

## EDUCATION

PhD in Economics, University of Chicago, 2008.  
MA in Economics, University of Chicago, 2003.  
MA in Economics, El Colegio de Mexico, 2003.  
BA in Economics, ITESM - Monterrey, Mexico, 1997.

## CURRENT POSITIONS

Associate Professor of Economics, John E. Walker Department of Economics, Wilbur O. and Ann Powers College of Business, Clemson University, since Aug 2018.  
Director of the Business Analytics Program, Wilbur O. and Ann Powers College of Business, Clemson University, since Jan 2022.  
Amazon Visiting Academic, Automatic Profitability Management, Amazon, Inc., since Jan 2022.

## PAST ACADEMIC POSITIONS

Assistant Professor of Economics, John E. Walker Department of Economics, Wilbur O. and Ann Powers College of Business, Clemson University, Jul 2015–Aug 2018.  
Assistant Professor of Business Economics and Public Policy, Kelley School of Business, Indiana University, Aug 2008–Jun 2015.  
Visiting Scholar, Managerial Economics & Decision Sciences Department  
Kellogg School of Management, Northwestern University, Apr 2012–Aug 2014.  
Visiting Scholar, Digital Economics  
Institut Mines-Télécom Business School, Paris, Dec 2017 & Dec 2018.

## PROFESSIONAL EXPERIENCE

Amazon, Inc.  
AWS Central Economics. Lead Economist, EC2 Commercial Software Services. Oct 2020 – Jan 2022.  
Seller Fees. Senior Economist, Jan 2020 – Oct 2020  
External Consultant, Jun-Dec 2017.  
Senior Advisor, Office of Congressman Curt Clawson  
U.S. House of Representatives, August 2016–October 2016.  
Federal Competition Commission, Mexico.  
Deputy Director, Directorate of Economic Studies, Oct 1999–Aug 2001.  
Economic Deregulation Unit, Ministry of Economy (Formerly Ministry of Commerce and Industrial Development), Mexico  
Adviser to the Directorate of Regulatory Improvement, Jun1997–Aug 1999.

## WORKING PAPERS

1. Agency Pricing and Bargaining: Empirical Evidence from the E-Book Market (with Matthijs R. Wildenbeest and Daniel P. O'Brien). Revise and resubmit, *American Economic Journal: Microeconomics*.

## PUBLICATIONS

2. Testing Models of Consumer Search Using Data on Web Browsing and Purchasing Behavior (with Ali Hortaçsu and Matthijs Wildenbeest). *American Economic Review*, 102(6): 2955–2980, 2012.
3. Search Engine Optimization: What Drives Organic Traffic to Retail Sites? (with Michael R. Baye and Matthijs Wildenbeest). *Journal of Economics & Management Strategy*, 25(1): 6–31, 2016.
4. Search with Learning for Differentiated Products: Evidence from E-Commerce (with Ali Hortaçsu and Matthijs Wildenbeest). *Journal of Business & Economic Statistics*, 35(4): 626–641, 2017.
5. Optimizing Click-through in Online Rankings with Endogenous Search Refinement (with Sergei Koulayev). *Marketing Science*, 36(4): 542–564, 2017.
6. What’s in a Name? Measuring Prominence and Its Impact on Organic Traffic from Search Engines (with Michael R. Baye and Matthijs Wildenbeest). *Information Economics and Policy*, 34: 44–57, 2016.
7. E-book Pricing and Vertical Restraints (with Matthijs Wildenbeest). *Quantitative Marketing and Economics*, 15(2): 85–122, 2017.
8. Consumer Search on the Internet. *International Journal of Industrial Organization*, 58: 66–105, May 2018.
9. Do MSRPs Decrease Prices? (with In Kyung Kim and Dmitry Lubensky). *International Journal of Industrial Organization*, 59: 429–457, July 2018.
10. The Evolution of Product Search (with Michael R. Baye and Matthijs Wildenbeest). *Journal of Law, Economics & Policy*, 9(2): 201–21, 2013.
11. Searching for Physical and Digital Media: The Evolution of Platforms for Finding Books (with Michael R. Baye and Matthijs R. Wildenbeest) in NBER’s *Economic Analysis of the Digital Economy*, ed. by S. Greenstein, A. Goldfarb, and C. Tucker. University of Chicago Press, May 2015.
12. Refining Consumer Search into an Opportunity: The Role of Search Refinement Tools in Online Product Recommendations (with Lura Forcum). *Applied Marketing Analytics*, 3(4): 363-373, 2018.

## TEACHING EXPERIENCE

Department of Economics, Powers College of Business, Clemson University:

Business Analytics Applied Seminar (undergraduate, Spring 2023).

Advanced Economic Analytics (MA, Spring 2022, Spring 2023).

Advanced Econometrics (undergraduate/MA, Fall 2015, Spring 2016–Fall 2019).

Advanced Industrial Organization (PhD, Spring 2019, Fall 2019, Fall 2022).

Kelley School of Business, Indiana University:

Predictive Analytics and Business Strategy (MBA, Summer 2015).

Econometric Methods in Business (PhD, Spring 2015).

