

# Wendy W. Moe

Robert H. Smith School of Business  
University of Maryland  
3469 Van Munching Hall  
College Park, MD 20742

(301) 405-9187  
wmoe@rhsmith.umd.edu  
www.wendymoe.com

## EMPLOYMENT

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|--|-----------------------------|
| University of Maryland, Robert H. Smith School of Business                       |                             |
| <i>Associate Dean of Master's Programs</i>                                       | December 2018 - present     |
| <i>Dean's Professor in Marketing</i>   | July 2018 – present         |
| <i>Co-Director of the Smith Analytics Consortium</i>                             | August 2016 – present       |
| <i>Director of MS in Marketing Analytics</i>                                     | August 2012 – December 2018 |
| <i>Professor of Marketing</i>  | August 2014 – July 2018     |
| <i>ADVANCE Professor</i>   | August 2014 – August 2015   |
| <i>Associate Professor of Marketing</i>  | August 2007 – August 2014   |
| <i>Assistant Professor of Marketing</i>  | July 2004 – July 2007       |
| <br>   |                             |
| University of Texas at Austin, McCombs School of Business                        | July 2000 – June 2004       |
| <i>Assistant Professor of Marketing</i>  |                             |
| <br>   |                             |
| A.C. Nielsen Company   | 1992-1994                   |
| <i>Senior Associate, Analytic Services (Hackensack, NJ)</i>                      |                             |
| <i>Associate Statistician, Advanced Analytical Technologies (Northbrook, IL)</i> |                             |

## EDUCATION

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|  |             |
|--|-------------|
| PhD, Marketing, University of Pennsylvania, The Wharton School | August 2000 |
| MS, Marketing, University of Pennsylvania, The Wharton School  | May 1999    |
| MBA, Georgetown University                                     | May 1996    |
| BS, Economics, University of Pennsylvania, The Wharton School  | May 1992    |

## HONORS AND AWARDS

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|--|------|
| MBA Teaching Award for Most Effective Elective Professor | 2017 |
| MSI/H. Paul Root Award, Finalist                         | 2017 |
| O'Dell Award, Finalist                                   | 2016 |
| MBA Teaching Award for Most Effective Elective Professor | 2016 |
| Paul Green Award, Finalist                               | 2016 |
| Distinguished Teaching Award                             | 2016 |
| ADVANCE SEED grant                                       | 2015 |
| MBA Teaching Award for Most Effective Elective Professor | 2015 |
| Distinguished Teaching Award                             | 2015 |
| AMA-Sheth Doctoral Consortium, Faculty Fellow            | 2015 |

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| Marketing Science Institute's Buzzell Award                                      | 2014       |
| Marketing Science Institute's Top Download Award                                 | 2014       |
| AMA-Sheth Doctoral Consortium, Faculty Fellow                                    | 2014       |
| MBA Teaching Award for Most Effective Elective Professor                         | 2013       |
| Journal of Interactive Marketing Best Reviewer Award                             | 2012       |
| Research Paper Finalist at the MIT Sloan Sports Analytics Conference             | 2011       |
| Erin Anderson Award for Emergent Female Scholar and Mentor                       | 2010       |
| AMA-Sheth Doctoral Consortium, Faculty Fellow                                    | 2010       |
| Wharton Customer Analytics Initiative/Marketing Science Institute Research Award | 2009       |
| University of Maryland GRB Summer Research Award                                 | 2005, 2009 |
| Marketing Science Institute Research Award                                       | 2008       |
| Journal of Interactive Marketing's Best Paper Award – Runner Up                  | 2007       |
| Journal of Marketing Best Reviewer Award   | 2007       |
| Nominated for the 2005-2006 Krowe Teaching Excellence Award                      | 2006       |
| Frank M. Bass Award, finalist  | 2005       |
| Journal of Interactive Marketing Best Paper Award                                | 2005       |
| University of Maryland GRB Summer Research Award                                 | 2005       |
| Marketing Science Institute Young Scholar  | 2005       |
| Nominated for CBA Foundation Research Excellence Award for Asst. Professors      | 2003,2004  |
| McCombs School of Business Dean's Fellow   | 2003       |
| Nominated for Best MBA Elective Instructor                                       | 2003       |
| Winter AMA Best Special Session Award  | 2002       |
| AMA Howard Award, honorable mention  | 2001       |
| MSI Alden G. Clayton Dissertation Proposal Competition Winner                    | 1999       |
| AMA Doctoral Consortium Fellow, Univ. of Southern California                     | 1999       |
| GE Foundation Fellowship   | 1997-1998  |
| Georgetown MBA Scholar   | 1994-1996  |

