

Arnaud De Bruyn, Ph.D.

ESSEC Business School
Department of Marketing
Avenue Bernard Hirsch
95000 Cergy, France

debruyn@essec.edu
<http://www.debruyn.info>
+33 (0)1 34 43 32 46
+32 (0)4 73 66 00 41

EDUCATION

- 2004 *Ph.D. in Business Administration*
The Pennsylvania State University (USA)
Major: Marketing
Area: Marketing Models and Econometrics
Advisor: Dr. Gary L. Lilien
- 1997 *Master in Economics*
Université de Liège (Belgium)
Honors: Graduated with distinction
Field: Econometrics, Math Programming and Computer Science

OCCUPATIONAL RECORD

ACADEMIA

- Since 2011 *Professor of Marketing*
2011-2014 *Head of the Marketing Department*
2008-2011 *Associate Professor of Marketing*
2004-2008 *Assistant Professor of Marketing*
ESSEC Business School (France)
- Since 2015 *Distinguished Visiting Research Scholar*
2005-2015 *Visiting Research Scholar*
Institute for the Study of Business Markets, Penn State University (USA)
- 2000-2004 *Research Assistant*
Penn State University (USA)
Supervisor: Dr. Gary L. Lilien
- 1994-1997 *Teaching Assistant*
Université de Liège (Belgium)
Supervisor: Dr. Jean-Marie Choffray

PRIVATE SECTOR

- Since 2013 *Founder*
DECISIVE SYSTEM s.p.r.l. (Belgium)
- 2011-2016 *Co-founder*
île aux trésors s.p.r.l. (Belgium)
- Since 2016 *Principal & Lead Solution Architect*
Since 2014 *Board Member*
2006-2014 *Senior Consultant*
DecisionPro, Inc. (USA)
- 2005-2006 *Director of Marketing Research & Development*
QualiData (France)
Responsibilities include strategy, planning, R&D, consulting and key account management for the marketing research business unit of a data warehousing and direct marketing company
- 1998-2000 *Head Analyst, Director of Development*
QualiData (France)
Developed the general business (sales +55% in 2 years) and created the marketing research business unit. Responsibilities included data analysis, R&D, business development, consulting and account management
- 1997-1998 *Data Analyst, Development Assistant*
QualiData (France)
Developed and implemented data analysis software solutions, created business development supports (website, brochures, presentations)
- 1997 *Programmer-Analyst*
Optimus (France)

CONSULTING CLIENTS

Nonprofit Sector

Fondation Foch, Fondation 30 Millions d'Amis, Ecole Centrale de Paris, WWF, Gustave Roussy, Armée du Salut, Care France, SERA, CCFD, Fondation Notre Dame, Radio Notre Dame, France Alzheimer, Caritas Luxemburg (Luxemburg), Sanctuaires de Notre-Dame de Lourdes, Association des Paralysés de France, ARC, Perce-Neige, Amnesty International, Fondation de la Recherche Médicale, OXFAM, Foyer de Cachan, Albero della Vita (Italy), Chiens Guides d'Aveugles, Institut Curie, UMP, Croix-Rouge Française, Fondation de France, Action contre la Faim, AFM-Téléthon, SOS Villages d'Enfants, Malte Liban, Fondation Lejeune, Fondation de l'Avenir, Vaincre la Mucoviscidose, ADV

Private Sector

ImpactRx (USA), Chaire Sanofi-Aventis, HOIST Kredit, Cancer Treatment Centers of America (USA), Ricard, Pedigree, La Poste, Ernst & Young

Research Partners (academic collaboration)

WWF, Secours Catholique, InSites Consulting, Institut Gustave Roussy, Armée du Salut

RESEARCH AND PUBLICATIONS

BOOKS

1. Lilien, Gary L., Arvind Rangaswamy and Arnaud De Bruyn (2017), *Principles of Marketing Engineering and Analytics (3rd Ed.)*, DecisionPro.
2. Lilien, Gary L., Arvind Rangaswamy and Arnaud De Bruyn (2013), *Principles of Marketing Engineering (2nd Ed.)*, DecisionPro.
3. Lilien, Gary L., Arvind Rangaswamy and Arnaud De Bruyn (2007), *Principles of Marketing Engineering*, Trafford.

ARTICLES

4. De Bruyn, Arnaud, and Sonja Prokopec (2017), "Assimilation-Contrast Theory in Action: Operationalization and Managerial Impact in a Fundraising Context," **International Journal of Research in Marketing**, *forthcoming*.
5. Butori, Raphaëlle, and Arnaud De Bruyn (2013), "So You Want to Delight Your Customers: The Perils of Ignoring Heterogeneity in Customer Evaluations of Discretionary Preferential Treatments," **International Journal of Research in Marketing**, 30(4), December, 358-367.

Featured in ESSEC Knowledge research highlights; ([link](#))
Featured in Economie Matin ([link](#)).

6. De Bruyn, Arnaud, and Sonja Prokopec (2013), "Opening a Donor's Wallet: The Influence of Appeal Scales on Likelihood and Magnitude of Donation," **Journal of Consumer Psychology**, 23(4), October, 496-502.

Featured as key take-away by the Nonprofit Management Group;
Featured in ESSEC Knowledge research highlights ([link](#)).

7. Kayande, Ujwal, Arnaud De Bruyn, Gary L. Lilien, Arvind Rangaswamy and Gerrit H. van Bruggen (2009), "How Incorporating Feedback Mechanisms in DSS Design Affects DSS Evaluation," **Information Systems Research**, 20(4), December, 527-546.

Finalist of the Syntec Conseil en Management Academic Prize 2010.

8. De Bruyn, Arnaud, Gary E. Bolton (2008), "Estimating the Influence of Fairness on Bargaining Behavior," **Management Science**, 54(10), October, 1774-1791.
9. De Bruyn, Arnaud, John C. Liechty, Eelko K.R.E. Huizingh and Gary L. Lilien (2008), "Offering Online Recommendations with Minimum Customer Input through Conjoint-Based Decision Aids," **Marketing Science**, 27(3), May-June, 443-460.
10. De Bruyn, Arnaud, Gary L. Lilien (2008), "A Multi-Stage Model of Word of Mouth through Viral Marketing," **International Journal of Research in Marketing**, 25(3), September, 143-225.