Business Econometrics (undergraduate, Spring 2010–Spring 2014).

Statistics and Forecasting for Business Decisions (undergraduate; Fall 2008, Spring and Fall 2009).

Market Power Pricing (MBA, Summer 2009).

Booth School of Business, University of Chicago:

TA: Data-Driven Marketing (MBA, Spring 2006, 2007 and 2008).

Department of Economics, University of Chicago:

Elements of Economic Analysis III (undergraduate, Spring 2008).

TA: Topics in Macroeconomics and Finance, Elements of Economic Analysis, Topics in Development Economics, Introduction to Microeconomics.

School of Business and Economics, Anahuac University (Mexico City):

Topics in Industrial Organization (undergraduate, Fall 2000).

Advanced Microeconomics (undergraduate, Fall 2000 and Spring 2001).

Industrial Organization (undergraduate, Spring 2000).

Department of Economics, ITESM Mexico City Campus:

Principles of Microeconomics (undergraduate, Fall 1999).

### **PROFESSIONAL SERVICE**

Referee for the *American Economic Review*, *Journal of Political Economy*, *Econometrica*, *RAND Journal of Economics*, *American Economic Journal: Microeconomics*, *Management Science*, *Marketing Science*, *Journal of Marketing Research*, *Journal of Industrial Economics*, *Journal of Economics & Management Strategy*, *International Journal of Industrial Organization*, *Information Economics and Policy*, *Journal of Applied Economics*, *Journal of Economic Behavior & Organization*, *Review of Industrial Organization*, *Contemporary Economic Policy*, *Scandinavian Journal of Economics*, *Experimental Economics*, and the *B.E. Journal of Economic Analysis & Policy*.

Organizer, Workshop on Search and Switching Costs, Bloomington, IN, May 14–16, 2014.

### **PROFESSIONAL AFFILIATIONS**

Affiliated Scholar, Information Economy Project, Clemson University, 2016–present.

Affiliated Faculty, Center for Latin American and Caribbean Studies, Indiana University, 2008–2015.

### **INVITED PRESENTATIONS**

Télécom École de Management, Paris, France, Dec 2018.

University of Cologne, Cologne, Germany, Dec 2017.

University of Paris-Saclay, Paris, France, Dec 2017.

Télécom École de Management, Paris, France, Dec 2017.

Institute for Prospective Technological Studies, European Commission, Seville, Dec 2017.

Wake Forest University, Winston-Salem, NC, Sep 2017.

2017 CES North America Conference, University of Alabama, Tuscaloosa, AL, Mar 2017.

Workshop on Search and Switching Cost, Zhejiang University, Hangzhou, China, May 2016.

Federal Communications Commission, Mar 2016.

University of Texas at San Antonio, Sep 2015.

New York City Media Seminar, Columbia University, Hunter College and Ass. Press, Oct 2015.

University of Massachusetts Amherst, Mar 2015.

Clemson University, Mar 2015.

Industrial Organization Society Meetings at the ASSA, Boston, Jan 2015.

Consumer Search Workshop, University of Mannheim/MaCCI, Frankfurt, Germany, Nov 2014.  
University of Arizona, Sep 2014.  
University of Iowa, Sep 2014.  
DePaul University, Sep 2014.  
Workshop on Search and Switching Cost, Bloomington, IN, May 2014.  
Workshop on Search and Switching Costs, Higher School of Economics, Moscow, May 2013.  
Illinois State University, Oct 2010.  
Johnson Graduate School of Management, Cornell University, Apr 2010.  
Royal Economic Society Annual Conference, invited special session, Univ. of Surrey, Mar 2010.  
Workshop on Search and Switching Costs, University of Groningen, Netherlands, Dec 2009.  
Ross School of Business, University of Michigan, Oct 2008.  
Federal Reserve Board – Kansas City, MO, Feb 2008.  
Banco de Mexico, Mexico City, Feb 2008.  
Kelley School of Business, Indiana University, Bloomington, IN, Jan 2008.  
Early Childhood Conference, University of Chicago, Sep 2004.

#### **CONFERENCE PRESENTATIONS**

NBER Summer Institute Digitization Poster Session, Jul 2019.  
CEPR Conference on Applied Industrial Organization, Madrid, Jun 2019.  
Searle Center Conference on Internet Search and Innovation, Chicago, Jun 2015.  
International Industrial Organization Conference, Amazon sponsored session, Boston, Apr 2015.  
29<sup>th</sup> Annual Congress of the European Economic Association. Toulouse, Aug 2014.  
NBER Summer Institute, Cambridge, MA, Jul 2014.  
12th Annual International Industrial Organization Conference, Chicago, Apr 2014.  
Latin America Meeting of the Econometric Society, Mexico City, Oct 2013.  
NBER's Economics of Digitization Conference, Park City, Utah, Jun 2013.  
ZEW Conference: Economics of Information, Mannheim, Jun 2013.  
International Industrial Organization Conference, Boston, May 2013.  
American Economic Association Annual Meeting, Chicago, Jan 2012.  
World Congress of the Econometric Society, Shanghai, Aug 2010.  
European Economic Association Annual Conference, Glasgow, Aug 2010.  
Summer Institute on Competitive Strategy, Haas School of Business, UC Berkeley, Jul 2010.  
Marketing Science Conference, Cologne, Jun 2010.  
International Industrial Organization Conference, Vancouver, May 2010.  
SIEPR Conference on Internet Economics, Stanford University, Palo Alto, Sep 2009.  
NBER Summer Institute, Cambridge, Jul 2009.  
ZEW Conference: Economics of Information, Mannheim, Jul 2009.  
NET Institute Conference on Network Economics, Stern School of Business, NYU, May 2009.  
International Industrial Organization Conference, Washington D.C. May 2008.  
Southwestern Economic Association 84th Annual Meeting, Corpus Christi, Mar 2004.  
Fifth APEC/Partners for Progress Course on Competition Policy, Bangkok, Mar 2001.

