
Curriculum Vitae: Andrew Ainslie

Personal Details

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Marital Status: Single
Nationality: South African

Education

1980-1983: B.Sc. (Electrical Engineering), University of Cape Town
1989-1990: MBA (Marketing), University of Cape Town
1993-1998: Ph.D. (Marketing and Statistics), University of Chicago. Graduated Dec. 1998.

Awards and Fellowships

1990: Old Mutual Gold Medal for academic achievement on the MBA
1996-1997: Oscar Mayer Ph.D. fellowship.
1998: Finalist, John D.C. Little Best Paper Award

Professional Experience

2000-Current: Assistant Professor of Marketing, Anderson School at UCLA

1997- 2000: Assistant Professor of Marketing, Johnson Graduate School of Management, Cornell University.

1994-1998: Completion of Ph.D. program, University of Chicago. During this period I also consulted for several Direct Mail and Not-for-Profit organizations on effective modeling techniques.

1992 - 1994: Senior Manager, New Products for Compustat, a midsize software company (200 employees) specializing in the development of customized software for the legal and paralegal market. During that period I was in charge of the marketing and development of a software package for the estate agency industry funded by ABSA (a large banking group), to allow for remote requests for mortgage bonds, as well as a national database of property referrals. This national database system was used by 1 300 estate agencies.

1991-1992: Corporate Finance Division, Standard Merchant Bank.

1987 - 1991: A variety of positions in sales and marketing with Hewlett Packard, South Africa (later sold to a consortium in SA and renamed HiPerformance Systems).

1984 - 1986: Electrical engineer for AECI, a large South African chemical company. My final position was as a project leader in the Consulting Group.

Publications in Refereed Journals

Ainslie, A., X. Drèze and F. Zufryden, "Modeling Movie Lifecycles and Market Share", forthcoming, *Marketing Science*.

Steenburgh, T., A. Ainslie and P.H. Engebretson: "Revealing the Information in Zipcodes: Bayesian Massively Categorical Variables and Aggregated Data in Direct Marketing", *Marketing Science*, 22/1 (Winter) 2003, 40-57

Jordan Louviere, Street D., Carson R., Ainslie A., Deshazo J. R., Cameron T., Hensher D., Kohn R., Marley T., "Dissection the random component of Utility", *Marketing Letters* 13/3, August 2002, 177-193.

Andrews, R., A. Ainslie and I. Currim: "An Empirical Comparison of Logit Choice Models with Discrete vs. Continuous Representations of Heterogeneity", *Journal of Marketing Research*, November 2002, 479-487

Talukdar, Debrabata, K. Sudhir and Andrew Ainslie, "Investigating New Product Diffusion across Products and Countries", *Marketing Science*, 21/1 (Winter) 2002, 97-114

Seetharaman, P.B., A Ainslie and P Chintagunta, "Investigating Household State Dependence Effects Across Categories", *Journal of Marketing Research*, November 1999, 488-500.

Ainslie, Andrew and Peter E. Rossi: "Similarities in Choice Behavior across Multiple Categories". *Marketing Science*, Summer 1998, 91-106

Ainslie, Andrew and Leyland Pitt, "Marketplace: Unibank and the Analysis of the Excursioncard Customer Database: A Practical Application of Statistical Techniques in Database Marketing", *Journal of Interactive Marketing*, 12/3 (Summer) 1998, 57-66.

Ainslie, Andrew and Xavier Drèze: "Data Mining: Using Neural Networks as a Benchmark for Model Building", *Décisions Marketing*, Winter 1996

Ainslie, Andrew and Leyland Pitt: "Customer Retention Analysis", *Journal of Direct Marketing*, Summer 1992, 31-43

Papers Under Review

With Garrett Sonnier and Thomas Otter, "The Effects of Parameterization on Heterogeneous Choice Models", submitted to *Journal of Marketing Research*

Working Papers

With Garrett Sonnier and Sridhar Moorthy, "Who Values Private Labels? An Multi-Category Analysis using "WTP" Measures". Not yet submitted.