Winner of the **IJRM Best Paper Award 2008**;
Winner of the **Emerald Citations of Excellence Awards 2012**;
Most downloaded article from early 2009 to mid-2011, and second most-downloaded article till the end of 2012, without discontinuity (90-day periods);
Second most cited IJRM article in the period 2008-2013 (5-year period).

11. Liechty, John C., Duncan K.H. Fong, Eelko K.R.E. Huizingh and Arnaud De Bruyn (2008), "Hierarchical Bayesian Conjoint Models Incorporating Measurement Uncertainty," **Marketing Letters**, 19(2), 141-155.
12. Kamakura, Wagner A., Jose Afonso Mazzon and Arnaud De Bruyn (2006), "Modeling Voter Choice to Predict the Final Outcome of Two-Stage Elections," **International Journal of Forecasting**, 22(4), 689-706.

WORKING PAPERS

13. Kayande, Ujwal, Arnaud De Bruyn, Gary L. Lilien, Arvind Rangaswamy and Gerrit H. van Bruggen (2006), "The Effect of Feedback and Learning on DSS Evaluations," in ERIM Report Series Research in Management (ref. ERS-2006-001-MKT).
14. Kayande, Ujwal, Arnaud De Bruyn, Gary L. Lilien, Arvind Rangaswamy and Gerrit H. van Bruggen (2006), "The Effect of Feedback and Learning on DSS Evaluations," in *ISBM Working Paper Series* (ref. 2006-1).
15. De Bruyn, Arnaud, John C. Liechty, Eelko K.R.E. Huizingh and Gary L. Lilien (2005), "Offering Online Recommendations to Impatient First-Time Customers with Conjoint Based Segmentation Trees," in *MSI Working Paper Series* (ref. 05-103).
16. De Bruyn, Arnaud, Gary L. Lilien (2004), "A Multi-Stage Model of Word of Mouth through Electronic Referrals," in *eBRC Research Paper Series* (ref. 2004-02).
17. De Bruyn, Arnaud, Gary E. Bolton (2004), "Predicting Bargaining Behavior: Out-of-Sample Estimates from a Social Utility Model with Quantal Response," in *ISBM Working Paper Series* (ref. 2004-1).

CONFERENCE PROCEEDINGS

18. Alina Ferecatu, and Arnaud De Bruyn (2016), "Understanding Managers' Tradeoffs Between Exploration and Exploitation," in *Behavioral Industrial Organization & Marketing Symposium*, Ann Arbor, Michigan.
19. Colicev, Anatoli, and Arnaud De Bruyn (2015), "Don't Speak! How the Market Halo Effect Harms the Leaders," in *Proceedings of the 44th EMAC Conference*, Leuven: European Marketing Academy.
20. De Bruyn, Arnaud, Gary E. Bolton, and Bill Ross (2014), "Understanding the Normative Role of Industry Standards in Channel Negotiations," in *Proceedings of the 43rd EMAC Conference*, Valencia: European Marketing Academy.
21. Ferecatu, Alina, and Arnaud De Bruyn (2013), "Maximizing vs. Satisficing: Understanding Managers' Tradeoffs between Exploration and Exploitation", in *2013 AMA Summer Educators' Conference Proceedings*, Boston: American Marketing Association.
22. Ferecatu, Alina, and Arnaud De Bruyn (2012), "Estimating the Heterogeneity of Fairness Preferences on Bargaining Behavior," in *Proceedings of the 9th Marketing Dynamics Conference*, Bart Bronnenberg, Marnik Dekimpe, and Els Gijsbrechts (Ed.), Tilburg.
23. Mukherjee, Prithwiraj, and Arnaud De Bruyn (2012), "Investigating the Profitability of Multilevel Marketing," in *Proceedings of the 41st EMAC Conference*, Lisbon: European Marketing Academy.

24. De Bruyn, Arnaud (2011), "Modeling Unobserved Drop-Out Rate to Optimize e-Panelist Lifetime Value," in *Proceedings of the 40th EMAC Conference*, Maja Makovec Brenčič (Ed.), Ljubljana: European Marketing Academy.
25. Ferecatu, Alina, and Arnaud De Bruyn (2011), "Maximizing vs. Satisficing: How Managers' Psychological Traits Influence Strategic Trade-Offs Between Exploration and Exploitation," in *Proceedings of the 40th EMAC Conference*, Maja Makovec Brenčič (Ed.), Ljubljana: European Marketing Academy.
26. Verhaert, Griet, Arnaud De Bruyn, and Dirk Van den Poel (2010), "Assessing the Negative Impact of Competition in Direct Mail Fundraising," in *Proceedings of the 2010 Direct/Interactive Marketing Research Summit*, San Francisco: Direct Marketing Education Foundation.
27. De Bruyn, Arnaud, Sonja Prokopec (2010), "Optimizing Donations with Individually-Tailored Donation Grids: An Econometric Model of Compliance and Generosity," in *Proceedings of the 39th EMAC Conference*, Suzanne C. Beckmann and Torsten Ringberg (Ed.), Copenhagen: European Marketing Academy.
28. Althuisen, Niek, Berend Wierenga, Gerrit Van Bruggen, and Arnaud De Bruyn (2010), "Marketing Management Support Systems: When Help is not Recognized," in *Proceedings of the 39th EMAC Conference*, Suzanne C. Beckmann and Torsten Ringberg (Ed.), Copenhagen: European Marketing Academy.
29. Prokopec, Sonja, Arnaud De Bruyn (2009), "The Impact of Anchors on Donors' Behavior: A Field Experiment," in *Advances in Consumer Research*, Volume 37, Margaret C. Campbell, Jeff Inman and Rik Pieters (Ed.), Pittsburgh: Association for Consumer Research.
30. De Bruyn, Arnaud, Sonja Prokopec (2009), "When Asking for More Leads to Getting Nothing: the Impact of Anchors on Donor's Behavior," in *Proceedings of the 38th EMAC Conference*, Jean-Pierre Helfer and Jean-Louis Nicolas (Ed.), Nantes: European Marketing Academy.
31. De Bruyn, Arnaud, Nathalie Tramonte (2008), "How to Profile your Customers Using Collaborative Database Profiling: an Application to Age Estimation," in *Proceedings of the 37th EMAC Conference*, Keith Perks (Ed.), Brighton: European Marketing Academy.
32. De Bruyn, Arnaud (2006), "Short-Term Impact, Long-Term Doom: The Paradox of Optimizing the Number of Solicitations in Direct Marketing Fundraising," in *Proceedings of the 35th EMAC Conference*, George J. Avlonitis (Ed.), Athens: European Marketing Academy.
33. Kayande, Ujwal, Arnaud De Bruyn, Gary L. Lilien, Arvind Rangaswamy, and Gerrit Van Bruggen (2006), "The Effect of Feedback and Learning on Decision-Support System Adoption," in *Proceedings of the 35th EMAC Conference*, George J. Avlonitis (Ed.), Athens: European Marketing Academy.
34. Kamakura, Wagner A., Arnaud De Bruyn and José Afonso Mazzon (2006), "Predicting the Final Outcome of Two-Stage Elections with a Voter-Choice Model," in *Proceedings of the 35th EMAC Conference*, George J. Avlonitis (Ed.), Athens: European Marketing Academy.
35. De Bruyn, Arnaud, Gary E. Bolton (2005), "Predicting Bargaining Behavior When Money Is Not All That Matters: The Role of Fairness Considerations in Shaping Price

