

Elea McDonnell Feit

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ACADEMIC POSITIONS

LeBow College of Business, Drexel University

Associate Dean of Research, 2022-present

Associate Professor of Marketing, 2020-present

Assistant Professor of Marketing, 2014-2020

The Wharton School, University of Pennsylvania

Senior Fellow, Wharton Customer Analytics, 2014-2021

Lecturer in Marketing, 2010-2014, 2016

Executive Director, Wharton Customer Analytics, 2012-2014

Research Director, Wharton Customer Analytics, 2010-2012

EDUCATION

PhD, Marketing, University of Michigan, Ross School of Business, 2009

MS, Industrial Engineering (Operations Research), Lehigh University, 1998

BA, Mathematics, University of Pennsylvania, 1994

INDUSTRY POSITIONS

Advisor to **Recast**, 2024-present

Advisor to **pēq**, 2023-present

Senior Economist (full-time, on leave from Drexel), **Amazon Ads**, 2021-2022

Advisor to **Central Control**, 2019-present

Consultant for clients including **YouGov BrandIndex** and **Google**, 2010-2014

Vice President & Methodologist (full-time), **The Modellers, LLC**, 2009-2010

Engineer (full-time), Advanced Vehicle Development, **General Motors**, 2001-2004

Research Scientist (full-time), Operations Research, **GM R&D Center**, 1998-2001

EDITORIAL POSITIONS

Management Science, Associate Editor (2023-present)

Marketing Science, Associate Editor (2024), Guest Associate Editor (2021), Editorial Board (2017-2023)

Journal of Marketing Research, Associate Editor (2021-present), Editorial Board (2018-2021)

Quantitative Marketing and Economics, Associate Editor (2021-present)

International Journal of Research in Marketing, Editorial Board (2021-present)

EXPERTISE

Substantive: advertising incrementality, digital marketing, consumer choice, consumer-focused product design (particularly automobiles)

Methodological: missing data, data fusion, choice modeling, hierarchical models, Bayesian inference, A/B testing and other marketing experiments, causal inference, quasi-experimental methods, machine learning

RESEARCHER PROFILES

ORCID: [0000-0002-1067-0791](https://orcid.org/0000-0002-1067-0791)

Google Scholar: [tZ7edOoAAAAJ](https://scholar.google.com/citations?user=tZ7edOoAAAAJ) (1668 citations)

Scopus ID: [56515129800](https://scopus.com/authid/detail.url?authorID=56515129800) (770 citations)

Web of Science ResearcherID: [L-6621-2018](https://www.researcherid.org/rid/L-6621-2018) (678 citations)

RePec Short ID: [pfe608](https://www.repec.org/shortid/pfe608)

JOURNAL ARTICLES

1. Berman, R. and E.M. Feit (2024) Latent Stratification for Incrementality Experiments, *Marketing Science*, 43(4), 903-917.
2. Ada, S., N. Abou Nabout and E.M. Feit (2022) Placement Disclosure Can Increase Revenue in Online Display Advertising Auctions: Evidence from a Policy Change, *Journal of Marketing Research*, 59(5), 1040-1058.
3. Aizman, L., Barbieri, J.S., Feit, E.M., Lukowiak, T.M., Perz, A.M., Shin, T.M., Miller, C.J., Golda, N., Leitenberger, J.J., Carr, D.R. and Nijhawan, R.I. (2021) Preferences for Prophylactic Oral Antibiotic Use in Dermatologic Surgery: A Multicenter Discrete Choice Experiment, *Dermatologic Surgery*, 47(9), 1214-1219.
4. Feinberg, F., E. Bruch, M. Braun, B.H. Falk, N. Fefferman, E.M. Feit, J. Helveston, D. Larremore, B.B. McShane, A. Patania and M.L. Small (2020) A Framework for Studying Choices in Networks, *Marketing Letters*, 31, 349-359.
5. Han, J.A., E.M. Feit and S. Srinivasan (2019) Negative Buzz Can Increase Awareness and Purchase Intent, *Marketing Letters*, 31, 89-104.
6. Feit, E.M. and R. Berman (2019) Test & Roll: Profit-Maximizing A/B Tests, *Marketing Science*, 38(6), 1038-1058.
7. Helveston J.P., E.M. Feit and J.J. Michalek (2018) Pooling Stated and Revealed Preferences in the Presence of RP Endogeneity, *Transportation Research Part B: Methodological*, 109, 70-89.
8. Etzkorn, J.R., Tuttle, S.D., Lim, I., Feit, E.M., Sobanko, J.F., Shin, T.M., Neal, D.E. and Miller, C.J. (2018) Patients prioritize local recurrence risk over other attributes for surgical treatment of facial melanomas—Results of a stated preference survey and choice-based conjoint analysis, *Journal of the American Academy of Dermatology*, 79(2), 210-219.
9. Neal, D.E., E.M. Feit, and Jeremy R. Etzkorn (2018) Patient Preferences for the Treatment of Basal Cell Carcinoma: A Mapping Review of Discrete Choice Experiments, *Dermatologic Surgery*.
10. Dotson, J.P., R.R. Fan, E.M. Feit, J.D. Oldham, and Y. Yeh (2017) Brand Attitudes and Search Engine Queries, *Journal of Interactive Marketing*, 37, 105-116. [Authors listed alphabetically.]

