

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

ACADEMIC POSITIONS

LeBow College of Business, Drexel University
Associate Professor of Marketing (with tenure), 2020-present
Affiliated Faculty, Drexel Solutions Institute, 2020-present
Assistant Professor of Marketing, 2014-2020

The Wharton School, University of Pennsylvania
Senior Fellow, Wharton Customer Analytics, 2014-present
Lecturer in Marketing, 2010-2014, 2016
Executive Director, Wharton Customer Analytics Initiative, 2012-2014
Research Director, Wharton Customer Analytics Initiative, 2010-2012

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, tactical marketing experiments, causal inference

JOURNAL ARTICLES IN MARKETING

1. 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.
2. 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.
3. 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.
4. 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.
5. 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.
6. 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.]
7. Zantedeschi, D., E.M. Feit and E.T. Bradlow (2017) Measuring Multi-Channel Advertising Response, *Management Science*, 63(8), 2706-2728.
8. 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.

9. Feit, E.M. and R. Berman (2019) Test & Roll: Profit-Maximizing A/B Tests, *Marketing Science*, 38(6), 1038-1058.
10. Han, J.A., E.M. Feit and S. Srinivasan (2019) Negative Buzz Can Increase Awareness and Purchase Intent, *Marketing Letters*, 31, 89-104.
11. 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.

WORKING PAPERS

12. Berman, R. and E.M. Feit, Latent Stratification for Advertising Experiments. [Under revision for *Marketing Science*]
13. Ada, S., N. Abou Nabout and E.M. Feit, Placement Disclosure in Advertising Auctions: Evidence from a Policy Change. [Under revision for *Journal of Marketing Research*]
14. Dotson, J.P., M.A. Beltramo, E.M. Feit, and R. Smith, Modeling the Effect of Images on Conjoint Choices. [Under revision for *Journal of Marketing Research*]
15. Zuo, Z., H. Ye and E.M. Feit, A non-parametric approach to modeling response time in conjoint surveys
16. Bale, M., E.M. Feit, E.T. Bradlow and T. Phan, An Integrated Model for Dynamic Brand Equity.
17. Novak, J., E.M. Feit, S.T. Jensen and E.T. Bradlow, Bayesian Imputation for Anonymous Visits in CRM Data.
18. Feit, E.M., Extending the Generalized Multinomial Logit Model: Error Scale and Decision Maker Characteristics.

WORK IN PROGRESS

Brands political engagement on Twitter (with M. Guha and D. Korshun)

JOURNAL ARTICLES OUTSIDE MARKETING

19. Gordon, G. and E.H. McDonnell (1995) Trees with the same path numbers and degree sequence. *Discrete Math*, 147, 297-300.
20. Gordon, G., E.H. McDonnell, D. Orloff and N. Wung (1995) On the Tutte polynomial of a tree. *Congressus Numerantium*, 108, 141-151.
21. 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.
22. 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.
23. Neal, D.E., E.M. Feit, and Jeremy R. Etz Korn (2018) Patient Preferences for the Treatment of Basal Cell Carcinoma: A Mapping Review of Discrete Choice Experiments, *Dermatologic Surgery*.
24. Etz Korn, J.R., S. Tuttle, I. Lim, E.M. Feit, J.F. Sobanko, T.M. Shin, D. Neal, C.J. Miller (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 Academy of Dermatology*.

INVITED CHAPTERS

25. Christian, J., E.M. Feit and M.A. Beltramo (2007, 2011) Expert Feature: Conjoint Analysis at General Motors in Feinberg, Kinnear and Taylor, *Modern Marketing Research: Methods and Cases*, Atomic Dog.
26. Feit, E.M., C. Pensig and J. Harper (2011) Expert Feature: Customer Analytics in Feinberg, Kinnear and Taylor, *Modern Marketing Research: Methods and Cases*, Atomic Dog.
27. Barr, M., J.K. Dokko and E.M. Feit (2012), Preferences for Plastic, in Barr, M., *No Slack*, Brookings Institution.
28. 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. [Referred by two anonymous reviewers]
29. 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. [Referred by P.S.H. Leeflang and K.H. Pauwels]
30. 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. [Referred by two anonymous reviewers]
31. Ebbes, P., D. Papies and E.M. Feit, Endogeneity, in Wiener, R. and S.A. Neslin, *History of Marketing Science, Second Edition*, expected 2021.

