

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, 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

- Liaukonytė, Jūra, Anna Tuchman and Xinrong Zhu (2022). "Spilling the Beans on Political Consumerism: Do Social Media Boycotts and Buycotts Translate to Real Sales Impact?" Accepted at *Marketing Science: Frontiers*.
 - 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. Under review.
 - “Estimating the Value of Offsite Data to Advertisers on Meta” with Nils Wernerfelt, Bradley Shapiro and Robert Moakler.
 - “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”
 - Amazon Advertising Research Award Workshop, May 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
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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)
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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)
 - Jung Youn 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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