11. Zantedeschi, D., E.M. Feit and E.T. Bradlow (2017) Measuring Multi-Channel Advertising Response, *Management Science*, 63(8), 2706-2728.
12. Haaf, C.G., W.R. Morrow, I. Azevedo, E.M. Feit and J.J. Michalek (2016) Forecasting light-duty vehicle demand using alternative-specific constants for endogeneity correction versus calibration, *Transportation Research Part B: Methodological*, 84, 182-210.
13. Helveston, J.P., Y. Liu, E.M. Feit, E. Fuchs, E. Klampfl and J.J. Michalek, (2015) Will Subsidies Drive Electric Vehicle Adoption? Measuring Consumer Preferences in the U.S. and China, *Transportation Research Part A: Policy and Practice*, 73, 99-112.
14. Feit, E.M., P. Wang, E.T. Bradlow and P.S. Fader (2013) Fusing Aggregate and Disaggregate Data with an Application to Multi-Platform Media Consumption, *Journal of Marketing Research*, 50, 3, 348-364.
15. Feit, E.M., M.A. Beltramo, and F.M. Feinberg (2010) Reality Check: Combining survey and market data to estimate choice models, *Management Science*, 56, 5, 785-800.
16. Netzer, O., Olivier T., E.T. Bradlow, E. Dahan, T. Evgeniou, F.M. Feinberg, E.M. Feit, S.K. Hui, J. Johnson, J.C. Liechty, J.B. Orlin and V.R. Rao (2008) Beyond Conjoint Analysis: Advances in Preference Measurement, *Marketing Letters*, 19, 337-354.
17. Turner, R.M., S.M. McDonnell, E.M. Feit, E.H. Grogan and R. Foglia (2006) Real-time ultrasound measure of the fetal eye (vitreous body) for prediction of parturition date in small ponies, *Theriogenology*, 66:2, 331-337.
18. Feit, E.M. and S.D. Wu (2000) Transfer Line Design with Uncertain Machine Performance Information. *IEEE Transactions on Robotics and Automation*, 16, 581-587.
19. Gordon, G., E.H. McDonnell, D. Orloff and N. Wung (1995) On the Tutte polynomial of a tree. *Congressus Numerantium*, 108, 141-151.
20. Gordon, G. and E.H. McDonnell (1995) Trees with the same path numbers and degree sequence. *Discrete Math*, 147, 297-300.

WORKING PAPERS

21. Lemmens, A., J.M.T. Roos, S. Gabel, E. Ascarza, H. Bruno, B.R. Gordon, A. Israeli, E.M. Feit, C.F. Mela, O. Netzer, Personalization and Targeting: How to Experiment, Learn & Optimize, under review at *International Journal of Research in Marketing*.
22. Dotson, J.P., E.M. Feit, and M.A. Beltramo, Ratings-Informed Probit for Predicting Substitution.
23. Zuo, Z., H. Ye, and E.M. Feit, A Non-Parametric Approach to Response Time in Choice.
24. Novak, J., E.M. Feit, S.T. Jensen and E.T. Bradlow, Bayesian Imputation for Anonymous Visits in CRM Data.
25. Feit, E.M., Extending the Generalized Multinomial Logit Model: Error Scale and Decision Maker Characteristics.