Agreements,” in *Proceedings of the 34th EMAC Conference*, Gabrielle Troilo (Ed.), Milano: European Marketing Academy.

36. De Bruyn, Arnaud, C. Lee Giles, and David M. Pennock (2004), “Offering Collaborative-Like Recommendations When Data Is Sparse: The Case of Attraction-Weighted Information Filtering,” in *Lecture Notes in Computer Science N°3137, Proceedings of the Third International Conference on Adaptive Hypermedia and Adaptive Web-Based Systems*, pp.393-6, Paul De Bra and Wolfgang Nejdl (Ed.), Eindhoven: Springer-Verlag.
37. De Bruyn, Arnaud (2003), “Will They Listen Anyway? Viral Marketing and the Effectiveness of Unsolicited Online Word-of-Mouth Referrals,” in *2003 AMA Educators’ Conference Proceedings, Vol. 14*, R. Bruce Money and Randall L. Rose (Ed.), Chicago: American Marketing Association.
38. De Bruyn, Arnaud, John C. Liechty, Eelko K.R.E. Huizingh, and Gary L. Lilien (2003), “Offering Online Recommendations to Impatient, First-Time Customers with Conjoint Based Segmentation Trees,” in *Proceedings of the 32nd EMAC Conference*, Michael Saren and Alan Wilson (Ed.), Glasgow: European Marketing Academy.

OTHER ACADEMIC CONFERENCES (WITHOUT PROCEEDINGS)

39. “Bayesian Customer Profiling: Applications to Age and Political Partisanship Estimation” (with Thomas Otter), *Kommission MARK*, University of Cologne, Germany, January 2017.
40. “Referring Competitors: Which Supplier Should a Customer Ask for a Competitor Referral?” (with Mahima Hada and Gary L. Lilien), *ISBM Biennial Academic Conference*, Atlanta, GA, August 2016.
41. “Genetics And Marketing: Myths, Unknowns, Established Facts, And Future Possibilities” (with Graciela Carrasco), *INFORMS Marketing Science Conference*, Shanghai, China, June 2016.
42. “Understanding Managers’ Tradeoffs Between Exploration and Exploitation” (with Alina Ferecatu), *INFORMS Marketing Science Conference*, Shanghai, China, June 2016.
43. “Bayesian Database Profiling” (with Thomas Otter), *Winter Marketing-Economics Summit*, Vail, Colorado, January 2016.
44. “Estimating the Heterogeneity of Fairness Preferences on Bargaining Behavior” (with Alina Ferecatu), *INFORMS Marketing Science Conference*, Baltimore, Maryland, June 2015.
45. “Understanding the Normative Role of Industry Standards in Channel Negotiations” (with Gary E. Bolton and Bill Ross), *INFORMS Marketing Science Conference*, Atlanta, Georgia, June 2014.
46. “Bayesian Profiling of Customers Using Census Bureau Data” (with Thomas Otter), *INFORMS Marketing Science Conference*, Istanbul, Turkey, July 2013.
47. “Modeling Unobserved Drop-Out Rate to Optimize e-Panelist Lifetime Value” (with Alina Ferecatu and Prithwiraj Mukherjee), *INFORMS Marketing Science Conference*, Istanbul, Turkey, July 2013.

