

Anna Elizabeth Tuchman

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Kellogg School of Management

Northwestern University

2211 Campus Dr

Evanston, IL 60208

Academic Employment

- **Northwestern University** **Evanston, IL**
Kellogg School of Management, Associate Professor of Marketing 2020 – Present
Kellogg School of Management, Assistant Professor of Marketing 2016 – 2020
Kellogg School of Management, Donald P. Jacobs Scholar 2016 – 2017
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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 and Empirical Industrial Organization
 - Marketing and Public Policy
 - Advertising and Pricing
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Publications

- Shapiro, Bradley, Günter Hitsch, and Anna Tuchman (2021). "TV Advertising Effectiveness and Profitability: Generalizable Results from 288 Brands." *Econometrica* 89(4), 1855-1879.
 - Seiler, Stephan, Anna Tuchman, and Song Yao (2021). "The Impact of Soda Taxes: Pass-Through, Tax Avoidance, and Nutritional Effects." *Journal of Marketing Research* 58(1), 22-49.
– Paul E. Green Award Finalist, 2022
 - Tuchman, Anna (2019). "Advertising and Demand for Addictive Goods: The Effects of E-Cigarette Advertising." *Marketing Science* 38(6), 913-1084.
– Frank M. Bass Award Winner, 2020
– John D.C. Little Award Finalist, 2019
 - Tuchman, Anna, Harikesh Nair, and Pedro Gardete (2018). "Television Ad Skipping, Consumption Complementarities and the Consumer Demand for Advertising." *Quantitative Marketing and Economics* 16(2), 111-174.
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Working Papers

- "Investigating the Pink Tax: Evidence Against a Systematic Price Premium for Women in CPG" with Sarah Moshary and Natasha Bhatia.
 - "Spilling the Beans on Political Consumerism: Do Social Media Boycotts and Buycotts Translate to Real Sales Impact?" with Jūra Liaukonytė and Xinrong Zhu. Invited for resubmission to *Marketing Science: Frontiers*
 - "The Impact of Ads on Search: An Experimental Approach" with Ilya Morozov.
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Awards and Honors

- Paul E. Green Award, Finalist (2022)
 - Frank M. Bass Award, Winner (2020)
 - John D.C. Little Best Paper Award, Finalist (2019)
 - Sidney J. Levy Teaching Award
 - University of Chicago Kilts Faculty Fellow
 - ISMS Doctoral Dissertation Award
 - Phi Beta Kappa
 - Summa Cum Laude - Penn
 - Simon Kuznets Fellowship Award in Economics - Penn Institute for Economic Research
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Conference and Invited Presentations

- “The Impact of Ads on Search: An Experimental Approach”
 - Stanford Quant Marketing Alumni Conference, April 2022
- “Investigating the Pink Tax: Evidence Against a Systematic Price Premium for Women in CPG”
 - Yale University, April 2022
 - Virtual Quant Marketing Seminar, April 2022
 - Temple University, March 2022
 - Georgia Tech, November 2021
 - Vrije Universiteit Amsterdam, November 2021
 - Cornell Young Scholars Research Camp, April 2021
 - University of Rochester QME Rossi Seminar, March 2021
- “TV Advertising Effectiveness and Profitability: Generalizable Results from 288 Brands”
 - Advertising Research Foundation AUDIENCExSCIENCE, September 2021
 - UC Berkeley Haas School of Business, December 2020
 - INFORMS Annual Meeting, November 2020
 - New York City Media Seminar Series, March 2020
 - Marketing Analytics Symposium, Sydney, February 2020
 - University of Chicago Booth Kilts Brown Bag, November 2019
 - 12th Workshop on the Economics of Advertising and Marketing, Porto, July 2019
 - Junior Faculty Development Forum at Washington University in St. Louis, May 2019
 - Marketing Science, Philadelphia, June 2018
- “The Impact of Soda Taxes: Pass-Through, Tax Avoidance, and Nutritional Effects”
 - DePaul University Department of Economics, April 2020
 - University of Chicago Booth Kilts Brown Bag, November 2019
 - University of Michigan Ross School of Business, November 2019
 - Quantitative Marketing and Economics, Philadelphia, October 2019
 - Federal Trade Commission Bureau of Economics, September 2019
 - 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
- Stanford Quant Marketing Alumni Conference, August 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)
- Special Topics in Marketing: Marketing and Public Policy, PhD seminar (2020)

Professional Service

- Editorial Board Member: *Journal of Marketing Research, Marketing Science*
 - Referee: *American Journal of Preventive Medicine, Economics and Human Biology, International Journal of Industrial Organization, Journal of Consumer Research, Journal of Economics & Management Science, Journal of Health Economics, Journal of Marketing, Journal of Marketing Research, Journal of Public Economics, Management Science, Marketing Science, Quantitative Marketing and Economics, Quarterly Journal of Economics, Review of Industrial Organization*
 - Discussant:
 - International Industrial Organization Conference, Virtual, April 2021
 - 12th Workshop on the Economics of Advertising and Marketing, Porto, July 2019
 - 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:
 - Youngeun Lee (Marketing, TBD)
 - Yingkang Xie (Marketing, TBD)
 - Jungyouon Lee (Marketing, 2022, Rice University)
 - Natasha Bhatia (Marketing, 2021, Cornerstone Research)
 - Hasat Cakkalkurt (Managerial Economics & Strategy, 2019, Analysis Group)
 - Hyung Sup (Zack) Bhan (Marketing, 2018, Tulane University)
 - Other Service:
 - QME Conference Committee Member (2019)
 - Kellogg Personnel Committee Junior Faculty Observer
 - Alden G. Clayton Doctoral Dissertation Proposal Competition Reviewer
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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, R, L^AT_EX
 - **Languages:** Conversational Greek and Spanish
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Outside Activities

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Last Updated: April 2022