With Garrett Sonnier and Thomas Otter, "Measuring the Influence of Image, Style, and Demographics on Consumer Brand Valuations". Not yet submitted.

With Rick Andrews and Imran Currim, "Misspecification Testing of Unobserved Effects in Hierarchical Bayes Choice Models". Not yet submitted.

Invited Seminar Presentations

"Measuring the Influence of Image, Style and Demographics on Consumer Brand Valuations." Presented at The Ohio State University (January 2004)

"A Market Share Model of Movie Sales." Presented at MIT (November 2001), UCLA (February 2002), Wharton (March 2002), Stanford (August 2002), LBS (January 2003), UC Boulder (February 2003), Harvard (February 2003)

"Identifying Patterns of Diffusion across Countries and Products: A Bayesian Variance Components Approach." Presented at Rochester (March 2000), UT Dallas (May 2000)

"Unleashing the Information in Zipcodes: Bayesian Methodologies for Massively Categorical Variables in Direct Marketing": Presented at UCLA (6/12/99), University of Toronto (February 2000), UC Irvine (May 2001)

"Investigating Household State Dependence Effects Across Categories": Presented at Stanford (2/10/99), Berkeley (2/12/99), Dartmouth (2/19/99).

"Similarities in Choice Behavior across Multiple Categories": Presented at Cornell University, February 1997.

Conference/Research Presentations

With Jordan Louviere, Richard Carson, Trudy Cameron, J.R. DeShazo, David Hensher, Robert Kohn, Tony Marley, Deborah Street "Dissecting the Random Component of Utility: A Framework for Understanding the Issues", Choice Symposium 2001

“Unleashing the Information in Zipcodes: Bayesian Methodologies for Massively Categorical Variables in Direct Marketing”: Presented with Tom Steenburg at the INFORMS conference (June 1999). Revised version presented at MSI Young Scholars’ Conference, Utah, January 2001

“Similarities in Choice Behavior across Multiple Categories”: Presented at the Haring Symposium (February 1996), The International Society for Bayesian Analysis (December 1996).

Memberships

The American Marketing Association (AMA)

The Institute for Operations Research and Management Science (INFORMS)

Reviewing Activities

Member of Editorial boards for:

Review of Marketing Science	2001-Current
Journal of Interactive Marketing	2002-Current
Journal of Marketing Research	2002-Current
Marketing Science	2003-Current

Ad-Hoc Reviewer for:

Journal of Marketing Research	1998-Current
Management Science	1998-Current
Journal of Business and Economic Statistics	1997-Current
Quantitative marketing and Economics	2003-Current

Dissertation Committees

Current:

Garrett Sonnier, UCLA; Amit Joshi, UCLA

Completed:

Jaihak Chung, Cornell University; Tom Steenburgh, Yale SOM; Shijin Yoo, UCLA

Research Interests

My major interest is in economic and statistical models of consumer behavior using panel data, and in direct marketing. In particular, I have focused on developing variance components models for a variety of environments. Besides my published work and the working papers listed above, I am currently involved in projects including:

- The use of variance components in analyzing new product diffusion across countries and products;
- Private labels as a form of umbrella branding;
- The effect of store characteristics on consumer purchasing behavior;
- The simultaneous use of categorical and continuous variables in direct marketing in an integrated framework;
- Effective techniques of variable selection in direct marketing settings.

My substantive areas of interest include gaining a better understanding of inventory effects on consumer behavior, and on improving the economic understanding of what makes RFM models in direct marketing work.

Teaching Interests

I currently teach the core MBA course in marketing at UCLA. Jointly with Peter Rossi of the University of Chicago, I have developed a course describing the current industry “state-of-the-art” in models of consumer demand in a variety of environments. This uses data on actual consumption patterns, such as data available from organizations like IRI on retail store prices, promotions and the demand resulting from these patterns, as well as direct marketing programs, and individual-level scanner data. I have also previously taught a Ph.D. elective on Bayesian methods in marketing, and teach frequently on executive education courses in a variety of areas, primarily data-driven marketing.

9/30/2004