## **JOURNAL PUBLICATIONS**

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Moe, W. Wendy and Brian T. Ratchford (2018), "How the Explosion of Customer Data Has Redefined Interactive Marketing," *Journal of Interactive Marketing*.

Schweidel, David A. and Wendy W. Moe (2017), "Opportunities for Innovation in Social Media Analytics," *Journal of Product Innovation and Management*.

Zhang, Yuchi, Wendy W. Moe and David Schweidel (2016), "Modeling the role of message content and influencers in social media rebroadcasting," *International Journal of Research in Marketing*, <http://dx.doi.org/10.1016/j.ijresmar.2016.07.003>

Schweidel, David A. and Wendy W. Moe (2016), "Binge Watching and Advertising," *Journal of Marketing*.

- **Finalist for the MSI/H. Paul Root Award given by the American Marketing Association and the Marketing Science Institute for the *Journal of Marketing* paper that has made a significant contribution to the advancement of the practice of marketing.**

Healey, John and Wendy W. Moe (2016), "The Effects of Platform and Consumer Lifecycles on Content Sales in a Platform-Mediated Market," *International Journal of Research in Marketing*, 33 (2).

Schweidel, David and Wendy W. Moe (2014), "Listening in on Social Media: A Joint Model of Sentiment and Venue Choice," *Journal of Marketing Research*, 51 (4), 387-402.

- **Finalist for the Paul Green Award given to the *Journal of Marketing Research* paper that shows or demonstrates the most potential to contribute significantly to the practice of marketing research and research in marketing.**

Braun, Michael and Wendy W. Moe (2013), "Online Advertising Campaigns: Modeling the Effects of Multiple Ad Creatives," *Marketing Science*, 32 (5), 753-767.

Moe, Wendy W. and David A. Schweidel (2012), "Online Product Opinion: Incidence, Evaluation and Evolution," *Marketing Science*, 31 (3), 372-386.

Kulkarni, Gauri, P.K. Kannan and Wendy Moe (2012), "Using Online Search Data to Forecast New Product Sales," *Decision Support Systems*, 52 (3), 604-611.

Moe, Wendy W., David A. Schweidel and Michael Trusov (2011), "What Influences Customers' Online Comments" *Sloan Management Review*, Fall.

- **Featured in Freakonomics.com**

Moe, Wendy W. and Michael Trusov (2011), "The Value of Social Dynamics in Online Product Ratings Forums," *Journal of Marketing Research*, 48 (3), 444-456.

- **Finalist for the O'Dell Award given to the best or outstanding *Journal of Marketing Research* paper with respect to the degree they have made a significant, long-run contribution to marketing theory, and/or methodology, and/or practice.**

Moe, Wendy W. and Sha Yang (2009), "The Impact of a New Competitive Entry on an Incumbent's Customer Base," *Journal of Marketing*, 73 (1), 109-121.

Moe, Wendy W. and Peter S. Fader (2009), "The Role of Price Tiers in Advance Purchasing of Event Tickets," *Journal of Service Research*.

Moe, Wendy (2006), "An Empirical Two-Stage Choice Model with Decision Rules Applied to Internet Clickstream Data," *Journal of Marketing Research*, 43 (4), 680-692.