BOOKS

- 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
 - First edition reviewed in the *Journal of Statistical Software* by Thomas Rusch, October 2015, *Technometrics* by Stan Lipovetsky, July 2016, *Interfaces* by R. Jean Ruth, July 2016
- Schwarz, J., C. Chapman and E.M. Feit (2020) *Python for Marketing Research and Analytics*, Springer, New York.
- Currently being translated to Korean

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

- 2021 Virtual Quant Marketing Seminar, University of Rochester, General Motors Research, Generable Bayesian Seminar
- 2020 European Quant Marketing Seminar, University of Chicago, Southern Methodist University, 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 Conference (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
- 2014 University of Michigan Design Science, Marketing Science Conference
- 2013 Emory University, Temple University, Drexel University, Marketing Dynamics Conference
- 2010 Emory University, Marketing Science Conference, WIMI in China, AMA ART Forum
- 2008 University of Pennsylvania, University of Delaware, Emory University, University of Texas at Dallas, Georgia Tech, Carnegie Mellon University, Michigan State University, Perdue University, Haring Symposium at Indiana University, Marketing Science Conference, AMA ART Forum
- 2007 Carnegie Mellon University Design Decisions Lab, Seventh Triennial Invitational Choice Symposium, University of Michigan Design Colloquium, Haring Symposium at Indiana University (discussant)
- 2006 NSF Design, Service and Manufacturing Grantees and Research Conference, AMA ART Forum, Carnegie Mellon University Design Decisions Lab, General Motors Research and Development Center

UNIVERSITY COURSES

Marketing Analytics (new undergraduate course)

- Drexel University, planned for Winter 2022

Quantitative Methods in Marketing (new PhD course)

- Drexel University, Spring 2019 (4.0/4.0)

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 (3.6/4.0)
- University of Pennsylvania, The Wharton School, Spring 2012, Spring 2013, Spring 2014, Fall 2016 (3.0/4.0)

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(3.7/4.0)

Introduction to Marketing Management (undergraduate course)

- University of Pennsylvania, Wharton Program for Working Professionals, Fall 2010, Spring 2011 (3.2/4.0)
- University of Michigan, Ross School of Business, Winter 2007 (5.0/5.0)

WORKSHOPS & ONLINE COURSES

[How to Test & Roll](#) (2-hour, with Ron Berman)

- 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)

Becoming a CBC/HB Power User (half-day, with Jeff Dotson and John Howell)

- Sawtooth Software Users Conference (March 2009)

Tutorial on Making the Most of ART Forum (half-day, with Jeff Brazell and Cindy Ford)

- ART Forum (June 2009)

GUEST LECTURES

A/B Testing

- The Wharton School, Bob Meyer (Spring 2020)

Customer Analytics

- The Wharton School, Qiaowei Shen (Spring 2011, Fall 2011), New York University, Sam Hui (Spring 2011), Drexel University, Arun Gopalakrishnan (Fall 2013), West Chester University, Paul Arsenaut (Fall 2013), Brigham Young University, Analytics Club (February 2015)

Beyond the Big Data Hype

- The Wharton School (November 2013)

Marketing Research for Product Design

- Carnegie Mellon University, College of Engineering, Jeremy Michalek (Fall 2006, Fall 2007, Spring 2010), University of Michigan, Design Science Program, Panos Papalambros, (Winter 2007, Winter 2008, Winter 2009, Winter 2013)

RECENT PRACTITIONER OUTREACH

How to Test & Roll, Search Discovery Education Community (June 2021)

“Everything You Should’ve Learned in School about Digital Advertising”, Philly Social Media Day (June 2021)

Presentation to AirLiquide (May 2021)

How to Test & Roll, 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 for Google UX Research Conference (November 2020)

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

Presentation for 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)

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

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

Statistics – It’ll be okay, Marketing Analytics Summit (June 2019)

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

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

Panel Discussion on Attribution for Retail, Baker Retailing Center, Wharton San Francisco (November 2018)

Guest of the Test and Learn Community discussing statistics for A/B testing (March 2018, November 2018)

Data Takers and Data Makers, Philadelphia Data Jawn (June 2018)

Guest on the [Data Gurus](#) podcast by Greenbook (April 2018)
Guest on the [Digital Analytics Power Hour](#) discussing Bayesian statistics (February 2018)
Experimentation for Attribution, Attribution Accelerator Conference (October 2017)
Guest on JMP Webcast [Analytically Speaking](#) (August 2017)
Business Experiments: The Cheap Trick of Analytics, Keynote at Deloitte Data Science Summit (March 2016)

