fox School of Business, February 2015

University of Michigan, Ross School of Business, January 2015

Yale University, Yale School of Management, January 2015

American Express, Global Marketplace Insights University, December 2014

HEC Paris, France, October 2014

Vienna University of Economics and Business, May 2014

Ben Gurion University, Guilford Glazer Faculty of Business & Management, May 2014

Bar Ilan University, Business School, February 2014

Tel Aviv University, Recanati Business School, December 2013

University Mannheim, Department of Business Administration, November 2013

The Interdisciplinary Center, Arison School of Business, October 2013

Stanford University, Graduate School of Business, May 2013

Dartmouth College, Tuck School of Business, March 2013

Duke University, The Fuqua School of Business, March 2013

University of Pittsburgh, The Sheth Marketing Camp, January 2013

Cheung Kong Graduate School of Business, Beijing, China, November 2012

University of Houston, Bauer College of Business, October 2012

University of California at Davis, Graduate School of Management, October 2012

University of Minnesota, Carlson School of Management, Marketing Camp, April 2012

University of Texas at Dallas, Navin Jindal School of Management, March 2012

University of Pennsylvania, The Wharton School, Marketing Camp, February 2012

Boston University, School of Management, January 2012

University of Delaware, Alfred Lerner College of Business and Economics, October 2011

Sacred Heart University, Welch College of Business, Business Research Forum Series, September 2011

The Interdisciplinary Center, Arison School of Business, Marketing Camp, August 2011

University of Virginia, Darden Business School, May 2011

Harvard University, Harvard Business School, March 2011

Ohio State University, Fisher College of Business, Marketing Camp, January 2011

The 6<sup>th</sup> MSI Young Scholars Conference, Park City, Utah, January 2011

University of Zurich, Institute for Strategy and Business Economic, October 2010

Erasmus University, Rotterdam School of Management, September 2010

University of Maryland, Robert H. Smith School of Business, Marketing Research Camp, May 2010

Penn State, Smeal College of Business, Marketing Research Camp, April 2010

University of Southern California, Marshall School of Business, January 2010

MIT, MIT Sloan School of Management, November 2009

University of Wisconsin, Wisconsin School of Business, November 2009

Korea University, 5<sup>th</sup> International Marketing Symposium, November 2009

Tel Aviv University, The Recanati Graduate School of Business Administration, July 2009

AutoUni, Volkswagen University, Wolfsburg, Germany, May 2009

Ludwig Maximilian University of Munich, Germany, May 2009

London Business School, May 2009

Cornell University, Johnson Graduate School of Management, April 2009

New York University, Stern School of Business, April 2009

The Council of Marketing Research, Miami, January 2008

University of California, San Diego, The Rady School of Management, October 2007

University of California, Los Angeles, Anderson School of Management, April 2007

Marketing Modelers Group, Advertising Research Foundation, New York, April 2007

Hebrew University, Hebrew University Business School, Israel, March 2006

University of Chicago, Graduate School of Business, April 2005

Hebrew University, Jerusalem, Israel, December 2004

The Interdisciplinary Center, Arison School of Business, Israel, December 2003

Technion - Israel Institute of Technology, The Faculty of Industrial Engineering and Management, Israel, December 2003

New York University, Stern School of Business, October 2003

Northwestern University, Kellogg School of Management, October 2003

London Business School, October 2003

Carnegie Mellon University, Tepper School of Business, October 2003

Columbia University, Columbia Business School, October 2003

University of Texas at Austin, McCombs School of Business, September 2003  
University of Texas at Dallas, Navin Jindal School of Management, September 2003  
Hong Kong University of Science and Technology, September 2003  
University of Maryland, Robert H. Smith School of Business, September 2003