WORK IN PROGRESS

Dynamic brand equity and retail media (with Morgan Bale and Eric Bradlow)

Guardrails for the Gaussian copula endogeneity correction

Subscription cancellation frictions (with Xinyue Liu)

A geo-experiment comparing contextual and behavioral targeting (with Christoph Schimurda, Urgucan Dunder and Nadia Abou Nabout)

INVITED CHAPTERS

1. Feit, E.M. and N. Sahni, How Digital Ads Work: A Review for *Foundations and Trends in Marketing*, expected 2025.
2. Papiés, D., P. Ebbes, and E.M. Feit (2023), Endogeneity and Causal Inference, in Wiener, R. and S.A. Neslin *History of Marketing Science, Second Edition*, World Scientific.
3. Feit, E.M. and E.T. Bradlow (2019) Fusion Models in Homburg, C., M. Klarmann and A. Vomberg *Handbook of Marketing Research*, Springer, New York.
4. Feit, E.M., F.M. Feinberg and P.J. Lenk (2017) Bayesian Analysis in Leeflang, P.S.H, J.E. Wieringa, T.H.A. Bijmolt and K.H. Pauwels *Advanced Methods for Modeling Markets*, Springer, New York.
5. Stahl, F., V. Valli and E.M. Feit (2017) Field Experiments in Homburg, C., M. Klarmann and A. Vomberg *Handbook of Marketing Research*, Springer, New York.
6. Barr, M., J.K. Dokko and E.M. Feit (2012), Preferences for Plastic, in Barr, M., *No Slack*, Brookings Institution.
7. Feit, E.M., C. Pensig and J. Harper (2011) Expert Feature: Customer Analytics in Feinberg, Kinneer and Taylor, *Modern Marketing Research: Methods and Cases*, Atomic Dog.
8. Christian, J., E.M. Feit and M.A. Beltramo (2007, 2011) Expert Feature: Conjoint Analysis at General Motors in Feinberg, Kinneer and Taylor, *Modern Marketing Research: Methods and Cases*, Atomic Dog.

BOOKS

1. Chapman, C. and E.M. Feit (2019) *R for Marketing Research and Analytics*, 2nd edition, Springer UseR! Series, New York.

Translated to Chinese, Japanese and Korean

2. Schwarz, J., C. Chapman and E.M. Feit (2020) *Python for Marketing Research and Analytics*, Springer, New York.

Currently being translated to Korean

INDUSTRY REPORTS

1. Arora, N., R. Berman, E. Feit, D. Hanssens, A. Li, M. Lovett, C.F. Mela, K.C. Wilbur, J. Lynch (2023) [MSI Blue Ribbon Panel Report: Charting the Future of Marketing Mix Modeling Best Practices](#), *Marketing Science Institute*
2. Berman, R. and E.M. Feit (2018) [Enhancing the Power of Marketing Experiments using Observational Data](#), *Marketing Science Institute Working Paper Series*.

SOFTWARE

Dziurzynski, L, E. Wadsworth, P. Fader, E.M. Feit, D. McCarthy, B. Hardie, A. Gopalakrishnan, E. Schwartz and Y. Zhang (2014) [BTYD: Implementing Buy 'Til You Die Models](#), R package available at cran.rproject.org.

PATENT

Kitner, H.J. and E.M. Feit, Method of determining the best mix of regular and contract employees, US Patent 6732079.

RESEARCH PRESENTATIONS (past 10 years)

- 2024 Instacart Economics, UTD Bass FORMS Conference (invited discussant), HEC Paris Marketing Camp
- 2023 Temple University, Marketing Science Institute Scholars Conference, University of Warwick, Imperial College London, Stanford University, Ohio State University Marketing Camp, Amazon DSP, Choice Symposium, Quantitative Marketing and Economics Conference (invited discussant)
- 2022 Erasmus University, Tilburg University, University of North Florida, Consumer Neuroscience Symposium, Georgetown University
- 2021 General Motors, University of Rochester, Virtual Quant Marketing Seminar, University of Southern California, Air Liquide, Northwestern University
- 2020 Southern Methodist University, University of Chicago, European Quant Marketing Seminar, Indeed.com, MIT Conference on Digital Experimentation, Marketing Science Conference
- 2019 StanCon, MIT Conference on Digital Experimentation
- 2018 University of Washington, Marketing Science Conference, Marketing Dynamics Conference, CMU Conference on Digital Marketing and Machine Learning
- 2017 Goethe University Frankfurt, Sharif University of Technology, ASME Design Engineering Technical Conference, Marketing Science Conference, UTD Bass FORMS Conference (invited discussant), Wells Fargo
- 2016 Washington University in St. Louis, Wharton Customer Analytics Initiative Research Symposium, Marketing Science Conference, Wells Fargo, General Motors Research
- 2015 HEC Paris, Brigham Young University