48. “Maximizing vs. Satisficing: Understanding Managers’ Tradeoffs Between Exploration and Exploitation” (with Alina Ferecatu), *INFORMS Marketing Science Conference*, Boston, Massachusetts, June 2012.
49. “Investigating the Profitability of Multilevel Marketing” (with Prithwiraj Mukherjee), *INFORMS Marketing Science Conference*, Boston, Massachusetts, June 2012.
50. “Teaching Marketing Analytics in the Classroom: the Power and Shortfalls of Business Simulations”, *INFORMS Marketing Science Conference*, invited panel on “Teaching Marketing Analytics”, Houston, Texas, June 2011.
51. “Modeling Unobserved Drop-Out Rate to Optimize e-Panelist Lifetime Value”, *INFORMS Marketing Science Conference*, Houston, Texas, June 2011.
52. “The Perceived Usefulness of Marketing Management Support Systems: Closing the Reality–Perception Gap” (with Niek Althuisen, Gerrit Van Bruggen, Berend Wierenga) *2011 AMA Educators’ Conference*, special session on “Assessing the Adoption, Use and Impact of Marketing Analytics”, Austin, Texas, February 2011.
53. “Nullifying Endogeneity in Direct Mail Optimization: A Simple Delphi Solution to a Complex Marketing Problem,” *INFORMS Marketing Science Conference*, Cologne, Germany, June 2010.
54. “Customer Acquisition Strategies in Direct Marketing: Will Better Messages Always Mean Higher Value?” *INFORMS Marketing Science Conference*, Ann Arbor, Michigan, June 2009.
55. “When Asking for More Leads to Getting Nothing: the Impact of Anchors on Donor’s Behavior” (with Sonja Prokopec), *ESSEC-HEC-INSEAD Annual Marketing Seminar*, HEC School of Management, Jouy-en-Josas, March 2009.
56. “How to Profile your Customers Using Collaborative Database Profiling: An Application to Age Estimation” (with Nathalie Tramonte), *INFORMS Marketing Science Conference*, Vancouver, Canada, June 2008.
57. “Customer Acquisition Strategies in Direct Marketing: When Better Messages Mean Lower Value”, *ESSEC-HEC-INSEAD Annual Marketing Seminar*, ESSEC Business School, Cergy, March 2007.
58. “Short-Term Impact, Long-Term Doom: The Paradox of Optimizing the Number of Solicitations in Direct Marketing Fundraising,” *INFORMS Marketing Science Conference*, Pittsburgh, Pennsylvania, June 2006.
59. “The Effect of Feedback and Learning on Decision-Support System Adoption” (with Ujwal Kayande, Gary L. Lilien, Arvind Rangaswamy and Gerrit van Bruggen), *INFORMS Marketing Science Conference*, Pittsburgh, Pennsylvania, June 2006.
60. “The Effect of Feedback and Learning on Decision-Support System Adoption”, *ESSEC-HEC-INSEAD Annual Marketing Seminar*, HEC School of Management, Jouy-en-Josas, March 2006.
61. “Learning to Navigate the DSS Maze: Type of Feedback Matters” (with Ujwal Kayande, Gary L. Lilien, Arvind Rangaswamy and Gerrit van Bruggen), *INFORMS Annual Meeting*, San Francisco, California, November 2005.

62. “Harvesting the Value of Election Results for Political Marketing Analysis,” *INFORMS Marketing Science Conference*, Atlanta, Georgia, June 2005.
63. “Optimal Sequence of Questions for Recommendation Agents” (with John C. Liechty and Arvind Rangaswamy), *INFORMS Marketing Science Conference*, Atlanta, Georgia, June 2005.
64. “Predicting Bargaining Behavior When Money Is Not All That Matters: The Role of Fairness Considerations in Shaping Price Agreements”, *ESSEC-HEC-INSEAD Annual Marketing Seminar*, INSEAD, Fontainebleau, March 2005.
65. “How Much Is Your Customer Database Worth? A Stochastic, Finite Mixture Model of Lifetime Value”, *INFORMS Marketing Science Conference*, Amsterdam, The Netherlands, June 2004.
66. “Viral Recruiting: Model and Applications” (with Arvind Rangaswamy), *INFORMS Annual Meeting*, Atlanta, GA, October 2003.
67. “Designing Optimal Sequence of Questions for Online Recommendation Systems” (with John C. Liechty and Arvind Rangaswamy), *INFORMS Annual Meeting*, Atlanta, GA, October 2003.
68. “Bargaining and the Predictive Value of Social Utility” (with Gary E. Bolton), *INFORMS Annual Meeting*, Atlanta, GA, October 2003.
69. “Designing an Optimal Set of Questions for Product Design and Recommendation Systems” (with John C. Liechty and Arvind Rangaswamy), *INFORMS Marketing Science Conference*, University of Maryland, MD, June 2003.

PRACTITIONER CONFERENCES

70. “Conducting Marketing Tests: Navigating Between Traps and Frustrations”, *13^{ème} Séminaire Francophone de la Collecte de Fonds*, Paris, France, June 2014.
71. “Needle in a Haystack: Finding the Most Promising Donors among the ESSEC Alumni”, *9^{ème} Conférence de Fundraising pour l'Enseignement Supérieur et la Recherche*, Paris, France, February 2014.
72. “Donor Scoring: How the WWF Went from Theory to Practice” (with Frédérique Chegaray, Gilles Gentaïs), *10^{ème} Séminaire Francophone de la Collecte de Fonds*, Paris, France, June 2011.
73. “Donor Acquisition Campaigns: Between Short Term Imperatives and Long-Term Objectives, How to Measure the Success, Convince, and Grow”, *8^{ème} Séminaire Francophone de la Collecte de Fonds*, Paris, France, June 2009.
74. “Demystifying Donors’ Scoring and their Applications”, *7^{ème} Séminaire Francophone de la Collecte de Fonds*, Paris, France, June 2008.
75. “Segmentation 3.0 : New Approaches to Segmenting your Donors Database”, *6^{ème} Séminaire Francophone de la Collecte de Fonds*, Paris, France, June 2007.
76. “Segmentation 101”, *5^{ème} Séminaire Francophone de la Collecte de Fonds*, Paris, France, June 2006.

77. “Predictive Segmentation and One-To-One Targeting Applied to Fundraising”, 4^{ème} *Séminaire Francophone de la Collecte de Fonds*, Paris, France, June 2005.
78. “Optimizing Planned Giving”, Optimus/Qualidata, Paris, France, February 2004.
79. “Database Marketing Applied to Fundraising, Direct Marketing”, Optimus, Paris, France, October 2002
80. “Viral Marketing”, Optimus/Mvcd, Paris, France, June 2001
81. “Marketing Intelligence Applied to Fundraising”, ESSEC-IMD, Paris-La Défense, France, September 1999
82. “Marketing Intelligence Applied to One-to-One Communication”, ESSEC-IMD, Paris-La Défense, France, October 1998 and February 1999

CASES STUDIES

83. De Bruyn, Arnaud (2017), “Optimizing the Fundraising of the HOPE Foundation,” *Enginius*, DecisionPro Inc., State College, PA.
84. De Bruyn, Arnaud (2013), “Zach's Garage: Price Optimization,” *Marketing Engineering*, DecisionPro Inc., State College, PA.
85. De Bruyn, Arnaud, Anthony Anziany (2008), “Northern Aero Loyalty Program,” *Marketing Engineering*, DecisionPro Inc., State College, PA.
86. De Bruyn, Arnaud (2008), “BrainCell Internet Advertising,” *Marketing Engineering*, DecisionPro Inc., State College, PA.
87. De Bruyn, Arnaud (2007), “SyPhone B2B Customer Lifetime Value,” *Marketing Engineering*, DecisionPro Inc., State College, PA.
88. De Bruyn, Arnaud (2007), “OfficeStar Ink Cartridge Trial-Repeat Model,” *Marketing Engineering*, DecisionPro Inc., State College, PA.