## CONFERENCE PRESENTATIONS

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Marketing Science Conference, Lison, Portugal, June 2026.  
Society of Consumer Psychology Conference, San Diego, March 2026  
MSI Forum, UCLA, Los Angeles, CA, February 2026  
Conference on Artificial Intelligence, Machine Learning, and Business Analytics, Columbia Business School, New York, December 2025, (Keynote Speaker).  
AI & Marketing: New Methods and New Risks, Stanford, CA, November 2025  
ISMS Early Career Camp, Columbia Business School, October 2025.  
Zeta Live 2025, New York, NY, October 2025  
AMA Sheth Doctoral Consortium, Ohio State University, Columbus, Ohio, June 2025.  
Marketing Science Conference, Washington, DC, June 2025.  
Marketing Science Doctoral Consortium, Washington, DC, June 2025.  
European Marketing Academy Conference (EMAC), Madrid, Spain, May 2025  
Conference on Artificial Intelligence, Machine Learning, and Business Analytics, School of Management at Yale, New Haven, CT, December 2024, (Keynote Speaker).  
Generative AI in Marketing and Advertising, Meta, New York NY, November 2024  
AI Workshop on Generative AI in Marketing and Management, TUM Campus Heilbronn, Germany, October 2024 (Keynote Speaker).  
Marketing Science Conference, Sydney, Australia, June 2024.  
Marketing Science Doctoral Consortium, UNSW, Sydney, Australia, June 2024.  
The 13th Triennial Invitational Choice Symposium, INSEAD, Fontainebleau, August 2023.  
Summer AMA Workshop (online), July 2023.  
IIEX North America, Insights Innovation Exchange, Austin, Texas, May 2023  
Collaborating Across Disciplines, Methodology, Organization, and Management (MOM): Technological Adoption and Human-Algorithm Interaction Workshop, Harvard Business School, May 2023. *Workshop*  
The Conference on Web and Internet Economics (WINE), Tary, New York (Online), December 2022.  
2022 CIO Innovation Summit (online), December 2022.  
INFORMS, New York Chapter, November 2022

2022 Melbourne Business Analytics Conference, University of Melbourne, Melbourne Business School, Australia, September 2022 (Keynote Speaker).

Marketing Science Conference, Chicago University (Online), June 2022.

Marketing Science Doctoral Consortium, Chicago University (Online), June 2022.

Conference on Artificial Intelligence, Machine Learning, and Business Analytics (online), December 2021, (Keynote Speaker).

Neudata Summer Summit (online), June 2021.

Marketing Science Conference, Rochester University, New York (online), June 2021.

Data Science Day, Columbia Data Science Institute, Columbia University (Online), April 2021

Winter AMA, Text-mining Workshop (online), February 2021.

Winter AMA, JM-MSI Special Issue Track, (online), February 2021.

Paul Green Award Session, AMA Summer Academic Conference (online), August 2020.

Marketing Science Institute, Lunch Speaker Series (online), July 2020.

Marketing Science Doctoral Consortium, Duke University (online), June 2020

Inaugural Marketing Analytics Symposium – Sydney (MASS) 2020, Sydney, Australia, February 2020, (Keynote Speaker)

3<sup>rd</sup> Annual SQA – CFA Society NY, Joint Conference, Data in Finance: From Theory to Practice, January 2020

Journal of Marketing Workshop, Indian School of Business, Hyderabad, India, January 2020

Conference on Artificial Intelligence, Machine Learning and Business Analytics. Temple University, December 2019, (Keynote Speaker)

Academy of Consumer Research Conference, Atlanta, Georgia, October 2019

Marketing Science Conference, Rome, Italy, June 2019

AMA Sheth Doctoral Consortium, NYU, New York, 2019

Journal of Marketing Workshop, Tsinghua University, Beijing, China, April 2019

Conference on Digital Marketing, and Machine Learning. Carnegie Mellon University, December 2018, (Keynote Speaker)

Marketing Science Conference, Temple University, Philadelphia, Pennsylvania, June, 2018

Behavioral Insights from Text Conference, Wharton School of Business, Philadelphia, Pennsylvania, January 2018

Conference on Digital, Mobile Marketing, and Social Media Analytics. NYU, New York, December 2017, (Keynote Speaker).

