

Ryan Dew

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ACADEMIC APPOINTMENTS

The Wharton School, University of Pennsylvania
2018 - Present Assistant Professor of Marketing

EDUCATION

- 2019 Ph.D., Marketing, Columbia University
Dissertation: Machine Learning Methods for Data-Driven Decisions
Advisor: Asim Ansari
Committee: Olivier Toubia, Oded Netzer, Kinshuk Jerath, David Blei
- 2016 M.Phil., Marketing, Columbia University
- 2013 B.A., Mathematics, University of Pennsylvania
Academic honors: Summa cum laude, Phi Beta Kappa

RESEARCH OVERVIEW

- Topics: customer relationship management, customer analytics, data-driven design, visualization, choice modeling
- Methods: Bayesian statistics and econometrics, Bayesian nonparametrics, unstructured data, scalable inference, computational methods, machine learning

PUBLICATIONS

1. **Dew, Ryan** and Asim Ansari (2018), “Bayesian Nonparametric Customer Base Analysis with Model-based Visualizations,” *Marketing Science*.
This work was a finalist for the 2019 Frank M. Bass Award.
2. **Dew, Ryan**, Asim Ansari, and Yang Li (2020), “Modeling Dynamic Heterogeneity Using Gaussian Processes,” *Journal of Marketing Research*.
This work was a finalist for the 2020 Paul Green Award.
3. **Dew, Ryan**, Asim Ansari, and Olivier Toubia (2022), “Letting Logos Speak: Leveraging Multi-view Representation Learning for Data-Driven Logo Design,” *Marketing Science*.
Available online at: <http://ssrn.com/abstract=3406857>

WORKING PAPERS

4. **Dew, Ryan**, Eva Ascarza, Oded Netzer, and Nachum Sicherman, "Detecting Routines in Ride-sharing: Implications for Customer Management," R&R at *Journal of Marketing Research*.
Available online at http://ssrn.com/abstract_id=3982612
5. **Dew, Ryan** and Yuhao Fan, "A Gaussian Process Model of Cross-Category Dynamics in Brand Choice"
Available online at <http://ssrn.com/abstract=3832290>
6. Tian, Zijun, **Ryan Dew**, and Raghu Iyengar, "Winning the Attention Race: Optimal Influencer Selection By Follower Elasticity"
Actively being revised; available by request.
7. **Dew, Ryan**, "Preference Measurement with Unstructured Data, with Applications to Adaptive Customer Onboarding Surveys."
Actively being revised; available by request.

RESEARCH IN PROGRESS

8. "The Impact of a Free Cancellation Program on Customer Booking Behavior and Firm Performance," with Yuhao Fan, Eric T. Bradlow, and Peter S. Fader
9. "Unified Marketing Measurement under Privacy Regulations," with Nicolas Padilla
10. "Learning Cross-market Style Diffusion with Representation Learning," with Anuj Kapoor

TEACHING

Full courses:

Wharton Data and Analysis for Marketing Decisions (Undergrad and MBA)
Years taught: 2019-2022
Awarded the Excellence in Teaching Award in all years taught.
Most recent instructor rating: 3.7/4
(Historical average for the course: 2.6/4)

Tutorials and seminars:

Wharton Representation learning (Guest lecture, Ph.D. seminar, 2021)
Machine learning and text analysis (Guest lecture, Ph.D. seminar, 2019)

Columbia Estimating Bayesian Models with Stan (Ph.D. tutorial)
Introduction to Programming in R (Ph.D. tutorial)
Marketing Insights with Regression Analysis (MBA tutorial)
Conjoint Analysis (MBA tutorial)

DOCTORAL SUPERVISION

Advisor or co-advisor:

- Yuhao (Jeremy) Fan, The Wharton School, University of Pennsylvania, 2021
Dissertation: *Marketing Applications of Bayesian Nonparametrics*
- Zijun Tian, Economics Department, University of Pennsylvania, anticipated 2023.

GRANTS, HONORS, AND AWARDS

- Paul Green Award Finalist, 2020
- Wharton Teaching Excellence Award, 2020
- Analytics at Wharton Grant (\$17,000), 2020
- Frank M. Bass Award Finalist, 2019
- Wharton Teaching Excellence Award, 2019
- Winner, ISMS Doctoral Dissertation Proposal Competition, 2018
- Winner, American Statistical Association's Marketing Section's Dissertation Award, 2018
- Honorable Mention, MSI Alden G. Clayton Doctoral Dissertation Proposal Competition, 2018
- AMA-Sheth Foundation Doctoral Consortium Fellow, 2017
- ISMS Doctoral Consortium Fellow, 2017
- Amanda and Harold J. Rudolph Fellowship, Columbia Business School, 2016
- Deming Center Doctoral Fellowship, Columbia Business School, 2016
- ISMS Doctoral Consortium Fellow, 2016
- Quantitative Marketing and Structural Econometrics Workshop, 2015
- ISMS Doctoral Consortium Fellow, 2015
- Adobe Digital Marketing Research Award (with Kinshuk Jerath and Miklos Sarvary), 2014