TUTORIALS

89. “Pricing Optimization,” *Marketing Engineering for Excel* (2013).
90. “Segmentation and Targeting,” *Marketing Engineering for Excel* (2007).
91. “Resource Allocation,” *Marketing Engineering for Excel* (2007).
92. “Positioning Analysis,” *Marketing Engineering for Excel* (2007).
93. “GE Portfolio Matrix,” *Marketing Engineering for Excel* (2007).
94. “Customer Lifetime Value,” *Marketing Engineering for Excel* (2007).
95. “Customer Choice,” *Marketing Engineering for Excel* (2007).
96. “Conjoint Analysis,” *Marketing Engineering for Excel* (2007).
97. “Bass Forecasting Model,” *Marketing Engineering for Excel* (2007).

FEATURED IN THE PRESS

98. “USA Elections 2012: Big Data, Data Mining and Marketing Analytics Make November’s Vote Much Less Secret Than One Might Think,” in *ESSEC Knowledge* (October 2012), Sarah Brown.
99. “Fundraising : la Chasse au Don,” in *Le Nouvel Economiste* (April 2011), Sébastien Dumolin.
100. “Le marketing ne sera plus jamais comme avant: La révolution de la relation marque-client,” in *Le Nouvel Economiste* (July 2010), pp.18-19, Patrick Arnoux.
101. “To Effectively Measure Customer Engagement, You First Have to Define It,” in *Marketing^{NPV} Journal*, 5(1) (Feb 2008), Rob O’Regan, <http://www.marketingnpv.com>.
102. “Marque ONG: Après le Don, Instauration de la Culture du Don,” in *Marketing Magazine N°93* (March 2005), pp.28-32, Ava Eschwège, Paris: AM Edition.

ACADEMIC TALKS (INVITED)

Paris Dauphine University (2011), Erasmus University Rotterdam (2010), Penn State University (2003), ESSEC Business School (2003), HEC Paris (2003), University of Groningen (2003), Erasmus University Rotterdam (2003), Tilburg University (2003), University of Pennsylvania (2002), La Sorbonne (1998), ESSCA Angers (1998)

RESEARCH GRANTS

- | | |
|------|---|
| 2008 | <i>How to Profile and Target your Customers Using Collaborative Database Profiling</i> ESSEC Research Center, ESSEC Business School (1,890 €) |
| 2008 | <i>Greed, Fear, Vision: How Organizational Incentives Affect Marketing Decision Support System Adoption</i> ESSEC Research Center, ESSEC Business School (6,400 €) |
| 2005 | <i>Online Recommender Systems and the Design of Virtual Sales Agents</i> ESSEC Research Center, ESSEC Business School (4,000 €) |
| 2004 | <i>Online Recommender Systems</i> e-Business Research Center, Penn State University (\$2,500) |
| 2002 | <i>Is The Small World Even Smaller Online (And Is It So Small After All)?</i> e-Business Research Center, Penn State University (\$1,000) |
| 2001 | <i>Antecedents of Wireless Internet Adoption in the US, in the UK and in Japan</i> e-Business Research Center, Penn State University (\$2,000) |
| 2000 | <i>Improving Conjoint by Incorporating Uncertainty</i> (co-applicant) Institute for the Study of Business Markets, Penn State University (\$8,000) |

PHD STUDENTS

- | | |
|------------|--|
| Advisor | <i>Alina Ferecatu</i> , ESSEC (2014). Joined Erasmus (The Netherlands) <i>Prithwiraj Mukherjee</i> , ESSEC (2014). Joined IIM Bangalore (India) |
| Co-Advisor | <i>Jau-Shyuam (Christine) Lai</i> , ESSEC (2012). Joined University of Laval, Canada. |

Committee *Wenyu Jiao*, ESSEC (current)
Griet Verhaert, Ghent University, Belgium (2010). Joined the industry.

PROFESSIONAL THESES

Advisor *Grégory Bounatian*, DHL, 2016
Véronique Sonnet, Bain & Co, 2016
Mélanie Isaac, GRTGaz, 2015
Daniel Toni, 2014
Sébastien Marchand, *Sandrine Escobar*, *Francine Febvre*, *Alain Viret*, Groupe GIE IT-CE, 2014
Andrew Balme, Gartner, 2013
Mar Garrido, *Esther Marin*, *Soumaya Combe*, 2013
Victoria Pagnon, 2013
Carole Salvini, *Denis Pilliez*, *Philippe Demeyer*, *Thomas Grasset*, Caisse d'épargne Rhône Alpes, 2013
Myriam Rosselli, Orange Business Services, 2013
Marc Canovas, *Thierry Bouvard*, *Emmanuel Crespy*, *Sophie Brand*, Natixis, 2013
Antoinette Merlin, Eveil et Jeux, 2013
Nathalie Barau, Amadéus, 2013
Denis Le Scouarnec, FrieslandCampina, 2012
Séverine Saillard, 30 Millions d'Amis, 2012
Christophe Bouldouyre, *Fabrice Viger*, *Hugues Brionne*, *Jean Megemont*, Banque Populaire Alsace, 2012
Eddy Garin, Lafarge, 2011
Erik Menez, AXA, 2011
Patricia Dutriaux, Saint-Gobain, 2010
Stéphane Auré, Banque Palatine, 2010
Mohamed Zaida, BPCE Caisses d'Epargne, 2010
Samuel Lubin, L'Oréal, 2010
Benoît Rigallaud, MAIF, 2010
Sébastien Fouqueteau, Bouygues Telecom, 2010
Corinne Plichet, Caisses d'Epargne, 2009
Ismael Ziani, Office Depot, 2008