Marketing Science Institute Workshop on Integrated Customer Retention Management, New York, October 2017

Marketing Science Doctoral Consortium, University of Southern California, June 2017

Frontiers of Applied Statistics in Marketing, Columbia University, April 2017

Big Data Conference, Chicago University, October 2016

Marketing Science Doctoral Consortium, Fudan University, Shanghai, China, June 2016

The 11th Triennial Choice Symposium, University of Alberta, May 2016

Marketing Science Conference, John Hopkins University, Baltimore, Maryland, June 2015

Boulder Summer Conference on Consumer Financial Decision Making, June 2015

AMA - ECMI - EMAC Marketing & Innovation Symposium, Erasmus University, Netherlands, May 2014

Joint Statistical Meeting, Montreal, CA, August 2013

Theory and Practice in Marketing, London Business School, London, UK, May 2013

Marketing Dynamics Conference, Tilburg University, Netherlands, August 2012

Advanced Research Techniques Forum AMA, Seattle, Washington, June 2012

Marketing Science Conference, Boston University, June, 2012

BRITE Conference, Columbia University, March 2012

Winter AMA, St. Petersburg, Florida, February 2012

Marketing Dynamics Conference, Jaipur, India, July 2011

Marketing Science Conference, Rice University, Houston, Texas, June, 2011

Customer Insights Conference, Yale University, New Haven, Connecticut, May 2011

TRC Conference, New York AMA, New York, October 2010

Ivy + Conference, Columbia University, New York, June 2010

Marketing Science Conference, Cologne, Germany, June 2010

TRC Conference, New York AMA, New York, June 2010

The 8th Triennial Choice Symposium, University of Miami, June 2010

The Emergence and Impact of User-Generated Content Conference, Wharton, December 2009

DMEF Research Summit, San Diego, CA, October 2009

TRC Conference, Philadelphia, PA, October 2009

Marketing Dynamics Conference, New York University, August 2009

Joint Statistical Meeting, Denver, Colorado, August 2008

Marketing Science Conference, Vancouver, June 2008

INFORMS, Seattle, November 2007

Marketing Science Conference, Singapore, June 2007

The 7th Triennial Choice Symposium, The Wharton School of the University of Pennsylvania, June 2007

ART Forum AMA, Monterey, California, June 2006

Marketing Dynamics Conference, Davis University, California, September 2005



Marketing Science Conference, Atlanta, Georgia, June 2005  
Bayesian Methods in Marketing Workshop, Frankfurt, Germany, September 2004  
Marketing Science Conference, Rotterdam, Netherlands, June 2004  
Marketing in Israel Conference, Tel-Aviv University, Tel-Aviv, Israel, December 2003  
Marketing Science Conference, Edmonton, Alberta, Canada, July 2002

## TEACHING EXPERIENCE

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### **Marketing Strategy Core Executive MBA, Columbia Business School**

Fall 2025 (Student Evaluation 4.8, 4.6 on a 5-point scale), Fall 2024 (Student Evaluation 4.9, 4.5 on a 5-point scale), Spring 2023 (Student Evaluation 4.3, 4.2 on a 5-point scale)

### **Marketing Core MBA, Columbia Business School**

Fall 2021 (Student Evaluation 4.2, 4.1, 4.1 on a 5-point scale), Fall 2020 (Student Evaluations 4.7, 4.7 and 4.5 on a 5-point scale), Spring 2019 (Student Evaluations 4.9, 4.8 and 4.7 on a 5-point scale), Fall 2017 (Student Evaluations 4.9, 4.8 and 4.6 on a 5-point scale), Fall 2016 (Student Evaluations 4.7, 4.6 and 4.6 on a 5-point scale), Fall 2015 (Student Evaluations 4.6, 4.4 and 4.3 on a 5-point scale), Fall 2014 (Student Evaluations 4.6, 4.4 and 3.9 on a 5-point scale)

### **Marketing Research, MBA, Columbia Business School**

Spring 2013 (Student Evaluations 4.7 and 4.4 on a 5-point scale), Spring 2012 (Student Evaluations 4.9 and 4.6 on a 5-point scale), Spring 2011 (Student Evaluations 4.9 on a 5-point scale), Spring 2010 (Student Evaluations 4.8 on a 5-point scale), Fall 2008 – (Student Evaluations 5.0 on a 5-point scale), Spring 2008 – (Student Evaluations 5.0 on a 5-point scale), Fall 2006 (Student Evaluations 4.8 on a 5-point scale), Fall 2005 – (Student Evaluations 4.8 on a 5-point scale), Spring 2005 (Student Evaluations 4.7 on a 5-point scale).