UNIVERSITY COURSES

MKTG367 Data-Driven Digital Marketing (new undergraduate course)

- Drexel University, Fall 2014, Spring 2015, Fall 2015, Spring 2016, Fall 2016, Spring 2017, Fall 2017, Spring 2018, Fall 2018, Spring 2019, Fall 2019, Fall 2020, Winter 2021, Spring 2021, Fall 2022, Spring 2023, Fall 2023, Spring 2024, Fall 2024

HNRS201 Calling BS: The art of skepticism in a data-driven world (new undergraduate honors seminar)

- Drexel University Fall 2023, Winter 2025

MKTG942 Quantitative Methods in Marketing (PhD course)

- Drexel University, Spring 2019, Spring 2025

MKTG607 Marketing Experiments (new MBA and MS Business Analytics course)

- Drexel University, Fall 2014, Fall 2015, Fall 2016, Fall 2017, Fall 2018, Fall 2019, Fall 2020
- University of Pennsylvania, The Wharton School, Spring 2012, Spring 2013, Spring 2014, Fall 2016

Introduction to Marketing Management (undergraduate course)

- University of Pennsylvania, Wharton Program for Working Professionals, Fall 2010, Spring 2011
- University of Michigan, Ross School of Business, Winter 2007

WORKSHOPS & ONLINE COURSES

[Analyzing Experiments Using Causal Forests](#)

- [R-Ladies Philly](#) (July 2023)

[How to Test & Roll](#)

- [R-Ladies Philly](#) (July 2020)

[Advanced A/B Testing](#) (4-hour)

- AMA ART Forum (June 2019), Marketing Analytics Summit (June 2019), [R-Ladies Philly](#) (May 2020)

[Choice Modeling in R](#)

- DataCamp online course in the Marketing Analytics with R track (released August 2018)

Marketing Experiments (2-hour, half-day, full-day, 2-day, week)

- Catholic University Eigenstadt-Ingolstadt (October 2012), AMA ART Forum (June 2013), AMA Analytics with a Purpose (March 2014, March 2015), AMA Academy of Marketing Analytics, (September 2014, October 2015), HEC Paris (September 2015), Wharton-Google Marketing Academy (October 2015, April 2016, November 2016, June 2017, August 2017, March 2018, August 2018, March 2018, August 2018, March 2019, August 2019), Vienna University of Economics and Business (March 2017), Wharton Marketing Metrics (April 2017), Wharton Customer Analytics (September 2017)

[R for Marketing Analytics](#) (1-hour, 2-hour, half-day, 2-day, often with Chris Chapman)

- AMA ART Forum (June 2014), AMA Academy of Marketing Analytics (September 2014), Wharton Customer Analytics Initiative Student Workshop (October 2015, November 2016, February 2017, November 2017), Drexel IEEE Graduate Forum (January 2016, May 2016), Iowa R Users Group (July 2016), URBN (July 2016), University of Washington MBA Program (January 2017, February 2018), LeBow Analytics workshop for professionals (May 2017), Independence Blue Cross (July 2017)

[R for Reproducible Research in Business](#) (4-hour)

- Drexel University LeBow College of Business Doctoral Program (January 2018, January 2019, March 2020), Temple University Fox School of Business Doctoral Program (February 2018)

[Designing New Products Using Choice Modeling in R](#) (2-hour)

- Philadelphia R Stats User Group (April 2015), Azevea Brown Bag Series (May 2015), University of Michigan MBA Guest Lecture (April 2017), Boston University MS/MBA Guest Lecture (April 2017)

[Introduction to Stan for Choice Modeling](#) (2-hour, 4-hour, 1-day, with Kevin Van Horn)

- AMA ART Forum (June 2017, June 2018)

[Is my advertising working? Marketing Mix Modeling, Model-Based Attribution, and Holdout Experiments](#) (1-hour, 4-hour)

- Wharton Customer Analytics Initiative Conference Workshop (May 2017), WebMD Sales Meeting (July 2017), Sawtooth Software Conference (March 2018)

[Hierarchical Bayes and Discrete Choice Models in Marketing](#) (half-day, often with Jeff Dotson)