INVITED TALKS

- Boston University (Questrom, IS), May 2022
- University of Chicago (Booth), May 2022
- Hong Kong University of Science and Technology, Feb 2022
- University of Colorado, Boulder (Leeds), Nov 2021
- University of Texas, Austin (McCombs), Nov 2021
- City University of Hong Kong, Nov 2021
- Marketing Modelers, Feb 2021
- Stanford University (GSB), Jan 2021
- Temple University (Global Center on Big Data and Mobile Analytics), Nov 2020
- Rutgers University (RBS), Oct 2020
- Temple University (Global Center on Big Data and Mobile Analytics), Sep 2019
- University of Maryland (Smith), Nov 2018
- Drexel University (Lebow), Oct 2018
- Reykjavik University (School of Business), Oct 2018
- Cheung Kong Graduate School of Business Research Camp, July 2018

- University of Pennsylvania (Wharton), Nov 2017
- Cornell University (Johnson), Oct 2017
- University of Colorado Boulder (Leeds), Oct 2017
- New York University (Stern), Oct 2017
- Yale University (SOM), Oct 2017
- Carnegie Mellon University (Tepper), Oct 2017
- University of Rochester (Simon), Oct 2017
- University of Michigan (Ross), Oct 2017
- University of British Columbia (Sauder), Sep 2017
- University of Pittsburgh (Katz), Sep 2017
- Dartmouth College (Tuck), Sep 2017
- Georgetown University (McDonough), Sep 2017
- Duke University (Fuqua), Sep 2017
- The Ohio State University (Fisher), Aug 2017

CONFERENCE PRESENTATIONS

- Marketing Science, Virtual, June 2022
“Adaptive Preference Measurement with Unstructured Data, with Applications to Customer On-boarding”
- Machine Learning for Consumers and Markets Workshop, KDD 2021, Virtual, August 2021
“Adaptive Preference Measurement with Unstructured Data, with Applications to Customer On-boarding”
- Theory and Practice in Marketing (TPM), Virtual, June 2021
“Detecting Routines in Ride-sharing: Implications for Customer Management.”
- Marketing Science, Virtual, June 2021
“Adaptive Preference Measurement with Unstructured Data, with Applications to Customer On-boarding”
- Bass FORMS Conference, UTD (Virtual), Feb 2021
“Letting Logos Speak: Leveraging Multiview Representation Learning for Data-Driven Logo Design”
- Marketing Science, Virtual, June 2020
“Detecting Routines in Ride-sharing: Implications for Customer Management.”
- Four Schools Conference (Columbia, NYU, Wharton, Yale), Virtual, May 2020
“Letting Logos Speak: Leveraging Multiview Representation Learning for Data-Driven Logo Design”
- Conference on Artificial Intelligence, Machine Learning, and Business Analytics, Philadelphia, PA, December 2019. Invited keynote speaker.
“Letting Logos Speak: Machine Learning Methods for Data-Driven Logo Design.”
- Marketing Science, Rome, Italy, June 2019
“Letting Logos Speak: Machine Learning Methods for Data-Driven Logo Design.”
- Marketing Science, Philadelphia, PA, June 2018
“Letting Logos Speak: Machine Learning Methods for Data-Driven Logo Design.”

- EMAC, Glasgow, Scotland, May 2018
“Letting Logos Speak: Machine Learning Methods for Data-Driven Logo Design.”
- Marketing Science, Los Angeles, CA, June 2017
“Dynamic Heterogeneity: A Bayesian Nonparametric Approach”
- Marketing Dynamics, Hamburg, Germany, July 2016
“Gaussian Process Dynamic Choice Models”
- AMA Advanced Research Techniques Forum, Boston, MA, June 2016
“A Bayesian Semiparametric Framework for Understanding and Predicting Customer Base Dynamics”
- Marketing Science, Shanghai, China, June 2016
“Gaussian Process Dynamic Choice Models”
- Data Science Day (Poster Session), Columbia University, April 2016
“Model-based Dashboards for Customer Analytics”
- Marketing Science, Baltimore, MD, June 2015
“Bayesian Semiparametric Modeling of Cohort Lifecycles”

SCHOLARLY SERVICE

- *Marketing Science* Editorial Review Board, 2022-2024
- Ad hoc reviewer, *Management Science*, *Journal of Marketing Research*, *Journal of Marketing*.
- American Statistical Association Section on Marketing, Council of Sections Representative, 2020-2022

OTHER

Languages:

- Computer: R, Python, Stan, Mathematica, PyTorch, Tensorflow, Julia (basic), SQL (basic)
- Human: English (native), Mandarin (intermediate), Spanish (basic)

Citizenship: United States

Last update: June 20, 2022