Moe, Wendy (2006), "A Field Experiment Assessing the Interruption Effect of Pop-Up Promotions," *Journal of Interactive Marketing*, 20 (1), 34-44

Moe, Wendy and Peter Fader (2004), "Dynamic Conversion Behavior at E-Commerce Sites," *Management Science*, 50 (3), 326-335.

- **Finalist for the Frank M. Bass Award given to the best marketing paper derived from a Ph.D. thesis published in an INFORMS-sponsored journal.**
- **Featured in "Turning Browsers into Buyers" in *MIT Sloan Management Review*, 2001, vol. 42, no.2, p.8.**

Johnson, Eric, Wendy Moe, Peter Fader, Steve Bellman, and Jerry Lohse (2004), "On the Depths and Dynamics of World Wide Web Shopping Behavior," *Management Science*, 50 (3), 299-308.

- **Featured article in issue**

Moe, Wendy and Peter Fader (2004), "Capturing Evolving Visit Behavior in Clickstream Data," *Journal of Interactive Marketing*, 18 (1), 5-19.

- **Winner of the *Journal of Interactive Marketing* Best Paper Award**
- **Lead article in issue**

Moe, Wendy (2003), "Buying, Searching, or Browsing: Differentiating between Online Shoppers using In-Store Navigational Clickstream," *Journal of Consumer Psychology*, 13(1&2), 29-40.

Moe, Wendy and Peter Fader (2002), "Using Advance Purchase Orders to Forecast New Product Sales," *Marketing Science*, 21(3), 347-364.

Moe, Wendy W. and Peter S. Fader (2001), "Modeling Hedonic Portfolio Products: A Joint Segmentation Analysis of Music CD Sales," *Journal of Marketing Research*, 38(3), 376-385.

Moe, Wendy and Peter Fader (2001), "Uncovering Patterns in Cybershopping," *California Management Review*, 43(4), 106-117.

- **reprinted in Understanding Consumer Behavior, Business Fundamentals Series, Harvard Business Press, 2002.**

Burke, Sandra J., Sandra J. Milberg and Wendy W. Moe (1997), "Displaying Common but Previously Neglected Health Claims on Product Labels: Understanding Competitive Advantages, Deception, and Education," *Journal of Public Policy and Marketing*, 16 (November), 242:255.

## **BOOKS, BOOK CHAPTERS AND OTHER PUBLICATIONS**

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Oates, Sarah and Wendy W. Moe (2018), “Donald Trump and the ‘Oxygen of Publicity’: Branding, Social Media and Traditional Media,” The Presidency and Social Media: Discourse, Disruption, and Digital Democracy in the 2016 Presidential Election, Routledge.

Moe, Wendy W., Oded Netzer, and David Schweidel (2017), “Social Media Analytics,” Handbook of Marketing Decision Models, ed. Berend Wierenga and Ralf van der Lans, Springer Science and Business Media.

Moe, Wendy W. and David Schweidel (2014), Social Media Intelligence, Cambridge University Press.

Moe, Wendy W. and David Schweidel (2014), “Chapter 12: Digital and Internet Marketing,” History of Marketing Science, ed. Russ Winer and Scott Neslin, World Scientific Publishing, p. 319-340.

Moe, Wendy W. (2013), “Chapter 9: Targeting Display Advertising,” in Advanced Database Marketing: Innovative Methodologies & Applications for Managing Customer Relationships, ed. Kristof Coussement, Koen De Bock and Scott Neslin, Gower Publishing Company, pp. 209-228.

Moe, Wendy W. (2010), “Social Media Provide Valuable Way to Get Customer Feedback,” *Washington Post*, September 20, <http://www.washingtonpost.com/wp-dyn/content/article/2010/09/17/AR2010091706205.html>.