#### **UNIVERSITY SERVICE**

##### Clemson University

Advisory Committee (tenure & promotion), 2019–2022, 2022-2025.  
Associate Dean Search Committee, Wilbur O. and Ann Powers College of Business, 2023.  
Sabbatical Review Committee, Economics Department, 2023.

Recruitment Committee (chair), Economics Department, 2022.  
 Recruitment Committee, Economics Department, 2016–2020.  
 Curriculum Committee, Economics Department, 2016–2018.

#### Indiana University

School of Business Research and Instructional Database Committee, 2011–2015.  
 School of Business IT Advisory Ad Hoc Committee, 2014–2015.  
 School of Business Instructional Database Committee, 2010.  
 Departmental Recruiting Committee, 2009, 2010, and 2013.  
 Coordinator Business Economics Department Microeconomics Workshop, 2013–2014.

#### **HONORS AND GRANTS**

Amazon Web Services Research Grant (\$90,000), 2023.  
 National Science Foundation, Co-Principal investigator, 2020.  
 Net Institute Research Grant, 2008, 2009, 2014, and 2018.  
 Fulbright Scholar, US Department of State and Mexico–US Commission, 2001–2004.  
 Scholarship award, University of Chicago, 2004–2005.  
 Scholarship for PhD, National Council for Science and Technology (CONACYT), Mexico, 2001–2005.  
 Scholarship for MA in Economics, CONACYT, Mexico, 1997–1999.  
 Magna cum laude, BA in Economics, ITESM, 1997.  
 Scholarship for Academic Excellence, ITESM, 1993–1997.

#### **PHD STUDENTS**

<u>Student</u>	<u>Institution</u>	<u>Degree</u>	<u>Role</u>	<u>Year</u>
Junlin Du	Indiana University	PhD Economics	Member	2013
In Kyung Kim	Indiana University	PhD Economics	Member	2014
Alexander Fiore	Clemson University	PhD Economics	Member	2016
Shan Jiang	Clemson University	PhD Economics	Member	2016
Timothy Bacon	Clemson University	PhD Economics	Member	2017
César Castellón	Clemson University	PhD Economics	Member	2017
Remi Charpin	Clemson University	PhD Business	Member	2018
Yunsik Choi	Clemson University	PhD Business	Member	2018
Brandon Lee	Clemson University	PhD Business	Member	2018
Senad Sinanovic	Clemson University	PhD Economics	Co-chair	2018
Jacob Walloga	Clemson University	PhD Economics	Member	2019
Xiaosong Wu	Clemson University	PhD Economics	Member	2019
Shirong Zhao	Clemson University	PhD Economics	Member	2020
Vincent Lefrere	Université Paris-Saclay	PhD Economics	Member	2020
Hampus Poppius	Lund University	PhD Economics	Ext. Member	2021
Jaejoong Shin	Clemson University	PhD Economics	Member	2021
Shen Zhang	Clemson University	PhD Economics	Chair	2021
Aspen Fryberger	Clemson University	PhD Economics	Chair	2022
Guncha Babajanova	Clemson University	PhD Economics	Member	2022
Jaeyoung Kim	Clemson University	PhD Business	Member	ex. 2023

**MASTER STUDENT**

<u>Student (Clemson Univ.)</u>	<u>Degree</u>	<u>Role</u>	<u>Year</u>
Jeremy Sholzberg	MS Applied Economics	Member	2016
Sarah Garceau	MS Applied Economics	Member	2016
Kathryn Sauer	MA Economics	Member	2017
Katelyn Marbert	MS Applied Economics	Chair	2017
Tessa Deneen	MS Applied Economics	Chair	2017
Emily Hanson	MA Economics	Member	2018
Markus Hildebrand	MA Economics	Member	2018
Andy Bush	MS Applied Economics	Member	2019
Alexander Goldsmith	MA Economics	Member	2019
Randi Jones	MA Economics	Member	2019
Patrick Combs	MA Economics	Member	2019
Matt Torres	MS Economic Analytics	Chair	2022
Mara Macdonald	MS Economic Analytics	Member	2022
Alex Matandos	MS Economic Analytics	Chair	2022
Caleb Jordan	MS Economic Analytics	Chair	2022
Giff Finley	MS Economic Analytics	Co-chair	exp. 2023