HONORS AND AWARDS

2016 *ESSEC Foundation Teaching Award, Runner-Up*
Selected by students and participants as one of their "favorite professors"

2012 *Emerald Citations of Excellence Awards*
Chosen as one of the top 50 articles with proven impact since its publication date (2008), selected amongst a pool of 15,000 articles published that year in the top 300 management and economics journals

2012 *Excellence in Teaching Award*
ESSEC Business School, Marketing Department

2010 *Best Paper Award, Finalist*
Prix Académique Syntec Conseil en Management

2009 *Best Paper Award*
International Journal of Research in Marketing

2004 *Finalist*
e-Business Research Center Doctoral Award Competition

- 2003 *Doctoral Fellow*
AMA Sheth Foundation Doctoral Consortium
- 2003 *Doctoral Fellow*
Marketing Science Doctoral Consortium
- 2000-2004 *ISBM Fellowship*
Institute for the Study of Business Markets, Penn State University (\$150,000)
- 2000-2003 *Executive Program Scholarship*
Executive Program at Penn State University (\$15,000)

EDITORSHIPS

- Since 2011 *Editorial Board, Member*
International Journal of Research in Marketing
- Since 2011 *Editorial Board, Member*
Recherche et Applications en Marketing
- Since 2009 *Editorial Board, Member*
Journal of Interactive Marketing
- 2008, 2009 *Track Chair*
2007 *Deputy Chair*
EMAC Conference, New Technologies & E-marketing Track
- Since 2004 *Ad Hoc Reviewer (journals)*
Marketing Science, Journal of Marketing, Journal of Marketing Research, Management Science, International Journal of Research in Marketing, Marketing Letters, Journal of Interactive Marketing, Journal of Marketing Communication, Social Science Computer Review, Review of Economics and Statistics, International Journal of Internet Marketing and Advertising, Harvard Business School Press, Décisions Marketing, International Journal of E-Commerce, Journal of Interactive Advertising, Journal of Marketing Theory and Practice, International Journal of Internet Marketing and Advertising
- Since 2003 *Ad Hoc Reviewer (conferences)*
AFM Conference (2014); Academy of Marketing Science (2010); AMA Educator's Conference (2003); EMAC Conferences (2005-2009, 2015-2016)
- Since 2005 *Jury member (competitions)*
EMAC McKinsey Marketing Dissertation Award (2011); Institute for the Study of Business Markets Doctoral Award Competition (2005); eBusiness Research Center Doctoral Award Competition (2005)
- Since 2011 *Ad Hoc Reviewer (research proposals)*
Time-sharing Experiments for the Social Sciences (TESS, NSF-funded) (2013); Erasmus Research Institute in Management / ERIM (2013), National Science Foundation (2011)
- Since 2016 *Ad Hoc Reviewer (book proposals)*
Springer (2016)
- 2002-2004 *Doctoral Student Editorial Board*
Marketing Science (*the journal*)

ACADEMIC SERVICE

| | |
|---------------------------------------|---|
| Since 2005 | <i>Member of various ESSEC committees and task forces</i> <ul style="list-style-type: none">- Academic evaluation committee, member (2014-2016)- Scientific committee, member (2013-2015)- KPI, career and faculty development task force, leader (since 2012)- Marketing management course, coordinator (since 2006)- Experimental lab, advisory board, member (since 2006)- Strategic committee on Research & Innovation, faculty chairman (2013)- ESSEC Foundation, faculty seconded to fundraising strategy (2013)- Board of Overseers, faculty representative (2012, faculty election)- Career and faculty development survey, designer and analyst (2012, 2014)- Head of the marketing department (2011-2014, department election)- Experimental lab, project selection committee, member (since 2009)- ESSEC fundraising campaign, advisor (2008-2012)- Financial Times academic journal rankings, ESSEC representative (2010)- Scientific committee, member (2008-2010)- Marketing department, recruiting coordinator (2006-2010)- Communication agency selection committee, member (2009)- ESSEC alumni survey, advisor (2009)- Research and managerial impact committee, member (2009)- ESSEC value survey, designer and analyst (2009)- ESSEC branding committee / Dragon Rouge, member (2009)- ESSEC home page committee, member (2008)- Rankings and publications committee, member (2007)- Professors and research web pages committee, member (2005) |
| 2014-2016 2011-2013 | <i>EMAC Representative for France</i> (national elections) |
| Since 2015 2013, 2014 2010-2012 | <i>Chair</i> <i>Track Chair</i> <i>Faculty Member</i> EMAC Doctoral Colloquium |
| 2010 | <i>Academic Counselor</i> ISBM's Ph.D. Student B2B Camp, Harvard Business School |
| 2004 | <i>Publicity Chair</i> ACM Sixth Conference on Electronic Commerce |
| 2004 | <i>Web Designer, Database Manager</i> Marketing the Profession Survey, INFORMS |
| 2003 | <i>Analyst, co-author</i> Branding Survey for the INFORMS Public Information Committee |
| 2001-2004 | <i>Student Advisory Board Member</i> e-Incubator at Penn State University |
| 1993-1996 | <i>Board Member</i> AIESEC, International Student Association in Business Administration and Economics |
| 1991-1993 | <i>Student Body Representative</i> Université de Liège, Department of Economics |

TEACHING

TEACHING INTERESTS

Marketing Analytics; Marketing Engineering; Marketing Research; CRM; Database Marketing; Direct and Interactive Marketing; Fundraising; Decision Support Systems; Operations Research in Business

TEACHING EXPERIENCE

Since 2015 *Marketing Analytics*
ESSEC Business School (France), in English, Master in Science level
Student evaluations (scale: 1-5)

| <u>Term</u> | <u>Pedagogy</u> | <u>Explanations</u> | <u>Overall</u> |
|--------------------|-----------------|---------------------|----------------|
| <i>Winter 2016</i> | 4.8 | 4.9 | 4.9 |
| <i>Winter 2016</i> | 4.4 | 4.8 | 4.5 |
| <i>Winter 2015</i> | 4.6 | 4.5 | 4.5 |