Sorenson, Herb (2009), “Chapter 7: Integrating online and Offline Retailing: An Interview with Professor Peter Fader (The Wharton School) and Wendy Moe (University of Maryland),” Inside the Mind of the Shopper: The Science of Retailing, Wharton Publishing.

Haberkern, Katy, Katrina Hubbard, and Wendy Moe (2000), “The World According to E: E-Commerce and E-Customers,” *MSI Conference Summary*, Report #00-102.

## **WORK IN PROGRESS**

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Berger, Jonah, Wendy W. Moe and David Schweidel, “What Leads to Longer Reads? Reading Depth in Online Content.”

Berger, Jonah, Wendy W. Moe, Oded Netzer and David Schweidel, “Using Text for Marketing Insight,” invited paper at *Journal of Marketing*.

Moe, Wendy W. and David Schweidel (2017), “Managing the Customer Journey: What is the Value of Advertising and Social Media?” *Working Paper*.

Kim, Yoojung, Yogesh Joshi and Wendy W. Moe (2017), “The Evolution of Ideas,” *Work in Progress*.

Zhang, Kunpeng and Wendy W. Moe (2016), “Measuring Brand Favorability Using Large-Scale Social Media Data,” *Working Paper*.

Weiger, Welf H., Wendy W Moe, Hauke A. Wetzel, and Maik Hammerschmidt (2016), “Behavioral Engagement in Social Media: Measurement, Antecedents, and Purchase Consequences,” *Working Paper*.

Moe, Wendy W. and David A. Schweidel (2015), “Integrating Social Media Metrics,” *Working Paper*.

### **CONFERENCE PRESENTATIONS**

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#### “Integrating Social Media Metrics”

- American Marketing Association Summer Conference, Chicago, IL (2015)

#### “Social Media Intelligence”

- American Marketing Association Winter Conference, Orlando, FL (2014)
- Advanced Research Techniques Forum, Seattle, WA (2012)

#### “Online Advertising Campaigns: Modeling the Effects of Multiple Ad Creatives”

- Advanced Research Techniques Forum, Chicago, IL (2013)

#### “Online Product Opinion: Incidence, Evaluation and Evolution”

- Marketing Science Conference, Houston, TX (2011)
- Joint Statistical Meetings, Miami, FL (2011)
- Advanced Research Techniques Forum, San Francisco, CA (2010)
- AMA-Sheth Doctoral Consortium, Ft. Worth, TX (2010)

#### “How Much Does a Good Product Rating Help a Bad Product? Modeling the Dynamics of Online Product Ratings and Their Effects on Sales”

- Marketing Science Conference, Ann Arbor MI (2009)
- INFORMS Conference, October, Washington, DC (2008)
- DMEF Research Summit, October, Las Vegas, NV (2008)

#### “Roundtable on Navigating the Networked Rivers of the Social Web: Emerging Themes for Consumer Behavior Research on Web 2.X”

- Association for Consumer Research Conference, Pittsburgh, PA (2009)

#### “Roundtable on User-Generated Content”

- Joint Statistical Meetings, Washington, DC (2009)

“Roundtable on Applications of Clickstream Data: Past, Present and Future”

- Joint Statistical Meetings, Washington, DC (2008)

“The Impact of a New Competitive Entry on an Incumbent’s Customer Base: Structural Changes versus Dynamic Effects”

- Joint Statistical Meetings, Minneapolis, MN (2005)

“An Empirical Two-Stage Choice Model with Decision Rules Applied to Internet Clickstream Data”

- Marketing Science Conference, Atlanta, Georgia (2005)
- MSI Young Scholar Conference, Park City, Utah (2005)

“Using Advance Purchase Orders to Forecast New Product Sales”

- International Symposium on Forecasting, San Antonio, TX (2005)
- Joint Statistical Meetings, New York, New York (2002)

"Should We Wait to Promote?: The Effect of Timing on Response to Pop-Up Promotions"