### **Marketing Research, Executive MBA, Columbia Business School**

Spring 2011 (Student Evaluations 4.9 on a 5-point scale), Spring 2010 (Student Evaluations 5.0 on a 5-point scale), Spring 2008 (Student Evaluations 4.9 on a 5-point scale), Fall 2006 (Student Evaluations 4.5 on a 5-point scale).

### **Developing Quantitative Intuition/Leading in a Data-driven World, Executive MBA, Columbia Business School**

Summer 2025 (Student Evaluations 4.4 on a 5-point scale), Summer 2024 (Student Evaluations 4.6 on a 5-point scale), Summer 2023 (Student Evaluations 4.8 on a 5-point scale), Summer 2022 (Student Evaluations 4.4 on a 5-point scale), Summer 2021 (Student Evaluations 4.4 on a 5-point scale), Summer 2020 (Student Evaluations 4.3 on a 5-point scale), Summer 2019 (Student Evaluations 4.5 on a 5-point scale), Fall 2018 (Student Evaluations 4.4 on a 5-point scale), Summer 2017 (Student Evaluations 4.1 on a 5-point scale), Summer 2016 (Student Evaluations 4.5 on a 5-point scale), Fall 2015 (Student Evaluations 4.1 on a 5-point scale).

### **Marketing Management, Undergraduate, Columbia Business School**

Spring 2011 (Student Evaluations 4.9 on a 5-point scale), Spring 2010 (Student Evaluations 4.9 on a 5-point scale), Fall 2008 (Student Evaluations 5.0 on a 5-point scale), Spring 2008 (Student Evaluations 5.0 on a 5-point scale), Fall 2006 – (Student Evaluations 5.0 on a 5-point scale), Fall 2005 (Student Evaluations 5.0 on a 5-point scale), Spring 2005 (Student Evaluations 5.0 on a 5-point scale).

**Empirical Models in Marketing** (PhD) Spring, 2011, 2012, 2013, 2016, 2018, 2020, 2022, 2024, 2025

**Empirical Models in Marketing** (MS) Spring, 2016, 2018

**Workshop on Hidden Markov Models**, Harvard Business School (PhD workshop), 2011; Marketing Dynamics Conference, Tilburg University, 2012; Mannheim University (PhD workshop), 2013; Vienna University (PhD workshop), 2014; HEC Paris (Master PhD Workshop), 2014.

**Workshop on Bayesian Methods in Marketing**, Stanford University (PhD workshop), 2004; Goethe University, Frankfurt, 2004

## DOCTORAL STUDENTS

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### Advisor - first job

Ricardo Montoya, Columbia University (Co-advisor) - University of Chile  
Jonathan Zhang, Columbia University (Co-advisor) - University of Washington  
Rom Schrift, Columbia University (Co-advisor) - Wharton School of Business  
Yang Li, Columbia University (Co-advisor) – CKGSB, Beijing  
Nick Reinholtz, Columbia University (Co-advisor) – University of Colorado  
Yael Karlinsky-Shichor, Columbia University – Northeastern University  
Nicolas Padilla, Columbia University (Co-advisor) – London Business School  
Alain Lemaire, Columbia University – University of Texas Austin  
Sibel Sozuer Zorlu – University of North Carolina  
E. Shin Oblander (Co-advisor) – University of British Columbia  
Jasmine Yang (Co-advisor) – Chinese University of Hong Kong  
Yi-wen (Penny) Chen (Co-advisor) –  
Sanjana Rosario –

### Committee Member - first job

Eva Ascarza, London Business School - Columbia University  
Anat Keinan, Columbia University - Harvard Business School  
Oleg Urminsky, Columbia University - Chicago Booth School of Business  
Agata Leszkiewicz, Carlos III, Madrid – Georgia State University  
Jia Liu, Columbia University – Hong Kong University of Science and Technology (HKUST)  
Daniel He, Columbia University – National University of Singapore (NUS)  
Shiri Melumad, Columbia University – Wharton School of Business  
Jaeyeon Chung, Columbia University – Rice University  
Ryan Dew, Columbia University – Wharton School of Business  
Rachel Meng, Columbia University – NYU (postdoc)  
Hyunhwan “Aiden” Lee, University of Miami – HEC Montreal  
Jochen Hartmann, Hamburg University – University of Groningen