Since 2004 *Marketing Management (based on Marketing Engineering)*
ESSEC Business School (France), in English, Master in Management level
Student evaluations (scale: 1-6)

| <u>Term</u> | <u>Relationship</u> | <u>Expertise</u> | <u>Explanations</u> | <u>Overall</u> |
|---------------------------|---------------------|------------------|---------------------|----------------|
| <i>Fall 2016</i> | 5.7 | 5.9 | 5.7 | 5.7 |
| <i>Fall 2016</i> | 5.3 | 5.9 | 5.4 | 5.6 |
| <i>Spring 2016 (week)</i> | 5.3 | 5.8 | 5.4 | 5.5 |
| <i>Sprint 2016</i> | 5.6 | 5.9 | 5.3 | 5.4 |
| <i>Spring 2016</i> | 5.2 | 5.8 | 5.3 | 5.4 |
| <i>Winter 2016 (week)</i> | 5.9 | 5.9 | 5.7 | 5.7 |
| <i>Winter 2015 (week)</i> | 5.8 | 5.9 | 5.7 | 5.7 |
| <i>Fall 2014</i> | 5.8 | 6.0 | 5.5 | 5.5 |
| <i>Fall 2014</i> | 5.2 | 5.6 | 5.4 | 5.3 |
| <i>Fall 2013</i> | 5.9 | 5.9 | 5.7 | 5.8 |
| <i>Fall 2012</i> | 5.8 | 6.0 | 5.8 | 5.4 |
| <i>Fall 2012</i> | 5.3 | 5.7 | 5.6 | 5.2 |
| <i>Fall 2011</i> | 5.5 | 5.9 | 5.6 | 5.6 |
| <i>Fall 2011</i> | 5.7 | 5.8 | 5.4 | 5.3 |
| <i>Spring 2011</i> | 5.1 | 5.6 | 5.2 | 5.3 |
| <i>Spring 2011</i> | 5.2 | 5.7 | 5.4 | 5.1 |
| <i>Winter 2010</i> | 5.3 | 5.7 | 5.5 | 5.5 |
| <i>Winter 2010</i> | 5.2 | 5.8 | 5.3 | 5.1 |
| <i>Fall 2009</i> | 5.5 | 5.7 | 5.1 | 5.3 |
| <i>Fall 2009</i> | 5.1 | 5.7 | 4.9 | 5.0 |
| <i>Winter 2009</i> | 5.4 | 5.8 | 5.1 | 5.5 |
| <i>Winter 2009</i> | 5.3 | 5.7 | 5.0 | 5.5 |
| <i>Fall 2008</i> | 5.4 | 5.8 | 5.6 | 5.5 |
| <i>Fall 2008</i> | 5.2 | 5.7 | 5.3 | 5.2 |
| <i>Spring 2008 (week)</i> | 5.7 | 5.9 | 5.5 | 5.6 |
| <i>Winter 2008</i> | 5.8 | 5.8 | 5.5 | 5.5 |
| <i>Winter 2008</i> | 5.5 | 5.6 | 5.1 | 5.3 |
| <i>Fall 2007</i> | 5.5 | 5.7 | 5.4 | 5.6 |
| <i>Fall 2007</i> | 5.6 | 5.7 | 5.4 | 5.5 |
| <i>Winter 2007</i> | 5.5 | 5.7 | 5.3 | 5.4 |
| <i>Winter 2007</i> | 5.4 | 5.6 | 5.3 | 5.5 |
| <i>Fall 2006</i> | 5.6 | 5.6 | 5.3 | 5.4 |
| <i>Fall 2006</i> | 5.5 | 5.5 | 5.1 | 5.2 |
| <i>Winter 2006</i> | 5.4 | 5.6 | 5.2 | 5.1 |
| <i>Winter 2006</i> | 5.6 | 5.5 | 5.0 | 5.2 |
| <i>Fall 2005</i> | 5.6 | 5.6 | 5.3 | 5.5 |

| | | | | |
|--------------------|-----|-----|-----|-----|
| <i>Fall 2005</i> | 5.6 | 5.6 | 5.5 | 5.3 |
| <i>Winter 2005</i> | 5.6 | 5.5 | 5.2 | 5.2 |
| <i>Winter 2005</i> | 5.2 | 5.4 | 4.9 | 5.0 |
| <i>Fall 2004</i> | 4.9 | 4.8 | 4.3 | 4.1 |

Since 2005 *Direct Marketing Fundraising and CRM*
ESSEC Management Education (France), in French, professional certificate
Participant evaluations

| <u>Year</u> | <u>Animation</u> | <u>Interactions</u> | <u>Overall</u> |
|--------------------------|------------------|---------------------|----------------|
| <i>2016-2017 (1 day)</i> | 3.6 / 4 | 3.6 / 4 | 3.6 / 4 |
| <i>2015-2016 (1 day)</i> | 2.9 / 4 | 2.7 / 4 | 2.9 / 4 |
| <i>2014-2015 (1 day)</i> | 3.6 / 4 | 3.4 / 4 | 3.3 / 4 |
| <i>2013-2014 (1 day)</i> | 3.9 / 4 | 3.7 / 4 | 3.8 / 4 |

| <u>Year</u> | <u>Animation</u> | <u>Interactions</u> | <u>Overall</u> |
|--------------------------|------------------|---------------------|----------------|
| <i>2012-2013 (1 day)</i> | 4.7 / 5 | 4.6 / 5 | 4.5 / 5 |
| <i>2011-2012 (1 day)</i> | 4.6 / 5 | 4.5 / 5 | 4.5 / 5 |

| <u>Year</u> | <u>Pedagogy</u> | <u>Relationship</u> | <u>Overall</u> |
|--------------------------|-----------------|---------------------|----------------|
| <i>2010-2011 (1 day)</i> | 4.8 / 5 | 4.8 / 5 | 4.6 / 5 |