- Joint Statistical Meetings, San Francisco, California (2003)
- Marketing Science Conference, University of Maryland (2003)

“A Bayesian Treed Model of Online Purchasing Behavior Using In-Store Navigational Clickstream”

- Marketing Science Conference, University of Alberta (2002)
- ART Forum, Vail, Colorado (2002)

“Internet Clickstream Research,”

- American Marketing Association Winter Educator’s Conference, Austin, TX (2002): **winner of Best Session Award.**

“Which Visits Lead to Purchases? A Closer Look at the Relationship Between Visiting and Purchasing Behavior at On-Line Stores”

- American Marketing Association Summer Educator’s Conference, Washington DC (2001)
- ART Forum, Amelia Island, Florida (2001)
- INFORMS Fall Conference, Philadelphia, Pennsylvania (1999)
- Marketing Science Conference, Syracuse, New York (1999)

“Capturing Evolving Visit Behavior in Clickstream Data,”

- Joint Statistical Meetings, Atlanta, Georgia (2001)
- Marketing Science Conference, Los Angeles, California (2000)

“Buying, Searching, or Browsing: Differentiating between Online Shoppers using In-Store Navigational Clickstream”

- Wharton Online Conversion Conference, Philadelphia, Pennsylvania (2001)

“Decomposing the Repeat-Purchase Process into Visiting and Conversion Behavior”

- INFORMS Conference, San Antonio, Texas (2000)

“What is the Value of Radio Airplay?: Investigating the Relationship Between Music Sales and Radio Airplay”

- Marketing Science Conference, Syracuse, New York (1999)

“A Joint Segmentation Model of Consumers and Products: Applied to the Sales of Music Albums”

- Marketing Science Conference, Fontainebleau France (1998)

“Applications of Behavioral Decision Research to Social Exchange Within Public Policy Domains”

- Association for Consumer Research Conference, Denver, Colorado (1997)

“Choice Effects and Regulatory Implications of Advertising Common but Previously Neglected Attributes: Are Consumers Harmed or Helped?”

- Marketing and Public Policy Conference, Washington DC (1996)

## **INVITED TALKS**

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“The Role of Advertising and Social Media Word-of-Mouth in the Customer Journey”

- Keynote speaker at European Advertising Academy ICORIA Conference (2018)

“The Connected Consumer”

- American Marketing Association Winter Conference, New Orleans, LA (2018)

“Measuring Brand Favorability Using Large Scale Social Media Data”

- Georgetown University, Washington DC (May 2018)
- INFORMS Business Analytics Conference, Baltimore, MD (April 2018)
- Fordham University, New York, NY (March 2018)
- Wharton’s Behavioral Insights from Text Conference, Philadelphia, PA (January 2018)
- Drexel, Philadelphia, PA (October 2017)
- Microsoft Corporation, webinar, (September 2017)
- Wharton Marketing Department Research Camp, Philadelphia, PA (February 2017)
- Virginia Tech, Blacksburg, VA (October 2016)

“Quantitative Analysis of Social Media”

- Crimson Hexagon Webinar (December 2016)
- MSI-Facebook Workshop on “Gaining Real Insights from Social Media,” Facebook Headquarters, Menlo Park, CA (July 2016)
- Walt Disney Studios Research Brown Bag, Web Seminar (September 2016)



“Integrating Social Media Metrics”

- INFORMS Conference, Philadelphia, PA (November 2015)
- Columbia University Marketing Department Research Camp (May 2015)
- Dartmouth University Marketing Department Research Camp (May 2015)
- University of Texas at Dallas (April 2015)

“Social Media Intelligence”

