

Anna Elizabeth Tuchman

anna.tuchman@kellogg.northwestern.edu
Kellogg School of Management
Northwestern University
2211 Campus Dr
Evanston, IL 60208

Academic Employment

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

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

- Quantitative Marketing
 - Empirical Industrial Organization
 - Advertising: Addressable TV Markets, Ad Skipping, Digital Advertising
 - Marketing and Public Policy
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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*
 - “Generalizable and Robust TV Ad Effects” with Bradley Shapiro and Günter Hitsch
 - “The Impact of Soda Taxes: Pass-Through, Tax Avoidance, and Nutritional Effects” 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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Conference and Invited Presentations

- “Generalizable and Robust TV Ad Effects”
 - Marketing Science, Philadelphia, June 2018
- “The Impact of Soda Taxes: Pass-Through, Tax Avoidance, and Nutritional Effects”
 - University of Washington, Foster School of Business, November 2018
 - 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”
 - IRI Media Team All-Hands Meeting, Chicago, March 2019
 - 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

Teaching

- Retail Analytics, MBA elective (2016 - Present)
 - Quantitative Marketing: Intro to Theory and Empirical Methods, PhD seminar (2016 - Present)
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Professional Service

- Referee: *International Journal of Industrial Organization, Journal of Consumer Research, Journal of Marketing Research, Management Science, Marketing Science, Quarterly Journal of Economics, Review of Industrial Organization*
 - 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, 2019)
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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^AT_EX
 - **Languages:** Conversational Greek and Spanish
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Outside Activities

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Last Updated: March 2019