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CONTACT INFORMATION

University of Chicago Booth School of Business
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EMPLOYMENT University of Chicago, Booth School of Business
Assistant Professor of Marketing, 2014-present
Beatrice Foods Co. Faculty Scholar 2014-present
Faculty affiliate, Center for Health and The Social Sciences, 2014-present
Faculty affiliate, Becker Friedman Institute Health Initiative, 2017-present

EDUCATION Ph.D., Economics, Massachusetts Institute of Technology, 2014
M.S., Mathematics, Virginia Polytechnic Institute & State University, 2009
B.S., Mathematics, Virginia Polytechnic Institute & State University, 2007
B.A., Economics, Virginia Polytechnic Institute & State University, 2007

RESEARCH INTERESTS Empirical Industrial Organization, Advertising, Marketing in the Health Care and Pharmaceuticals Sectors

PUBLICATIONS **“Estimating the Cost of Strategic Entry Delay in Pharmaceuticals: The Case of Ambien CR,”** *Quantitative Marketing and Economics*, 14(3) (2016), pp. 201-231.

“Positive Spillovers and Free Riding in Advertising of Prescription Pharmaceuticals: The Case of Antidepressants,” *Journal of Political Economy*, forthcoming.

“Informational Shocks, Off-Label Prescribing and the Effects of Physician Detailing,” *Management Science*, forthcoming.

WORKING PAPERS **“Advertising in Health Insurance Markets,”** revise & resubmit, *Marketing Science*

PUBLISHED CHAPTERS **“Regulation of Prescription Drug Competition and Market Responses: Patterns in Prices and Sales Following Loss of Exclusivity”** (with Murray L. Aitken, Ernst R. Berndt, Barry Bosworth, Iain M. Cockburn, Richard G. Frank and Michael Kleinrock), in *Measuring and Modeling Health Care Costs*. Forthcoming in University of Chicago Press. NBER Working Paper # 19487.

INVITED TALKS 2013: MIT Econ, MIT Sloan (Marketing), Columbia GSB (Marketing), Harvard Business School (Marketing), Chicago Booth (Marketing)
2014: University of Maryland (Economics), IIOC, Stanford GSB

(Marketing), Marketing Science, Bates-White, University of New South Wales (Marketing), Tulane (Economics)

2015: ASSA, University of Naples (CSEF), University of Chicago (Health Economics), Yale Marketing-IO conference, UCSD Rady (Marketing), Marketing Science, Bates-White, iHEA Congress, NBER Summer Institute (IO), QME conference, Drexel (Economics)

2016: Northwestern Kellogg (Marketing), UCLA (Public Health), Michigan Ross (Marketing), Rochester Simon (Marketing), Colorado Leeds (Marketing), Choice Symposium, London School of Economics, VATT, Norwegian School of Economics, ASHEcon, CIREQ Health-IO Conference at McGill, Duke Fuqua (Marketing)

2017: UCSD Rady (Marketing), Wharton (Marketing), IIOC, Toulouse School of Economics, Tilburg, Bates-White, Marketing Science, Summer Institute in Competitive Strategy (SICS), IIPF, Princeton (Economics)

**REFEREE
ACTIVITIES**

Journal of Political Economy, Quarterly Journal of Economics, Review of Economic Studies, Marketing Science, Management Science, Quantitative Marketing and Economics, RAND Journal of Economics, Journal of Economics and Management Strategy, International Journal of Industrial Organization, Health Economics, Journal of Marketing Research