- Advertising Research Foundation (ARF) Webinar (December 4, 2014)
- Marketing Science Institute (MSI) Webinar (December 3, 2014)
- AMA Annual Conference, New Orleans, LA (2014)
- University of Connecticut Research Camp, Storrs, CT (2014)
- Teradata Marketing Summit, Los Angeles, CA (2014)
- Tulane University, New Orleans, LA (2104)
- Social Media.org Brands Only Summit, Orlando, FL (2013)
- Marketing Science Institute Conference, Boston, MA (2013)
- Decision Science Institute Conference, Baltimore, MD (2013)
- NYU Center for Measurable Marketing Conference, New York, NY (2013)
- IBM Analytics Workshop, College Park, MD (2013)
- HEC Paris Research Camp, Paris, France (2012)
- Georgetown University, Washington DC (2012)
- Vienna Tysons Regional Chamber of Commerce (VTCC) Conference and Trade Show. McLean, VA (2012)
- Social Media Outlook Event, Gannett Headquarters, McLean, VA (2012)

“Online Advertising Campaigns: Modeling the Effects of Multiple Ad Creatives”

- Wharton Customer Analytics Initiative, Philadelphia PA (2011)

“Measuring the Effectiveness of Online Information and Marketing Campaigns”

- Cyber Terrain Conference, Washington DC (2011)

“Online Product Opinions: Incidence, Evaluation and Evolution”

- Emory University, Atlanta, GA (2010)
- Cornell University, Ithaca, NY (2010)
- University of North Carolina, Chapel Hill, NC (2010)
- University of Miami, Miami, FL (2010)
- University of Houston, Houston, TX (2010)
- The Emergence and Impact of User-Generated Content Conference co-sponsored by Wharton Interactive Media Initiative (WIMI) and Marketing Science Institute (MSI), Philadelphia, PA (2009)

“Measuring the Value of Social Dynamics in Online Product Forums”

- Georgetown University, Washington DC (2009)
- University of Delaware, Newark, DE (2009)
- Temple University, Philadelphia, PA (2009)

“Advance Purchasing of Event Tickets”

- The Wharton School at the University of Pennsylvania, Philadelphia, PA (2008)

“Applications of Internet Clickstream Data: Past, Present and Future”

- Wharton/ISMS Conference on the Practice and Impact of Marketing Science, Philadelphia, PA (2007)
- Sloan Center Research Workshop, University of California at Riverside (2007)

“How to Survive the First Five Years”

- American Marketing Association Summer Educator’s Conference, Washington DC (2007)

“An Empirical Two-Stage Choice Model with Decision Rules Applied to Internet Clickstream Data”

- Georgetown University, Washington DC (2006)
- MIT, Boston, Massachusetts (2005)
- University of Maryland (2004)

“Pre-launch Forecasting Based on Advanced Purchasing”

- International Symposium on Forecasting, San Antonio, TX (2005) - *featured speaker*

“Should We Wait to Promote?: The Effect of Timing on Response to Pop-Up Promotions”

- University of Southern California’s Research Camp, January, Los Angeles, California (2003)

“Building Marketability During your Doctoral Program”

- American Marketing Association Winter Educator’s Conference, Austin, TX (2002)

“A Bayesian Treed Model of Online Purchasing Behavior Using In-Store Navigational Clickstream”

- University of Maryland, February, College Park, Maryland (2002)
- University of Houston, April, Houston, Texas (2002)

## PROFESSIONAL ACTIVITIES

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- Journal of Interactive Marketing Co-Editor (2018-present)
- Journal of Marketing Area Editor (2018)
- Marketing Science Institute Academic Trustee (2015-present)
- Journal of Marketing Editor-In-Chief Selection Committee (2017)
- Erin Anderson Award Selection Committee
  - Chair (2016, 2017)
  - Committee Member (2014, 2015)
- Editorial Review Board:
  - Marketing Science (2015 – present)
  - Journal of Marketing Research (2013 – present)
  - Journal of Marketing (2006 – 2018)
  - Journal of Interactive Marketing (2005 – present)
  - Journal of Marketing Analytics (2013 – present)
  - International Journal of Research in Marketing (2014-present)
- Advisory Board for the Wharton Customer Analytics Initiative (2011-2013)
- Conference Co-Chair for the 2012 DMEF Marketing Research Summit (2012)
- Advanced Research Techniques Forum
  - Program Chair (2011)
  - Program Committee (2010)
- U.S. Census Bureau’s Academic Assessment Panel for the 2010 Census Communications Campaign (2009)
- Section on Statistics in Marketing, American Statistical Association
  - Executive Board (2009)
  - Chair (2008)
  - Chair-Elect (2007)
  - Program Chair (2005)
  - Program Chair-Elect (2004)

