

Anna Elizabeth Tuchman

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Kellogg School of Management
Northwestern University
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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,” Updated: May 2018, Revise and Resubmit at *Marketing Science*
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Work in Progress

- “Generalizable and Robust TV Ad Effects” with Günter Hitsch and Bradley 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

- “Generalizable and Robust TV Ad Effects”
 - Marketing Science, Philadelphia, June 2018
 - “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: *International Journal of Industrial Organization, Journal of Consumer Research, Management Science, Marketing Science, Quarterly Journal of Economics*
 - 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 (Managerial Economics & 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, \LaTeX
 - **Languages:** Conversational Spanish and Greek
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Last Updated: July 2018