| <u>Year</u> | <u>Pedagogy</u> | <u>Relationship</u> | <u>Overall</u> |
|--------------------------|-----------------|---------------------|----------------|
| <i>2009-2010 (1 day)</i> | 3.7 / 4 | 3.8 / 4 | 3.5 / 4 |
| <i>2008-2009 (1 day)</i> | 3.3 / 4 | 3.2 / 4 | 3.5 / 4 |
| <i>2007-2008 (1 day)</i> | 3.9 / 4 | 3.8 / 4 | 4.0 / 4 |

| <u>Year</u> | <u>Interesting</u> | <u>Useful</u> | <u>Pedagogy</u> |
|--------------------------|--------------------|---------------|-----------------|
| <i>2006-2007 (1 day)</i> | 4.7 / 5 | 4.3 / 5 | 4.6 / 5 |

| <u>Year</u> | <u>Relationship</u> | <u>Expertise</u> | <u>Explanations</u> | <u>Overall</u> |
|--------------------------|---------------------|------------------|---------------------|----------------|
| <i>2005-2006 (1 day)</i> | 5.8 / 6 | 5.9 / 6 | 5.6 / 6 | 5.4 / 6 |

Since 2015 *Big Data and Business Analytics*
ESSEC Management Education (France), in French, BPCE intra program
Participant evaluations (scale: 0-4)

| <u>Term</u> | <u>Interactivity</u> | <u>Pedagogy</u> | <u>Overall</u> |
|----------------------------|----------------------|-----------------|----------------|
| <i>Fall 2017 (1.5 day)</i> | 3.7 / 4 | 3.7 / 4 | 3.6 / 4 |
| <i>Fall 2016 (1 day)</i> | 3.8 / 4 | 3.7 / 4 | 3.8 / 4 |
| <i>Fall 2015 (1 day)</i> | 3.3 / 4 | 3.2 / 4 | 3.3 / 4 |

2006-2016 *Management Information Systems - CRM*
ESSEC Management Education (France), in French, BPCE intra program
Participant evaluations (scale: 0-4)

| <u>Term</u> | <u>Interactivity</u> | <u>Pedagogy</u> | <u>Overall</u> |
|-----------------------------|----------------------|-----------------|----------------|
| <i>Fall 2016 (1 day)</i> | 3.9 / 4 | 3.7 / 4 | 3.9 / 4 |
| <i>Fall 2015 (1 day)</i> | 3.3 / 4 | 3.2 / 4 | 3.3 / 4 |
| <i>Fall 2014 (1 day)</i> | 3.1 / 4 | 2.6 / 4 | 2.5 / 4 |
| <i>Summer 2013 (2 days)</i> | 3.7 / 4 | 3.6 / 4 | 3.5 / 4 |
| <i>Fall 2012 (2 days)</i> | n/a | n/a | n/a |
| <i>Fall 2011 (2 days)</i> | n/a | n/a | n/a |
| <i>Winter 2010 (2 days)</i> | n/a | n/a | n/a |
| <i>Fall 2009 (2 days)</i> | 3.7 / 4 | 3.2 / 4 | 3.1 / 4 |

| <u>Term</u> | <u>Expertise</u> | <u>Pedagogy</u> | <u>Overall</u> |
|---------------------------|------------------|-----------------|----------------|
| <i>Fall 2008 (2 days)</i> | n/a | n/a | n/a |
| <i>Fall 2007 (2 days)</i> | 3.8 / 4 | 3.7 / 4 | 3.6 / 4 |

| | | | |
|-----------------------------|---------|---------|---------|
| <i>Winter 2006 (2 days)</i> | 3.8 / 4 | 3.7 / 4 | 3.6 / 4 |
| <i>Fall 2006 (2 days)</i> | 3.8 / 4 | 3.7 / 4 | 3.6 / 4 |
| <i>Fall 2006 (2 days)</i> | 3.8 / 4 | 3.7 / 4 | 3.6 / 4 |

| | |
|------------|---|
| 2014 | <i>Marketing Management (1 day 1/2)</i> ESSEC Executive Education (France), in English, Modular MBA |
| 2006-2014 | <i>Relationship Marketing and Loyalty Programs (2 days)</i> ESSEC Management Education (France), in French, M.S. Marketing Part-Time |
| 2006-2014 | <i>Database marketing (2 days)</i> ESSEC Management Education (France), in French, M.S. Marketing Part-Time |
| 2006, 2007 | <i>Strategic Marketing (4 days)</i> ESSEC Management Education (France), in French, Marketing modules |
| 1995-1997 | <i>Decision Support Systems</i> Université de Liège (Belgium), in French, senior level ⁽¹⁾ |
| 1994-1997 | <i>Computer Science and its Applications to Economics</i> Université de Liège (Belgium), in French, junior level ⁽¹⁾ |

MEMBERSHIPS IN PROFESSIONAL SOCIETIES

| | |
|------------|--|
| Since 2011 | <i>Association Française de Marketing (AFM)</i> |
| Since 2009 | <i>Direct Marketing Educational Foundation (DMEF)</i> |
| Since 2009 | <i>Association Française des Fundraisers (AFF)</i> |
| Since 2003 | <i>European Marketing Academy (EMAC)</i> |
| Since 2002 | <i>American Marketing Association (AMA)</i> |
| Since 2002 | <i>Institute for Operations Research and the Management Sciences (INFORMS)</i> |

LANGUAGE SKILLS

| | |
|---------|-----------------|
| French | Native language |
| English | Fluent |

COMPUTER SKILLS

Software and Web Development

Self-taught analyst-programmer since 1986

PHP, HTML, JavaScript, JQuery, smarty, MySQL, Joomla, Wordpress, Visual Basic .NET, Visual Basic, Basic, Delphi, Pascal; notions of C++, Fortran, Apache, Ubuntu

Data Analysis Software Packages

R, MATLAB, SPSS, SAS, MiniTab, Lisrel, Marketing Engineering, Arena, Alice

¹ No student evaluations available.