- AMA ART Forum (June 2014, June 2015, June 2016, June 2017), Drexel University (Spring 2015), Annenberg Center for Public Policy (September 2018), AMA ART Forum (June 2011, June 2012, June 2013)

PRACTITIONER OUTREACH (past 5 years)

Listed in [89 A/B Testing Influencers you must follow](#) by [kameleoon.com](#)

Quoted in [Is SEO Dead? How Colleges and Universities Should Respond to AI-Driven Search](#) on Volt (July 2024)

Quoted in [Ad spending is climbing, thanks to tireless consumers – and artificial intelligence](#) on Marketplace (June 2024)

Guest on KYW Newsradio In Depth Podcast [Removing third party cookies: good for you or Google?](#) (January 2024)

[Update on the Marketing Science Institute's Marketing Mix Modeling Initiative](#) at the MSI-Wharton Analytics Conference (May 2023)

R-Ladies Philly [Workshop on Causal Forests](#) (May 2023)

Moderator for Advertising Research Foundation's Attribution Accelerator panel on [Reengineered Experiments: Finding their place in performance analytics](#) (November 2022)

Presentation on Test & Roll: Profit Maximizing Marketing Experiments, [Disney Data and Analytics Conference](#) (August 2022)

Quoted in [Bronco, Hummer, Grand Wagoneer: Why Everything Old is New Again](#), *Car and Driver* (December 2021)

Presentation on [A Gaussian Process Model for Response Time in Conjoint Surveys](#) for the [Generable](#) Webinar Series (August 2021)

Advertising Research Foundation Attribution Working Group Expert Panel (2021-2022)

Presentation on How to Test & Roll, Search Discovery Education Community (June 2021) and Test & Learn Community (May 2021)

Panel Discussion on [Building Statistical Intuition for Marketing Analysts](#), Test & Learn Community (March 2021)

Panel Discussion on Context in Advertising, Digital Analytics Association, Philadelphia Chapter (February 2021)

Keynote, Google UX Research Conference (November 2020)

Guest on [Learn Bayesian Stats](#) podcast (September 2020)

Presentation on How to Test & Roll for the Course5i Conference (May 2020)

Guest on the [Data Jawn](#) podcast (March 2020)

Occasional co-host of Marketing Matters on SiriusXM Business Radio Powered by the Wharton School (2014-2019)

Research profiled in [ResearchWorld.com](#) (July 2019)

Presentation on The New Languages of Data – What to use and when, Insights Association Webinar Series (with Chris Robson, July 2019)

Presentation on Test & Learn: Systematic Process to Validate Results and Performance, Marketing Science Institute Lunch & Learn Webinar Series (with Michael Cohen, Marketing Evolution, July 2019)

Presentation on Statistics – It'll be okay, Marketing Analytics Summit (June 2019)

Presentation on Becoming a Data Maker, Marketing Science Institute Trustees Meeting (April 2019)

Guest on [Customer Equity Accelerator](#) podcast (March 2019)

SERVICE TO THE FIELD

Editorial Positions

- *Management Science*, Associate Editor (2023-present)
- *Marketing Science*, Associate Editor (2024), Guest Associate Editor (2021), Editorial Board (2017-2023)
- *Journal of Marketing Research*, Associate Editor (2021-present), Editorial Board (2018-2021)
- *Quantitative Marketing and Economics*, Associate Editor (2021-present)
- *International Journal of Research in Marketing*, Editorial Board (2021-present)

Ad-hoc Reviewer for *Journal of the American Statistical Association*, *Information Systems Journal*, *Journal of Mechanical Design*, *Scientific Data*, *Transportation Research*, *Psychometrika Marketing Letters*, *PLOS ONE*, *Journal of Interactive Marketing*, *Customer Needs and Solutions*, *Journal of Statistical Software*, *Design Science*, *Nature Energy*, Design Engineering Technical Conference

Professional Societies

- INFORMS Society for Marketing Science, Vice President of Meetings (2023-2024)
- American Statistical Association, Statistics in Marketing Section: Chair (2024), Chair-Elect (2023)
- Marketing Science Institute at the Advertising Research Foundation: Academic Advisory Committee for the Marketing Mix Modeling (MMM) Initiative (2023-2024)
- American Marketing Association
- Society for Causal Inference