## CONSULTING AND OTHER PROFESSIONAL ACTIVITIES

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|  |              |
|--|--------------|
| <b>Journal of Interactive Marketing</b><br>Co-Editor                           | 2018-present |
| <b>Marketing Science Institute (MSI)</b><br>Academic Trustee                   | 2015-present |
| <b>The Langley School</b><br>Board of Trustees, Vice-Chair/Treasurer (2017-18) | 2014-present |
| <b>Journal of Marketing</b><br>Area Editor                                     | 2018         |

**General Motors** 2017-2018  
 Provided social media analytics training and consultation.

**Kering** 2016  
 Provided expert services pertaining to Gucci America, Inc. et al v. Alibaba Group Holding Ltd et al. related to online search and advertising algorithms in the context of promoting and detecting counterfeits.

**Competition Bureau of Canada** 2015-2016  
 Advised the Commissioner of Competition on matters related to online consumer behavior, web analytics, and online advertisements and promotions.

**Amazon.com / Bingham McCutchen (now Morgan Lewis)** 2014  
 Provided analysis and advised on litigation related to the valuation of Amazon's customer base for transfer pricing dispute with IRS.

**United States Census Bureau** 2011-2013  
 Served as a consultant on issues related to the overall Census communications campaign.

**Embarq/CenturyTel** 2010-2011  
 Provided expert witness services in litigation pertaining to issues related to online behavioral targeting practices.

**Neiman Marcus** 2011  
 Provided training sessions to their Web Analytics team.

**United States Census Bureau** 2009  
 Served on the Academic Assessment Panel for the 2010 Census Integrated Communications Plan to review the communications plan developed to improve the public response to the 2010 Census.

**Congressional Hotel Corporation** 2009  
 Provided expert witness services for litigation pertaining to the impact of retail store location.

**Southwest Airlines** 2007  
 Provided expert witness services for Southwest Airlines in litigation pertaining to the impact of third-party websites on the airline's website.

**Marketing Analytics / Sony Music** 2007  
 Developed forecasting models for new album releases. Analyzed the effectiveness of various elements of the marketing and promotional mix.

**Universal Music** 2006  
 Provided consulting services pertaining to an expert witness report addressing copyright infringement damages.

**NetConversions, Inc.** (acquired by aQuantive/Microsoft) 2000-2004  
*Research Advisor* for online marketing research firm. Assisted with the construction of their consumer behavior database and the development of key online consumer metrics. Helped design and implement systematic experiments on client websites to understand and improve conversion behavior at those sites.

**Bad Boy Entertainment / Sean John Clothing** 2001  
Provided expert report regarding branding issues resulting from a trademark infringement case.

**Intel Corporation** 2001  
Developed a forecasting model for a proposed new product introduction.

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**EXPERT TESTIMONIES PROVIDED**

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**Kirch v. Embarq Management Co.** 2011  
United States District Court for the District of Kansas  
Case No. 10-2047-JAR-GLR  
Testified in deposition

**Mervis Diamond Corporation v. Congressional Hotel Corporation** 2009  
Circuit Court for Montgomery County, Maryland  
Case No. 259919  
Testified in deposition and at trial

**Southwest Airlines Co. v. Board First L.L.C.** 2007  
United States District Court for the Northern District of Texas, Dallas Division  
Civil Action No. 3-06CV0891  
Testified in deposition