SERVICE

Journals

- Editorial Boards
 - * *Journal of Marketing Research*, Associate Editor (2021-2022), Editorial Board (2018-2021)
 - * *Quantitative Marketing and Economics*, Associate Editor (2021-2023)
 - * *Marketing Science*, Editorial Board (2017-2021)
- Ad-hoc Reviewer
 - * *International Journal of Research in Marketing*, *Management Science*, *Journal of the American Statistical Association*, *Information Systems Journal*, *Journal of Mechanical Design*, *Scientific Data*, *Transportation Research*, *Psychometrika*, *Marketing Letters*, *Journal of Interactive Marketing*, *Customer Needs and Solutions*, *Journal of Statistical Software*, *Design Science*, *Nature Energy*, Design Engineering Technical Conference

Conference Organizing

- INFORMS Marketing Science Conference
 - * Track Chair 2021
- 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-present)

Prize Committees

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

Dissertation Committees

- Morgan Bale (chair), Marketing, LeBow College of Business, Drexel University, expected 2024
- Mithila Guha (co-chair), Marketing LeBow College of Business, Drexel University, expected 2023
- 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, Statistics, The Wharton School, University of Pennsylvania, 2015
- Grace Haaf, Mechanical Engineering, Carnegie Mellon University, 2014

Drexel University

- Faculty Senate Committee on Research, Scholarship, and Creative Activity (2020-2022)
- Marketing Department Committees
 - * Department Personnel (2021-2022), Tenure-Track Faculty Search (2021), Chair, Department Head Search (2020), Journal List (2020), Doctoral Curriculum (2019), Clinical Faculty Search (2019), Doctoral Student Awards (2018), Doctoral Student Admissions (2018-2021), Doctoral Students Evaluation (2014), Journals List (2014)
- Student Advising
 - * STAR Research Program Advisor for Spencer Ross focusing on webscraping and sentiment analysis for video games (2018), Faculty Advisor for Google Online Marketing Challenge (2016), Faculty Advisor for Adobe Analytics Competition (2015, 2017, 2020)
- LeBow Doctoral Programs
 - * R workshop for doctoral students (2018, 2019, 2020, 2021), Clark Dissertation Award Committee (2020, 2021)
- Business Analytics
 - * Judge for CIO.com/Drexel Analytics 50 Award (2016), Faculty and staff working group for Business Analytics (2014-2018)
- Experiential Learning
 - * Judge for Brand Crisis Case Competition (2020, 2021)

Other Universities

- External Reviewer for Vienna University of Economics and Business, Chair in Marketing DataCamp Instructor Advisory Board (2019-2020)

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)

AWARDS

- Allen Rothwarf Award for Teaching Excellence, university-wide teaching award for tenure-track faculty at Drexel (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)
- INFORMS Young Researcher Connection (2012)
- Fellow, American Marketing Association Sheth Doctoral Consortium, University of Missouri (2008)
- Rackham Graduate School Pre-Doctoral Fellowship, 1 of 18 awarded across all doctoral programs in the social and behavioral sciences at the University of Michigan (2008)
- American Marketing Association, AMA ART Forum Best Poster (2008)

Gerald and Lillian Dykstra Fellowship for Teaching Excellence and Academic Performance, University of Michigan (2007)

Milton and Josephine Kendrick Award in Marketing, University of Michigan (2007)

Thomas William Leabo Memorial Award for Academic Excellence, University of Michigan (2006)

Phi Beta Kappa, Delta Chapter (1994)

PROFESSIONAL EXPERIENCE

Consulting

2010-2014

Consulted on a variety of marketing analytics and statistical modeling projects for clients including YouGov BrandIndex and Google.

The Modellers, LLC

Vice President & Methodologist, 2009-2010

Developed methods and software for market research, focusing on Bayesian design of choice experiments and Bayesian estimation of choice models; consulted on methodology issues for client projects; trained statistical analysts and market research managers; coordinated the company's Academic Advisory Board.

General Motors

Project Engineer, Advanced Vehicle Development Center, 2001-2004

Research Scientist, Operations Research Department, R&D Center, 1998-2001

Developed methods to address marketing and operations research problems including forecasting demand using click-stream data, predicting custom-ordering behavior using choice models, and determining the optimal mix of contract and regular employees.

American U-Brew

Operations Director, 1995-1996

Systems Research & Applications

Economic Analyst, 1994-1996