Yu Ding, Columbia University – Stanford University  
 Filipe Sengo Furtado, University of Vienna – University of Vienna  
 Alisa Wu, Columbia University – University of Utah  
 Eric Park, Columbia University – Vanderbilt University  
 Chi Zhang, Texas A&M – Syracuse University  
 Lan Lou, Columbia University – Yale University

## EXTERNAL PROFESSIONAL ACTIVITIES & SERVICE

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- Co-Editor – *Journal of Association of Consumer Research* – Special issue on Financial Decision Making
- Area Editor – *Information Systems Research* (Special issue on Creativity)  
 – *Journal of Marketing* (2017 – Present)  
 – *Journal of Consumer Research* (2025-Present)  
 – *Management Science* (2014 – 2019)  
 – *Marketing Science* (2019 – 2024)  
 – *Quantitative Marketing and Economics (QME)* – (2014 – Present)
- Editorial Board – *Customer Needs and Solutions* (2012 – Present)  
 – *International Journal of Research in Marketing (IJRM)* – (2009-Present)  
 – *Journal of Interactive Marketing* (2018 – Present)  
 – *Journal of Marketing* (2015 – Present)  
 – *Journal of Marketing Research* (2014 – 2020)  
 – *Marketing Science* (2014 – Present)
- Ad-hoc Reviewer – Association of Consumer Research (ACR) Conference, *Direct Marketing Education Foundation (DMEF)*, *Econometrica*, *EMAC conference*, *EMAC/McKinsey Dissertation Award*, *INFORMS Society for Marketing Science (ISMS)*, *Israel Science Foundation (ISF)*, *Information System Research (ISR)*, *Journal of American Statistical Association (JASA)*, *Journal of Association of Consumer Research (JACR)*, *Journal of Consumer Research (JCR)*, *Journal of the Operational Research Society (JORS)*, *Journal of Retailing (JR)*, *Manufacturing and Service Operations Management*, *Management Information Systems (MIS) Quarterly*, *(MSOM)*, *Marketing Letters*, *Marketing Science Institute (MSI)*, *Operation Research (OR)*, *EU Marie Curie Fellowship*, *Research Grants Council of Hong Kong*, *Swiss National Science Foundation*
- Columbia Data Science Institute – Executive Committee Member, 2026-Present.
- Amazon Scholar, 2019-Present
- Marketing Science Institute – Academic Fellow, 2023-Present
- Marketing Science Institute Scholar Conference Committee, South Carolina, January 2023
- Marketing Science Institute Workshop on Integrated Customer Retention Management, Co-chair, 2017

Marketing Science Institute Conference on Forecasting and Analytics, Co-chair, 2025  
Advisory Board of American Marketing Association, Innovation, Technology and Innovation  
SIG, 2024-Present  
Columbia Big Data and Marketing Analytics Conference, Co-chair, 2017  
Marketing Dynamics Conference 2014, 2016, 2017, 2018 Program Committee  
Association of Consumer Research Conference 2015, Program Committee  
Advanced Research Techniques Forum 2013, Program Committee  
Quantitative Marketing and Economics 2024, Program Committee  
Advertising Educational Foundation – Member of the Board of Directors, 2011-2015  
Member of the Wharton Customer Analytics Initiative (WCAI) Council, 2011-2016  
International Workshop on Data Mining for Service, Program Committee – 2006, 2010-2018  
The 7<sup>th</sup> Triennial Choice Symposium, The Wharton School of the University of Pennsylvania,  
June 2007 – Session Co-chair  
The 11<sup>th</sup> Triennial Choice Symposium, University of Alberta, Canada, May 2016 – Session Co-  
chair  
The 13<sup>th</sup> Triennial Choice Symposium, INSEAD, Fontainebleau, Program Committee, 2023  
Bayesian Methods in Marketing Workshop, for Marketing Scholars in Europe, Goethe-  
University, Frankfurt, Germany, September 2004 – Co-organizer  
Section on Statistics in Marketing, American Statistical Association –  
Elected Secretary/Treasurer, 2006-2008  
Elected Chair, 2010