Conference Organizing

- Quantitative Marketing and Economics Conference: Program Committee (2023)
- INFORMS Marketing Science Conference: Track Chair (2021), Special Session Organizer (2020)
- INFORMS Conference on Business Analytics and Operations Research: Program Committee Chair (2016), Member-at-Large, Program Committee (2017), Executive Forum Committee (2016, 2017), Marketing Analytics Track Co-Chair (2012, 2013, 2014, 2015, 2018)
- AMA ART Forum: Program Committee (2011, 2012, 2017, 2018, 2019, 2020)
- Sawtooth Software Conference Program Committee (2018-2021)

Prize Committees

- i-COM Data Creativity Awards Jury (2020)
- AMA Parlin Award Board of Governors (2017)

PhD Students

- Alexa Schlyfstone, Marketing, LeBow College of Business, Drexel University, expected 2028
- Xinyue Liu, Marketing, LeBow College of Business, Drexel University, expected 2028
- Morgan Bale, Marketing, LeBow College of Business, Drexel University, 2024 (committee chair, first placement at Brigham Young University)
- Sila Ada, Marketing, Vienna University of Business and Economics, 2019 (visited Drexel Fall 2018)
- Jung An (Jenny) Han, Marketing, LeBow College of Business, Drexel University, 2019
- Chelsey Hill, Decision Sciences, LeBow College of Business, Drexel University, 2018
- Tung Phan, Statistics, The Wharton School, University of Pennsylvania, 2016
- John Helveston, Public Policy and Engineering, Carnegie Mellon University, 2016
- Julie (Novak) Beckley, Statistics, The Wharton School, University of Pennsylvania, 2015

- Grace Haaf, Mechanical Engineering, Carnegie Mellon University, 2014

External Reviewer for Vienna University of Economics and Business, Chair in Marketing

SERVICE TO DREXEL UNIVERSITY

University-level Committees

- University Research Council (2022-present)
- Faculty Senate Committee on Research, Scholarship, and Creative Activity (2020-2021)
- Provost’s Awards Reviewer: Rothwarf Award (2020), Undergraduate Teaching Impact Award (2024)

College-level Committees

- Dean’s Cabinet (2022-present)
- Dean’s Council (2022-present)
- Academic Council (2022-present)
- Dean’s R&R Fellowships and Microgrants Committee (2022-present)
- Judge for Brand Crisis Case Competition, Dornsife Office for Experiential Learning (2020, 2021)
- Judge for CIO.com/Drexel Analytics 50 Award (2016)
- Faculty and staff working group for Business Analytics (2014-2018)

Marketing Department Committees

- Tenure-Track Faculty Search Committee (2021)
- Department Head Search Committee Chair (2020)
- Doctoral Curriculum Committee (2019)
- Clinical Faculty Search Committee (2019)
- Doctoral Student Awards Committee (2018)
- Doctoral Student Admissions Committee (2018-present)
- First-Year Doctoral Students Evaluation Committee (2014)
- Marketing Department Journals List Committee (2014, 2020)

Undergraduate and MS Student Advising

- STAR Research Program Advisor (2018)
- Faculty Advisor for Google Online Marketing Challenge (2016)
- Faculty Advisor for Adobe Analytics Competition (2015, 2017, 2020, 2022)

LeBow PhD Program

- R workshop for doctoral students (2018-2021)
- Clark Dissertation Award Committee (2020-2022)

GRANTS

Adobe Data Science Research Award, \$25,000, with Ron Berman (2017)

National Science Foundation Small Grant for Exploratory Research / Grant Opportunity for Academic Liaison with Industry co-funded by the General Motors Vehicle Development Research Lab, \$60,000, with Fred Feinberg and Mark Beltramo (2005-2006)

PUBLIC SERVICE

Borough of Kennett Square, Borough Council Member, 2024-2025

AWARDS & HONORS

Senior Faculty Fellow, INFORMS Society for Marketing Science Early Career Camp (2023)

Marketing Science Institute (MSI) Scholar (2023)

Marketing Science Service Award for quantity, quality and timeliness of reviews (2022)

Digital Analytics Association Quantities Awards, Top Analytics Educator (2021)

Drexel University, Allen Rothwarf Award for Teaching Excellence (2019)

American Marketing Association, AMA ART Forum Best Software Demo (2017)

LeBow College of Business, Excellence in Research Award (2016)

LeBow College of Business, Junior Teaching Award (2016)

American Marketing Association, "4 Under 40" Emerging Leaders in Marketing Award (2013)

Phi Beta Kappa, Delta Chapter, University of Pennsylvania (1994)