

# Anna Elizabeth Tuchman

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Kellogg School of Management

Northwestern University

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Evanston, IL 60208

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## Academic Employment

- **Northwestern University** **Evanston, IL**  
Kellogg School of Management, Assistant Professor of Marketing *2016 – Present*
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## Education

- **Stanford University** **Stanford, CA**  
Graduate School of Business, Ph.D. in Marketing *2016*
  - **Stanford University** **Stanford, CA**  
Department of Economics, M.A. in Economics *2016*
  - **University of Pennsylvania** **Philadelphia, PA**  
College of Arts and Sciences, B.A. *2009*
    - Majors: Economics with Honors, Mathematics, and Hispanic Studies
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## Research Interests

- Quantitative Marketing
  - Empirical Industrial Organization
  - Advertising: Addictive Goods, Addressable TV Markets, Ad Skipping, Digital Advertising
  - Policy and Regulation
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## Publications

- “Television Ad Skipping, Consumption Complementarities and the Consumer Demand for Advertising,” with Harikesh Nair and Pedro Gardete, *Quantitative Marketing and Economics*, 2018, 16(2), pp. 111-174.
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## Working Papers

- “Advertising and Demand for Addictive Goods: The Effects of E-Cigarette Advertising”
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## Work in Progress

- “Heterogeneity in Own and Competitive Advertising Effects Across Categories” with Günter Hitsch and Brad Shapiro
  - “The Impact of Soda Taxes: Heterogeneity and Welfare” with Stephan Seiler and Song Yao
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## Awards and Honors

- ISMS Doctoral Dissertation Award 2015
  - Phi Beta Kappa - Penn
  - Summa Cum Laude - Penn
  - Simon Kuznets Fellowship Award in Economics - Penn Institute for Economic Research
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## Teaching

- Retail Analytics, MBA elective (2016 - Present)
  - Quantitative Marketing: Intro to Theory and Empirical Methods, PhD seminar (2016 - Present)
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## Conference and Invited Presentations

- “The Impact of Soda Taxes: Heterogeneity and Welfare”
    - Cornell University Johnson School of Management, May 2018
    - Marketing in Israel, Jerusalem, December 2017
    - Kellogg Marketing Camp, Evanston, September 2017
  - “Advertising and Demand for Addictive Goods: The Effects of E-Cigarette Advertising”
    - 9th Annual FTC Microeconomics Conference, Washington DC, November 2016
    - 9th Workshop on the Economics of Advertising and Marketing, Vilnius, July 2016
    - Marketing Science, Shanghai, June 2016
    - International Industrial Organization Conference - FTC Special Session, Philadelphia, April 2016
    - UCSD Rady School of Business, November 2015
    - Hong Kong University of Science and Technology, November 2015
    - University of Pennsylvania Wharton School, November 2015
    - University of Colorado Leeds School of Business, October 2015
    - Northwestern University Kellogg School of Management, October 2015
    - USC Marshall School of Business, October 2015
    - UCLA Anderson School of Business, October 2015
    - Washington University in St. Louis Olin Business School, October 2015
    - University of Rochester Simon Business School, October 2015
    - Yale School of Management, October 2015
    - University of Chicago Booth School of Business, October 2015
    - Columbia Business School, October 2015
    - Harvard Business School, October 2015
    - Emory University Goizueta Business School, October 2015
    - Duke University Fuqua School of Business, September 2015
    - UC Berkeley Haas School of Business, September 2015
    - UTDallas Jindal School of Business, September 2015
    - INSEAD, September 2015
  - “Television ad-skipping, consumption complementarities and the consumer demand for advertising”
    - 10th Workshop on the Economics of Advertising and Marketing, Tbilisi, July 2017
    - Quantitative Marketing and Economics, Los Angeles, October 2014
    - Marketing Science, Atlanta, June 2014
    - Trans-Atlantic Doctoral Conference, London, May 2014
    - Wharton Customer Analytics Symposium, Philadelphia, June 2013
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## Professional Service

- Referee: *Journal of Consumer Research, Management Science, Marketing Science*
  - Discussant:
    - 9th Annual China India Insights Conference, New York City, September 2017
    - 10th Workshop on the Economics of Advertising and Marketing, Tbilisi, July 2017
    - SICS Conference, Berkeley, June 2017
    - Marketing Science Health Conference, St. Louis, November 2016
    - 9th Workshop on the Economics of Advertising and Marketing, Vilnius, July 2016
  - Dissertation Committee Member:
    - Hyung Sup (Zack) Bhan (Marketing, 2018)
    - Hasat Cakkalkurt (Strategy)
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## Other Work Experience

- **Cornerstone Research**  
*Analyst, Economic Litigation Consulting*  
**San Francisco, CA**  
*October 2009 – July 2011*
  - **CIGNA International**  
*Intern, Actuarial Executive Development Program*  
**Philadelphia, PA**  
*May 2008 – August 2008*
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## Personal Profile

- **Computer Skills:** Matlab, Stata, SAS, L<sup>A</sup>T<sub>E</sub>X
  - **Languages:** Conversational Spanish and Greek
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Last Updated: May 2018